



# Amplify Austin

## PRIZES & INCENTIVES MARCH 5-6, 2020



## PRIZES AND INCENTIVE DOLLARS

I Live Here I Give Here (ILHIGH) works year-round to provide robust matching funds, grand prizes, and hourly prizes to gamify the day to increase giving. **In 2019, ILHIGH provided over \$1.6 Million in matching funds** through the I Live Here I Give Here Amplify Austin Day Fund (ILHIGH Amplify Fund).

## THE I LIVE HERE I GIVE HERE AMPLIFY AUSTIN DAY FUND

The ILHIGH Amplify Fund is raised by I Live Here I Give Here and is distributed among all nonprofit members on Amplify Austin Day to encourage giving. Each organization receives a portion of the robust fund, pro-rata, based on the total amount raised by your charity on Amplify Austin Day. Donors may also choose to contribute to the fund on Amplify Austin Day through the “Add a Dollar” campaign to benefit all participating organizations.

We also encourage our nonprofit members to find additional matching dollars to incentivize your individual campaign. Nonprofits with individual matching campaigns raise 5.5X more than those that don't!

# ST. DAVID'S FOUNDATION \$1M MATCH

St. David's Foundation has once again pledged a generous \$1M matching grant to be distributed among their nonprofit grant partners on Amplify Austin Day. In addition, St. David's Foundation has also committed to matching donations (up to \$300K total) to the ILHIGH Amplify Fund to encourage businesses and individuals to support nonprofits on Amplify Austin Day. St. David's Foundation's 2020 grant partners will receive funds on a pro-rata basis based on their total funds raised on Amplify Austin Day. All grant partners will be notified of their eligibility prior to the giving day.

## CATEGORY MATCHING

Included in the ILHIGH Amplify Fund are category-based matching opportunities to be included in the ILHIGH Amplify Fund. Nonprofits are eligible to compete for available matching funding within their cause category on the day. Funds will be awarded pro-rata, based on the amount raised by the charity on the day. For example, in 2020, I Live Here I Give Here secured \$25,000 for Reissa Foundation's grant partner organizations serving foster care and \$10,000 for basic needs organizations thanks to Shield-Ayres Foundation.

## GRAND PRIZES

**In addition to the matches, there are 4 grand prizes of \$5,000 on Amplify Austin Day:**

- \$5,000 for the most dollars raised between early giving opening on January 21st - 12 AM on March 6th.
- \$5,000 for the large nonprofit (over \$500K operation budget) that raised the most money in the 24 hour period of Amplify Austin Day.
- \$5,000 for the medium nonprofit (between \$100K and \$500K operation budget) that raised the most money in the 24 hour period of Amplify Austin Day.
- \$5,000 for the small nonprofit (under \$100K operation budget) that raised the most money in the 24 hour period of Amplify Austin Day.



# HOURLY PRIZES & SCHEDULE

There are also 24 hourly prizes of \$1,000 on Amplify Austin Day:

- From 6 PM March 5 - 5 AM March 6, ILHIGH will award \$1,000 to the organization with the most dollars raised within the hour.
- From 6 AM - 6 PM on March 6, ILHIGH will award \$1,000 to the organization with the most individual donors within the hour.

TIME	PRIZE AWARDED
6 PM - 7 PM	Most Dollars
7 PM - 8 PM	Most Dollars
8 PM - 9 PM	Most Dollars
9 PM - 10 PM	Most Dollars
10 PM - 11 PM	Most Dollars
11 PM - 12 AM	Most Dollars
12 AM - 1 AM	Most Dollars
1 AM - 2 AM	Most Dollars
2 AM - 3 AM	Most Dollars
3 AM - 4 AM	Most Dollars
4 AM - 5 AM	Most Dollars
5 AM - 6 AM	Most Dollars

TIME	PRIZE AWARDED
6 AM - 7 AM	Most Donors
7 AM - 8 AM	Most Donors
8 AM - 9 AM	Most Donors
9 AM - 10 AM	Most Donors
10 AM - 11 AM	Most Donors
11 AM - 12 PM	Most Donors
12 PM - 1 PM	Most Donors
1 PM - 2 PM	Most Donors
2 PM - 3 PM	Most Donors
3 PM - 4 PM	Most Donors
4 PM - 5 PM	Most Donors
5 PM - 6 PM	Most Donors





## COMMUNITY CHALLENGES

I Live Here I Give Here also offers community challenges to inspire givers and fundraising champions to get involved and celebrate the causes they care about. These dollars go into the ILHIGH Amplify Fund. We will communicate these exciting opportunities to participating nonprofit members and our donor community as they become available.

### #LOVETITOS CHALLENGE:

Each year ILHIGH engages local business partners to participate in community challenges to drive even more incentive dollar opportunities to the ILHIGH Amplify Fund. In 2020, Tito's Handmade Vodka will spread the love by adding an extra \$5 to a donor's gift when they enter #LoveTitos at check out. Tito's will help maximize donations up to \$10,000.

### GOLDEN TICKETS:

\$100 will be awarded every hour of Amplify Austin Day to a giver who has donated within the last hour. These givers will be able to give this additional \$100 to the nonprofit of their choice before 6PM on March 6th!

### FUNDRAISING CHAMPIONS AWARD:

The nonprofit with the most peer-to-peer fundraisers on Amplify Austin Day will be invited to Amplify Austin Day's Command Central for exclusive press and social media opportunities.

## RULES

- An organization can only win 1 hourly prize and 1 grand prize.
- Community winners may only win one prize within the 24 hours.
- The hourly prize for number of donors is based on individual persons donating. Not the number of actual donations.
- Eligibility for the "Large", "Medium", or "Small" Nonprofit grand prize is determined by the Leaderboard Size you selected during registration.
- Gifts made during early giving (January 21st - 5:55 PM on March 5) do not count towards hourly prizes.



## THE BOTTOM LINE

I Live Here I Give Here has created a prize and incentive program that allows community members, businesses, families, and foundations to “amplify” giving during the campaign. The ILHIGH Amplify Fund allows community members to make a donation to all nonprofits participating in Amplify Austin Day and provides an avenue for exciting opportunities like category matching and community challenges. We believe that we can build a more united, more prosperous environment for all when we give together as a community.

	<b>ILHIGH Amplify Fund</b>	<b>St. David's Foundation Match</b>	<b>Grand Prizes</b>	<b>Hourly Prizes</b>	<b>Golden Tickets</b>
<b>Number of Prizes</b>	Pro rata	Pro rata	4	24	24
<b>Value</b>	\$300K+	\$1.3M	\$5K each	\$1K each	\$100 each

# TOTAL RAISED: \$1.6 MILLION+

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