



Talking Points for Business Fundraisers

General Overview

- Amplify Austin Day is organized by I Live Here I Give Here, a nonprofit on a mission to make Central Texas the most generous community in the United States. Learn more at [ILiveHereIGiveHere.org](https://www.ILiveHereIGiveHere.org).
- The **ninth-annual Amplify Austin Day** starts at 6 pm on Thursday, March 4, and runs through 6 pm on Friday, March 5, with early giving now open. Give at [AmplifyATX.org](https://www.AmplifyATX.org).
- New this year, Amplify Austin Day will include a 24-hour livestream, **Amplify LIVE**, produced in partnership with **C3 Presents**, that will air March 4-5, on [AmplifyATX.org](https://www.AmplifyATX.org). This round-the-clock livestream will feature the urgent needs of the local nonprofit community, Central Texans who inspire generosity, celebrity guests, businesses, media leaders, and musical performances.
- Amplify Austin is designed to increase philanthropy in Central Texas for hundreds of Central Texas nonprofits through online giving during a single 24-hour period.
 - This is the only day of the year that brings together **675+ nonprofits** representing 7 counties in Central Texas to inspire local giving.
 - The seven Central Texas counties participating include: Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco
 - Participants can make a gift of any value of \$5 or more using ILHIGH's [AmplifyATX.org](https://www.AmplifyATX.org) platform to search for organizations by keyword, location, and/or across 19 cause categories, including: Racial equity, civil rights, civic engagement, the environment, animals, the arts, poverty, basic needs, education, and more.
- Amplify Austin Day is the biggest day of giving in Central Texas.
 - In 2020, \$12.3 million was raised for more than 760 local nonprofits on Amplify Austin Day.
 - More than 30,000 local residents and 100 local businesses gave to local nonprofits on Amplify Austin Day 2020.
 - Over the past eight years, Amplify Austin Day has raised more than \$69 million for 760 local organizations.
 - For ILHIGH's nonprofit members, the impact of Amplify Austin Day extends far beyond the day or the year; it provides an infusion of new supporters who will further their missions for years to come.
 - The first Amplify Austin Day was held in 2013.

ILHIGH Amplify: Disaster Relief Fund (new, as of February 19, 2021)

- The ILHIGH Amplify: Disaster Relief Fund was established in response to the urgent immediate needs and subsequent aftereffects due to the winter storms that wreaked havoc across Central Texas during the week of February 14. This matching gift fund is designated to support organizations whose missions focus on one of the following cause categories: Basic

Needs, Disaster Relief & Emergency Response, Human Services, and/or Housing, Shelter & Homelessness.

- Special thanks to Social Solutions, our first donor to the disaster relief fund, for providing a generous \$10,000 contribution to inspire others to give.

2021 Goal

- Double the participation from 2020 to 60,000 individual unique donors!

Amplify LIVE

- The first-ever **Amplify LIVE**, produced in partnership with **C3 Presents**, will air March 4-5, 2021, on [AmplifyATX.org](https://www.amplifyatx.org).
- This round-the-clock livestream will feature the urgent needs of the local nonprofit community, Central Texans who inspire generosity, celebrity guests, businesses, and media leaders, as well as music performances filmed at Grammy Award-winning **Adrian Quesada's Electric Deluxe Recorders Studio** in East Austin.
- This new celebrity-driven virtual experience will be presented by **Judy Maggio**, host of “ATX Together” (*Austin PBS*); **Trevor Scott**, host of “We Are Austin” (*KEYE-TV CBS Austin*); and **Joah Spearman**, CEO and founder of *Localeur*.
- Austin music luminary **Charlie Sexton** will serve as I Live Here I Give Here's inaugural music director. Charlie Sexton created two Amplify Austin Day Supergroups and has produced two original songs created exclusively for Amplify Austin Day.
- Local musicians include **David Ramirez**, **Mélat**, **Alex Maas** (The Black Angels), and **Loulou Ghelichkhani** (Thievery Corporation and Night Glitter), with band members featuring **John Michael Schoepf** (Night Glitter), drum dynamo **J.J. Johnson** and **Anthony Farrell** (Greyhounds).
- Amplify LIVE is sponsored by **C3 Presents**, **Electric Deluxe Recorders**, **Vinson & Elkins**, and **Tito's Handmade Vodka**.
- [Merchandise is now available for preorder](https://www.amplifyatx.org) via the Merch page on [AmplifyATX.org](https://www.amplifyatx.org) for those wanting to show their support with items, including a 2021 Amplify Austin T-shirt designed by C3 Presents, an I Live Here I Give Here tote bag or mask, or a Super Supporter pack including a bundle of all three.

Why Should People Participate?

- A gift of any size starting at just \$5 makes a meaningful difference for a local nonprofit.
 - Local nonprofits address our community's most pressing needs and help the people, places, and animals we love.
 - Your support helps our community thrive.
 - When we all give together, small gifts add up to a big impact.
- You can help shape a bright future for your community.
 - When you give, it's your vote of support for what you want to see more of in our community and for a more prosperous, equitable, and united future.
- You help nonprofits in 19 cause categories that make our city the place we love to live, work, and play, including animals, basic needs, racial equity, civil rights, civic engagement, the environment, the arts, poverty, education, and more.

- Your gift could be matched!
 - Increase the impact of your gift by giving to a nonprofit with Amplify Austin Day matching incentives. Your dollar could translate into \$2 or even \$6 for a local nonprofit.
- Amplify Austin Day is a fun and meaningful way to participate in your local community alongside thousands of your neighbors. It's a generosity movement!

How to Participate

- Businesses:
 - Local businesses are also invited to join the local generosity movement by signing up their company (Feb. 1 - March 1) to **become a Business Fundraiser**.
 - Business Fundraisers encourage their employees to participate by making a gift of \$5 or more to a nonprofit of their choice on Amplify Austin Day. Local companies are critical to the success of Amplify Austin Day.
 - When you sign up as a Business Fundraiser, you create a custom fundraising page, set team goals, and celebrate our community's annual day of giving.
 - Awards and recognition will be given to the top business fundraisers based on employee participation and dollars raised.
 - **Employees from the company with the most dollars raised or the highest percent of employees participating will be entered to win one of two Fender guitars, signed by all the members of Charlie Sexton's Amplify Austin Day Supergroup!**

Technical Questions

- **Is I Live Here I Give Here a nonprofit?**
 - Yes, I Live Here I Give Here is a 501c3 nonprofit organization.
- **What is the I Live Here I Give Here Amplify Fund? How does it work?**
 - The I Live Here I Give Here Amplify Fund amplifies funding for all nonprofits participating in Amplify Austin Day. The fund provides more incentive for donors to give, since donors give more when they know their dollars will go further on Amplify Austin Day.
 - Every dollar given to the fund inspires \$6 or more additional dollars shared across all organizations.
 - If you donate to the ILHIGH Fund, your dollars will be spread out between various different nonprofits — ensuring your dollars make an impact on every cause that matters to Central Texans.
- **Does 100% of my donation go to the charity I choose? Is there a fee/charge for credit cards?**
 - I Live Here I Give Here works hard to ensure that AmplifyATX.Org is a cost-effective and successful fundraising platform.
 - Transactions scheduled for and made on Amplify Austin Day incur a platform fee and credit card processing fee.
 - The final fee amount on Amplify Austin Day is based on how many donors choose to underwrite the fees and the overall contributions to the ILHIGH Amplify Fund.

- The final effective fee for Amplify Austin Day 2020 was approximately -4%, including the platform and credit card processing fees. For 2021, we are currently on track to achieve an effective rate of at least 0%.
 - This small fee subsidizes I Live Here I Give Here's cost to maintain AmplifyATX.org.
 - The platform fee will never be more than 6%. I Live Here I Give Here is a 501c3 nonprofit organization.
 - The fee is used for nonprofit trainings, customer support, staff administration, financial services, insurance, online infrastructure, marketing, and PR.
 - Donors have the opportunity to underwrite all fees (platform and credit card processing) and the option to contribute to the ILHIGH Amplify Fund on Amplify Austin Day.
 - ILHIGH Amplify Fund is distributed pro-rata to all organizations.
 - Transactions made on AmplifyATX.org outside of Amplify Austin Day will incur a platform fee of 6%.
- **How is the final effective platform fee calculated on Amplify Austin Day?**
 - The final effective platform fee depends on total donations raised on Amplify Day and the total raised in the ILHIGH Amplify Fund.
 - The entire fund is distributed on a pro-rata basis. These dollars mitigate the platform fee.
 - The final effective total fee (including platform fee AND additional credit card processing fees) for Amplify Austin Day 2019 was -4%.
 - **What are credit card processing fees?**
 - Credit card processing fees are incurred any time a donation or transaction uses a credit card for payment.
 - These processing fees are paid directly to credit card companies through our credit card processor Stripe.
 - A standard third-party credit card processing fee will not exceed 2.1% + \$.30 per transaction.