Facebook: @ILiveHereIGiveHere | Twitter: @ILH_IGH
Instagram: @ILiveHereIGiveHere | #ILiveHereIGiveHere

Amplify Austin Day 2020

$12.3M raised for 760 Nonprofits in 24-Hours

- **54,500** gifts from **29,000** donors including **13,932** first-time donors
- **$1.8M** raised by **2,380** fundraising champions for their favorite cause
- **$1M** raised by **98** local businesses
- **Over $500K** awarded through prizes and matching incentives through the ILHIGH Amplify Fund
- Cost of fundraising reduced to an average of **-4%**
- **41.9M** social media impressions through #ILiveHereIGiveHere and **28.3M** earned media impressions

#GivingTuesdayNow

$300,000 in response to COVID-19

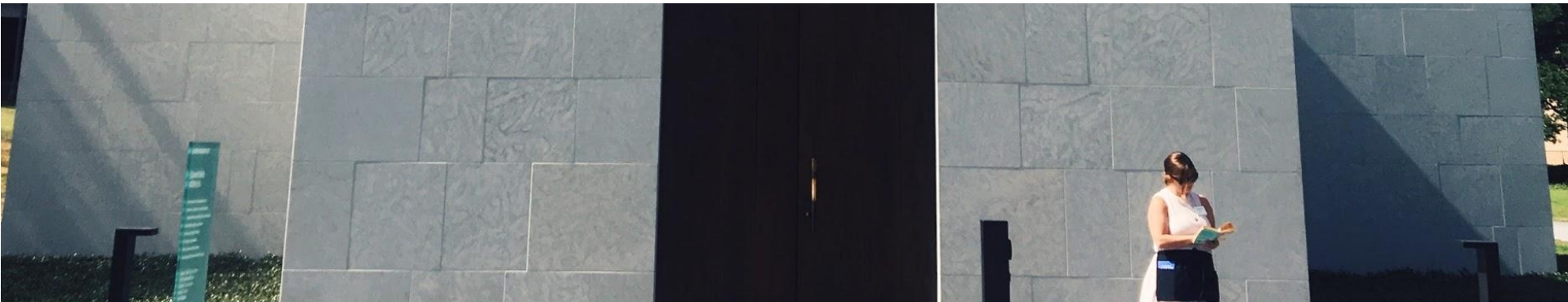
3,122 donations

#GivingTuesday 2020

20M Actions for Good

$9.4M Given by Central Texans

What's New for Amplify Austin Day 2021?



Amplify Live

Updated Prizes & Incentives

Learn more about the ILHIGH Amplify Fund here

Prizes

- 7 Grand Prizes - $5,000 to high performing nonprofit
- 6 Early Giving Prizes - $2,500 to high performing nonprofit + Amplify Live interview
- 24 Hourly Prizes - $1,000 to high performing nonprofit
- 24 Golden Tickets - $100 added to a donor's gift

Matching Dollars Available

- I Live Here I Give Here Amplify Fund
- Category Matching
- Business Fundraiser Matching

The New Philanthropist Challenge

THE NEW PHILANTHROPISTS

introduces

THE BOARD MATCHING PROGRAM

I Live Here
I Give Here®

Magazine Partnerships

Austin Monthly Magazine: The ILHIGH Magazine

Release: Late February 2021

Content: Encourage giving in the lead up to Amplify Austin Day by sharing stories of locals and why they give back.

Ad Deadline: Expired

Austin Woman Magazine: Amplify Austin Edition

Release: Early March 2021

Content: Highlighting women and girls. Call to give on Amplify Austin Day to organizations led by or serving women.

Ad Deadline: February 8

Contact **Christine@ILiveHereIGiveHere.org** for more information.

Revised Offline Gift Policy

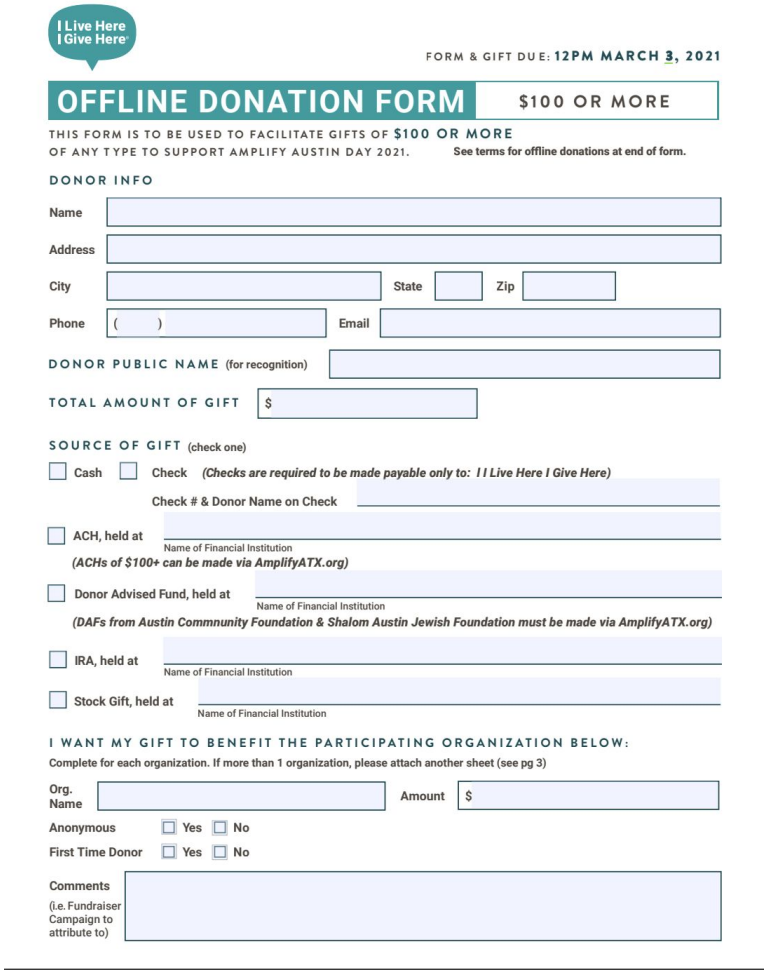
Accepting Unlimited Number of Offline Gifts

- Cash
- Checks
- ACH/Wire
- Donor Advised Fund
- IRA Contribution
- Stock Gifts

Offline Gifts must be over $100

Offline Donation Form Completion Required

Deadline to Submit: *March 3rd at Noon*



I Live Here I Give Here

FORM & GIFT DUE: 12PM MARCH 3, 2021

OFFLINE DONATION FORM $100 OR MORE

THIS FORM IS TO BE USED TO FACILITATE GIFTS OF $100 OR MORE OF ANY TYPE TO SUPPORT AMPLIFY AUSTIN DAY 2021. See terms for offline donations at end of form.

DONOR INFO

Name

Address

City State Zip

Phone ( ) Email

DONOR PUBLIC NAME (for recognition)

TOTAL AMOUNT OF GIFT $

SOURCE OF GIFT (check one)

☐ Cash ☐ Check *(Checks are required to be made payable only to: I I Live Here I Give Here)*

Check # & Donor Name on Check

☐ ACH, held at

Name of Financial Institution

(ACHs of $100+ can be made via AmplifyATX.org)

☐ Donor Advised Fund, held at

Name of Financial Institution

(DAFs from Austin Commnunity Foundation & Shalom Austin Jewish Foundation must be made via AmplifyATX.org)

☐ IRA, held at

Name of Financial Institution

☐ Stock Gift, held at

Name of Financial Institution

I WANT MY GIFT TO BENEFIT THE PARTICIPATING ORGANIZATION BELOW:

Complete for each organization. If more than 1 organization, please attach another sheet (see pg 3)

Org. Name Amount $

Anonymous ☐ Yes ☐ No

First Time Donor ☐ Yes ☐ No

Comments (i.e. Fundraiser Campaign to attribute to)

New Cause Categories

Read cause category definitions here

Animal Care & Services

Arts & Culture

Basic Needs

Civic Engagement, Philanthropy & Volunteerism

Education & Literacy

Environment, Conservation & Sustainability

Health Care & Wellness

Housing, Shelter & Homelessness

Human Rights, Civil Rights & Advocacy

Human Services

Military & Veterans

Poverty

Public Media

Public Safety, Disaster Relief & Emergency Response

Racial Equity

Religion, Faith & Spirituality

Senior Adults

Sports & Recreation

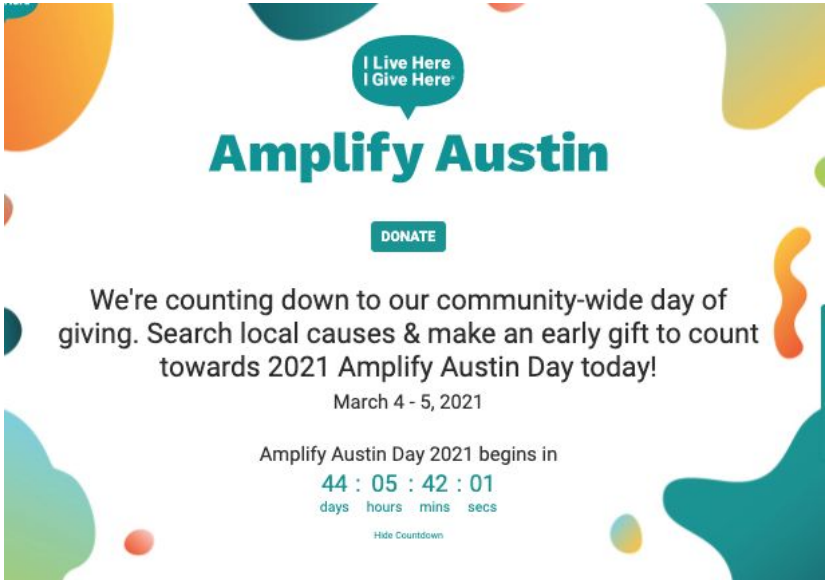
Youth & Children

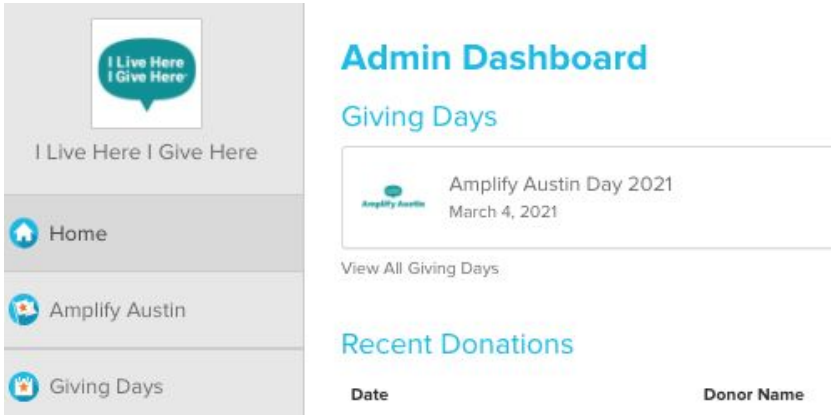
Early Giving Strategies

What is Early Giving?

AmplifyATX.org is a year-round fundraising platform and on Jan 19th the site transitions to Amplify Austin Day mode. Amplify Austin Day specific...

- Nonprofit profiles launch
- Donations open
- Fundraising Champions open
- ILHIGH Amplify Fund prizes & incentives begin





Strategy #1

Soft Launch with Fundraising Champions

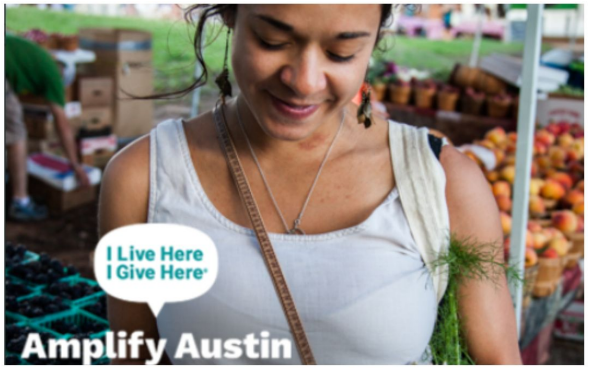
Use Early Giving To Plan and Launch a Thoughtful Campaign

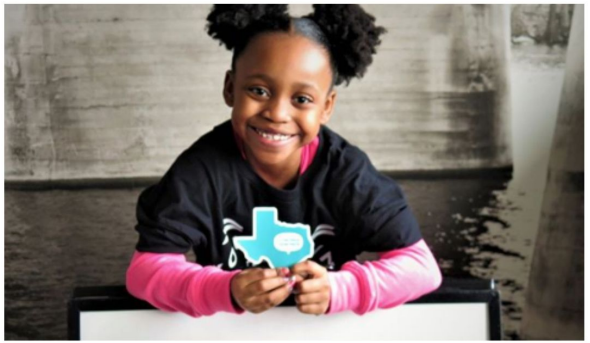
Set Measurable Goals Together

Plan Communications

- Who is your audience?
- What outlets will you use?
- How frequently will you communicate?
- When will you launch the campaign?
- How will you thank those that engage with you?

Create a Compelling Profile





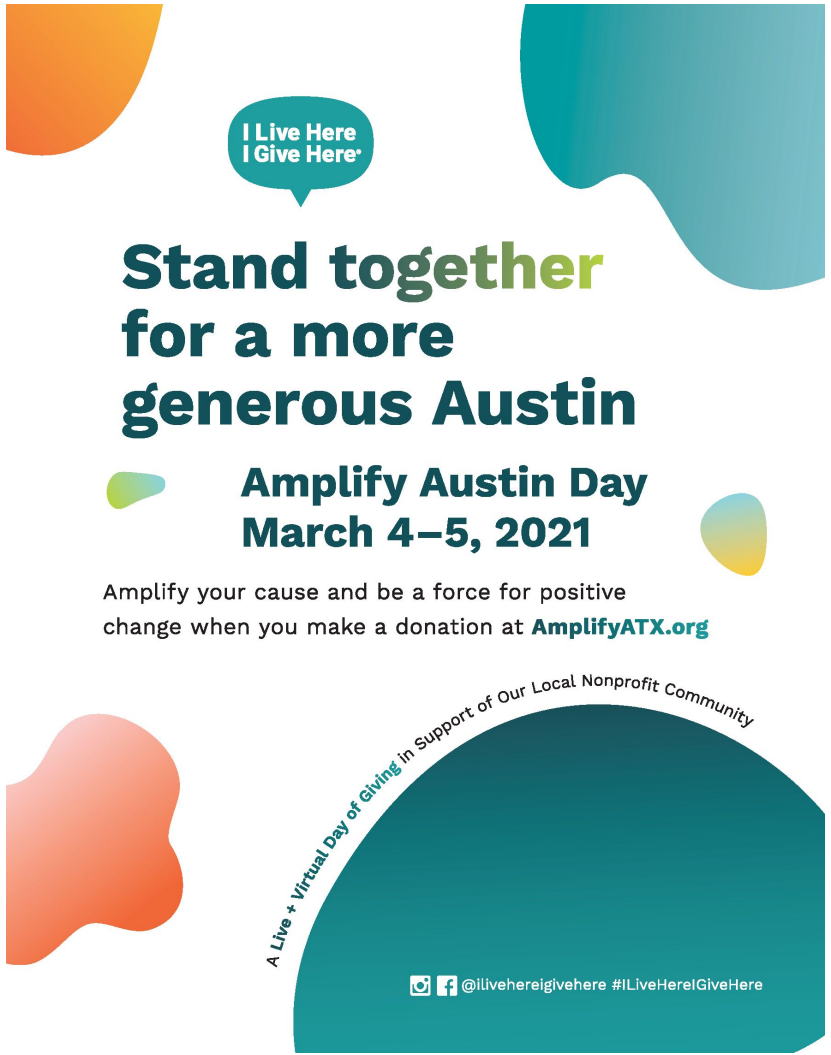
Create Your Marketing Toolkit

Use ILHIGH Provided Tools

- Social media graphics and logos
- Logos by county or city
- Posters and flyers in English and Spanish
- ILHIGH Because sign and ILHIGH stickers

Create Custom Tools for Supporters

- Sample social media posts
- Social media graphics or videos
- Logos



Engage Fundraising Champions to Help You Start Strong

Outline Your Team

- Aim for 6-10 fundraising champions per campaign
- Volunteers, staff, board, alumni, and past Amplify donors all make great fundraisers
- Recruit social media advocates in addition to fundraisers

Engage, Encourage, and Motivate

- Encourage fundraisers to use whatever outlet feels natural
- Check-in on them, celebrate wins, and be available
- Offer opportunities to connect
- Thank fundraisers and their donors

Promote Early Giving Alongside your Fundraising Team

LAUNCH!

- Prepare or schedule communications. We recommend kicking-off your campaign by the time we are two weeks out from Amplify Austin Day.
- Share your communication plan and marketing toolkit with your fundraising champions
- Thank donors as they make donations and be sure to segment future communications

Strategy #2

Garner a Matching Gift

Matching Dollar Campaigns

Create Urgency

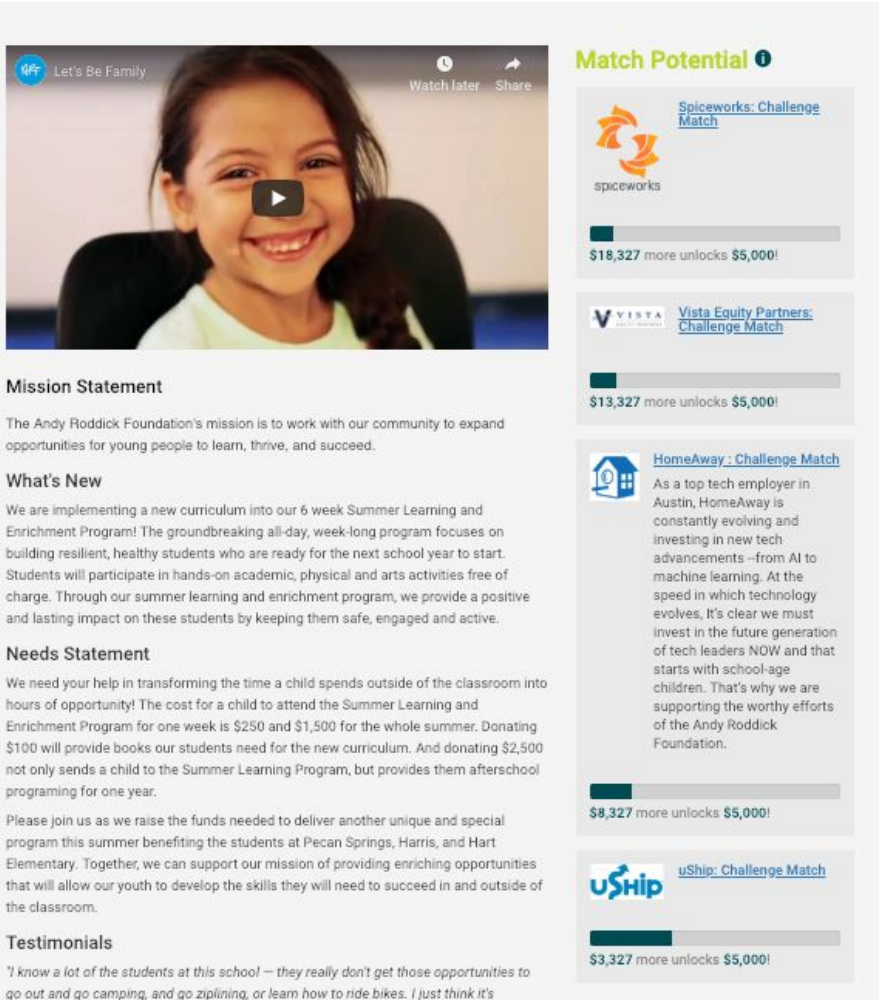
Matches are set up for an exclusive period, which creates a sense of urgency!

More Impact

Givers appreciate knowing that a supporter is willing to make their $1 into $2.

Results

Nonprofits with a match raise 4X more than those that don't.



Who should I approach for a match?

Great Match Sponsors Could Be:

- Corporate or small business partners who are already invested in the success of your mission.
- Committed donors who are passionate about encouraging others to give to your organization.
- Your Board of Directors or a group of individuals who are committed to helping you hit your goals on Amplify Austin Day.
- Peer-to-peer fundraisers, who can challenge others by matching up to their set goal.

How do I ask for a match?

- Set a meeting with your prospect sponsor.
- Explain the impact of Amplify Austin Day and the power of matching dollar campaigns.
- Share your goals for your campaign and how their gift will help you reach it.
- Include any information about a power hour or other strategies you'll employ.
- Listen to their goals and find alignment in your campaign.

Okay, I've received a match! What's next?

1. Formally solidify your partnership.
2. Honor their preferences and requests.
3. Add the match to your nonprofit profile.
4. Communicate with your audiences.
5. Recognize your sponsor proudly.
6. Report results.
7. Say thank you.

Strategy #3

Make a Prize Strategy

Gaming for ILHIGH's Prizes and Incentives

Communicate Clearly

Create a clear strong call to action with instructions to help your donors understand how to compete.

Communicate Frequently

Use your social channels, direct communications, and newsletters to communicate your opportunity.

Get Creative

Make your call to action memorable with fun graphics, witty videos, or fun competitions to stay top of mind.

Grand Prizes: $5,000

Gifts made between January 19 and 6:00 PM on March 5th will qualify.

- Small Nonprofit with the Most Unique Donors
- Medium Nonprofit with the Most Unique Donors
- Large Nonprofit with the Most Unique Donors

- Small Nonprofit with the Most Dollars Raised
- Medium Nonprofit with the Most Dollars Raised
- Large Nonprofit with the Most Dollars Raised

Grand Prizes: $5,000

Awarded to the nonprofit that achieves the most dollars towards a match or matches that they have solicited for Amplify Austin Day.

- Matches must be listed publicly on the nonprofit's AmplifyATX.org profile before 5 PM on March 5th using the match potential function.
- The prize will be awarded after Amplify Austin Day and the nonprofit will be asked to provide proof to ILHIGH that they have received the match funding from their sponsor.

Early Giving Prizes: $2,500 + Amplify Live Interview

Gifts made between January 19 and 5:59 PM on March 4th will qualify.

- Small Nonprofit with the Most Unique Donors
- Medium Nonprofit with the Most Unique Donors
- Large Nonprofit with the Most Unique Donors

- Small Nonprofit with the Most Dollars Raised
- Medium Nonprofit with the Most Dollars Raised
- Large Nonprofit with the Most Dollars Raised

Hourly Prizes: $1,000

Awarded hourly on Amplify Austin Day to the highest performing nonprofit.

- 6 PM - 6 AM: Nonprofit with the most dollars raised within the hour.
- 6 AM - 6 PM: Nonprofits with the most unique donors within the hour.

Golden Tickets: $100

Awarded hourly on Amplify Austin Day to a donor who gave within the hour.

- ILHIGH will donate an additional $100 to the nonprofit of the donor's choice on Amplify Austin Day.

Strategy #4

Submit your Amplify Live Video to Boost Awareness

How Can You Participate in Amplify Live?

Submit Your Video: Submit a 30 second - 2 minute video to be aired during Amplify Live on Amplify Austin Day.

Share the Livestream: Help us make Amplify Austin Day viral by sharing the livestream on Facebook during our first peak hour: 6PM, March 4th

Win an Early Giving Prize: Winners of the Early Giving Prizes will receive a 5 minute interview with their Executive Director or Board Chair that will air during a Prime Time segment to highlight their organization.

Creating Your Amplify Live Video

First ask yourself: Do I have an existing video that meets the time (30 sec - 2 min) and spec (1920 x 1080p) requirements?

No? Then consider using this awareness opportunity to:

- Tell us an impact story or report on the collective impact we can make when we give together.
- Educate the community on your clients needs and the solutions you provide.
- Demonstrate your work in a fun engaging way! Host a cooking demonstration, give us a behind the scenes tour, or show us how we can help from home.

Video Tips

- Watch our **Amplify Austin Day Kick-Off Meeting Recording** for video inspiration.
- Consider recording your video on Zoom.
- Use a smartphone or tablet to film!

Q & A

Important Dates

Early Giving Opens - Today!

I Live Here I Give Here Workshop - January 27

Amplify Live Video Submission Due - January 31

Amplify Austin Day for Newcomers - February 3

Creating a Stand Out Profile - February 9

Profiles Completion Due - February 12

Fundraising Champion Training - TBA

Offline Gift Deadline - Noon, March 3

Amplify Austin Day! - 6 pm March 4 - 6 pm March 5

THANK YOU!

Questions?

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