



Amplify Austin Day

Amplify Austin Day 2022 Talking Points for Business Fundraisers

IMPORTANT DETAILS

Event Name: Amplify Austin Day

Event Date: March 2-3, 6pm - 6pm

Event Website: AmplifyATX.org

Event Graphics: [available for download here](#)

Event Overview: I Live Here I Give Here's signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising \$82 million dollars for the local community since 2013. During a single 24-hour period, from 6pm on March 2nd, to 6pm on March 3rd, residents across a 7-county region will come together to support more than 700 nonprofits by making a donation through the platform, AmplifyATX.org.

ABOUT I LIVE HERE I GIVE HERE

- [ILiveHereIGiveHere](https://LiveHereIGiveHere.org) is the Austin-based nonprofit organization that produces Amplify Austin Day each year.
- I Live Here I Give Here envisions a Central Texas where every community member is engaged in giving. They are on a mission to amplify giving in Central Texas through cultivating and creating deeper connections for givers and the issues they care about.
- I Live Here I Give Here was founded 15 years ago.
- When combined with gifts made on GivingTuesday, ILHIGH's total impact is more than \$100 million.

GENERAL OVERVIEW

- Amplify Austin Day is the biggest day of giving in Central Texas.
- Organized and produced by [I Live Here I Give Here](https://LiveHereIGiveHere.org) since 2013.
- Since Amplify Austin Day's founding in 2013, the annual event has raised \$82 million dollars for the local community.
- Amplify Austin Day 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 event of the year that brings together almost **700 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 I Live Here I Give Here's AmplifyATX.org platform to search for organizations by keyword, location, and/or across 20 cause categories, including:
 - Racial equity, civil rights, civic engagement, the environment, animals, the arts, poverty, basic needs, education, and more.

2022 AMPLIFY AUSTIN DAY GOAL

- "Grow the giving" to reach 50,000 donors

WHY SHOULD BUSINESSES PARTICIPATE?

- Business Fundraisers encourage their employees to participate by making a gift to a nonprofit of their choice on 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. At the close of the campaign, all Business Fundraisers will receive a detailed employee giving metrics report that reveals the causes your employees love.
- Your company can also boost employee giving by offering matching dollars during Amplify Austin Day. The AmplifyATX.org platform provides an easy, fun, and efficient way for your entire company to help local nonprofits.
- In 2021, Business Fundraisers and their employees raised \$1.4M of the overall \$12.5M on Amplify Austin Day for local nonprofits.
- Awards and recognition will be given to the top business fundraisers based on employee participation and dollars raised.
 - *First-Time Business Fundraisers*: Raffle entry to receive complimentary I Live Here I Give Here Annual Business Membership (Community Builder-level)
 - *Most dollars raised (small, medium, large companies)*: Complimentary *Generosity At Work* virtual workshop session (Topics include: Finding Your Passion, Volunteering 101, Nonprofit Panel)
 - *Highest participation rate (small, medium, large companies)*: Complimentary tickets to attend See Us Give, I Live Here I Give Here's signature program that introduces local to greater community engagement

AMPLIFY LIVE

- [Amplify LIVE](https://AmplifyLIVE.org) is back by popular demand for a second year.
- Produced in partnership with **C3 Presents**
- Airs for 24 hours starting on March 2 at 6pm

- Watch the broadcast on [AmplifyATX.org/LIVE](https://www.amplifyatx.org/live), Austin Public Channel 10, and [I Live Here I Give Here's YouTube](#) and [Facebook page](#).
- This round-the-clock livestream will feature stories from our local nonprofit community, as well as music performances by Black Pumas, Durand Jones, and more.
- This celebrity-driven virtual experience will be presented by **Trevor Scott**, host of "We Are Austin" (*KEYE-TV CBS Austin*).