



Amplify Austin Day

ILHIGH AMPLIFY FUND: CAUSE MARKETING FUNDRAISERS

Over 24 hours, Amplify Austin Day brings our entire community together to give to local nonprofits. These nonprofits make up an ecosystem that supports all the things that make Central Texas a great place to live, love, work and play, while also striving toward a more equitable community. In the past nine years, Amplify has raised more than \$81.5M in unrestricted funding for hundreds of local organizations, including \$12.5M in 2021.

Our 10th annual Amplify Austin Day will take place on March 2-3, 2022.

Amplify Austin Day wouldn't be possible without the support of our local business community, and we invite companies of all sizes to participate. I Live Here I Give Here offers the opportunity for **restaurants, retailers, and service providers** to submit an application to host a Cause Marketing Fundraiser. Not only will you help to raise awareness about Amplify Austin Day, but your team members get inspired about working for a company who gives back, and your customers feel great knowing that their purchase supports a cause beyond themselves.

Proceeds from your fundraiser will support the ILHIGH Amplify Fund, for the benefit of more than 700 organizations. The Fund serves three critical functions: (1) it provides critical matching dollars that inspire donors to amplify their giving; (2) it funds prizes for participating nonprofit organizations; and (3) it reimburses nonprofits for the costs to fundraise on Amplify Austin Day. To date, the Fund has given back more than \$11 million to participating nonprofits.

Local business may choose to have their Cause Marketing Fundraiser support the ILHIGH Amplify Fund in the following ways:

GENERAL FUND

Help to underwrite prizes and fundraising costs for all organizations, of all sizes and missions. Funding is shared pro-rata, across all participating organizations.

CAUSE CATEGORIES

Elevate awareness about issues that align with your business priorities. Options include: 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; LGBTQIA+; Military & Veterans; Poverty; Public Media; Public Safety, Disaster Relief & Emergency Response; Racial Equity; Religion, Faith & Spirituality; Senior Adults; Sports & Recreation; Youth & Children

ADVANCING EQUITY INITIATIVES

Direct your support to one of three initiatives to advance equity in the nonprofit sector:

- The New Philanthropists Challenge to reward nonprofits who commit to building diverse leadership teams and prioritizing equity, inclusion, and access in their programming.
- Black Leaders Collective to support Black-led nonprofit organizations who are historically underfunded.
- Funding for small/medium-sized nonprofits (with operating budgets of \$500,000 or less).

WAYS TO FUNDRAISE

We invite you to be part of inspiring a culture of giving back in Central Texas by engaging your team members and customers. We are committed to fostering long-term and mutually beneficial relationships, and offer collaborative opportunities designed to fit your audience's needs. Tiered partner benefits – outlined below – recognize your generosity and community impact at all levels.

Here are few options for your Cause Marketing Fundraiser:



Donation with Purchase: Designate a percentage or dollar amount of each product or service sold during a predetermined time frame to be donated.



Round up the change: Ask consumers to support your campaign by rounding the change at the register or at check out.



Dual incentive: Provide an incentive to drive consumer donations by doing a donation match, a product coupon, or discount.



Donation with label or coupon: Make a donation for every label or coupon redeemed during purchase.

CAUSE MARKETING FUNDRAISING LEVELS & BENEFITS

SUPPORTER (NO MINIMUM COMMITMENT)

Cause Marketing Fundraising toolkit (logo, brand guidelines, sample messaging, images)

QR Code that directs customers to donate on AmplifyATX.org

Sharing of your campaign posts on social media

Logo placement on AmplifyATX.org + description of your campaign

ILHIGH newsletter shout-out with link to AmplifyATX.org

Amplify Austin Day impact report

GRASSROOTS - \$2,500

Supporter level benefits PLUS

(1) Dedicated, tagged social media post on channel of choice (per quarter)

COMMUNITY BUILDER - \$5,000

Supporter level benefits PLUS

(2) Dedicated, tagged social media posts on channel of choice (per quarter)

Listing in Amplify Austin Day press release (subject to deadline)

IMPACT LEADER - \$10,000+

Supporter level benefits PLUS

(3) Dedicated, tagged social media posts on channel of choice (per quarter)

Listing in Amplify Austin Day press release (subject to deadline)

I Live Here I Give Here newsletter spotlight with link to your website (46,000 subscribers)

Gifts made to the ILHIGH Amplify Fund will be shared pro-rata across the nonprofit organizations that are eligible for these initiatives. There is a 6% service charge that is retained by I Live Here I Give Here for all gifts, as agreed upon by all nonprofits. This service charge allows us to do the following: maintain AmplifyATX.org and the operations of Amplify Austin Day; conduct year-round nonprofit trainings and programming; deliver customer support through our platform provider; provide staff administration, financial services, insurance, and paid marketing and public relations. I Live Here I Give Here is a 501(c)(3) nonprofit organization (EIN 90-0647614) and every gift to the ILHIGH Amplify Fund is 100% tax deductible.

**Ready to get started and support nonprofits on Amplify Austin Day?
Connect with Zaira Macegoza at zaira@ilivehereigivehere.org today!**