



# Amplify Austin Day

## Creating a Webpage that Inspires Giving

*Amplify Austin Day 2023 for Business Fundraisers*

### Overview

I Live Here I Give Here's signature program, Amplify Austin Day, offers every community member the opportunity to give. Since 2013, this annual event has raised \$92.8 million dollars, making it the biggest giving event in Central Texas. During a single 24-hour period, from 6pm on March 1st, to 6pm on March 2nd, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation through the platform, [AmplifyATX.org](https://AmplifyATX.org).

As a Business Fundraiser, your business will create an online giving page and encourages your employees to give to their favorite local causes on Amplify Austin Day Day.

To write your profile, use the following questions as a guide to tell the story of why and how your company gives back:

- What is your company's social and community impact mission?
- Why does your company support Amplify Austin Day?
- What nonprofit causes does your company support? (Employees will be able to give to any nonprofit during Amplify Austin Day, but you can raise awareness about nonprofit partners to encourage support for those organizations.)
- Why is it important to give where you live?
- Does your company provide any corporate match incentives? If yes, share that here!

### Webpage Sample Copy

Short on time and inspiration? Here's a template to get you started:

*At [COMPANY NAME], we're thrilled to support Amplify Austin Day, the biggest giving event in Central Texas. We encourage our employees to join us in supporting the nonprofits we love that make Central Texas a great place to live, work, and play. Amplify good this year and help us meet our goal to [reach ## employee donors OR raise \$\$ dollars]!*

*Let's see what we can accomplish when we join together to Amplify Austin!*

Here are five easy steps to participate:

1. Search by keyword or cause category to find your favorite local nonprofits or learn about new ones! Click "Donate" on the organization's page.
2. During the checkout process, you'll be asked, "Are you an employee of one of these companies?" Select [COMPANY NAME] at checkout to have your gift counted toward our totals.
3. Track our team's progress on this page and see where we fall on the [Business Fundraiser Leaderboards!](#)
4. Visit I Live Here I Give Here's social media channels and become a fan on [Instagram](#), [Facebook](#), or [Twitter](#).
5. Share what nonprofit you supported or finish the statement, "I Live Here I Give Here Because..." on social media. Tag [COMPANY HANDLE] on [PLATFORM] and use the hashtag #ILiveHereIGiveHere and #AmplifyAustin.

Thank you for representing [COMPANY NAME] and helping us give back to the community!

## Need Help?

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