



# Amplify Austin Day

## What's New in 2023?

*Amplify Austin Day Talking Points for Business Fundraisers*

### Important Details

**Event Name:** Amplify Austin Day

**Event Date:** March 1-2, 6pm - 6pm

**Event Website:** [AmplifyATX.org](https://AmplifyATX.org)

**Event Overview:** [I Live Here I Give Here](https://www.ilivehereigivehere.org)'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).

### 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](https://AmplifyATX.org) platform provides an easy, fun, and efficient way for your entire company to help local nonprofits.
- In 2022, Business Fundraisers and their employees raised \$1.3M of the overall \$12.6M 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 tickets to attend See Us Give, I Live Here I Give Here's annual dinner that encourages local giving
- **Highest participation rate (small, medium, large companies):** Complimentary tickets to attend See Us Give, I Live Here I Give Here's annual dinner that encourages local giving

## About I Live Here I Give Here

- I Live Here I Give Here envisions a Central Texas where every community member is engaged in giving.
- I Live Here I Give Here is 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 makes giving opportunities accessible for Central Texans.
- ILHIGH IMPACT: Since 2007, I Live Here I Give Here has activated more than 200,000 Central Texans to help raise \$118.9 million for 1,327 local nonprofits.

## 2023 Goal

- Raise an additional \$100,000 on [AmplifyATX.org](https://AmplifyATX.org) for the I Live Here I Give Here Amplify Fund

## Early Giving

- (Began Jan. 19) Givers can make donations of \$5 or more now to their favorite local nonprofits at [AmplifyATX.org](https://AmplifyATX.org).
- Gifts made now through March 2 at 6 pm count toward Amplify Austin Day totals, early giving incentives, and grand prizes.

## I Live Here I Give Here Amplify Fund

- One gift that impacts all participating nonprofits.
- Individuals can give to the fund on [AmplifyATX.org](https://AmplifyATX.org) by adding their donation at checkout or donate to the fund directly.

- The I Live Here I Give Here Amplify Fund:
  - Supports every participating nonprofit.
  - Provides more than \$70K in prize money for the best performing organizations in each size category – small, med, and large.
  - Reimburses the nonprofits for their costs to participate making Amplify Austin Day the most cost-effective way to fundraise.
  
- The I Live Here I Give Here Amplify Fund is divided pro-rata across all 700 nonprofits.
  
- To date, the Amplify Fund has given back nearly \$12 million to participating nonprofits.
  
- I Live Here I Give Here established the I Live Here I Give Here Amplify Fund (Amplify Fund) to inspire individuals, foundations, and local nonprofits to participate in the giving day.
  
- The goals of the Amplify Fund are to raise awareness for Amplify Austin Day and the nonprofits serving in the local community, provide critical matching dollars that inspire donors to amplify their giving, fund prizes for participating nonprofit organizations, and reimburse nonprofits for the costs to fundraise on Amplify Austin Day.
  
- Through the Amplify Fund, nonprofits access a significant match pool and unlock grand prizes, early giving prizes, and hourly prizes.
  
- NOTE: You can say Amplify Fund but NEVER call it the ILHIGH Amplify Fund publicly
  
- NOTE: See final page for specific sponsors and matches through the Amplify Fund