



# Welcome to Great Community Give 2024

April 17, 2024





#GREATCOMMUNITYGIVE



# Introductions



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#GREATCOMMUNITYGIVE



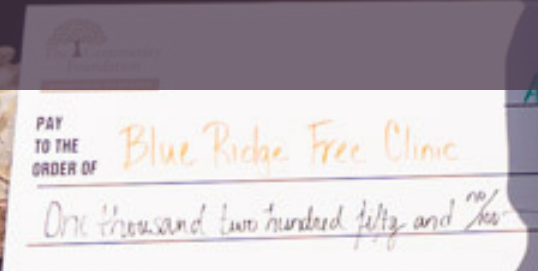
An initiative of  
The Community Foundation

# About

Great Community Give is a powerful giving day event designed to inspire and grow philanthropy in our community.

It is single-day celebration from sunrise to sunset (6:00am to 8:00pm) using a single online donation platform.

The mission is to enable people who love their community to easily give back.



# More Detail

## WHO WE ARE ?

GCG is an initiative of The Community Foundation of Harrisonburg & Rockingham County (TCFHR).

## NONPROFIT ELIGIBILITY

Nonprofits must be 501(c)3 Tax Exempt Organizations & Located in and serving Harrisonburg City and Rockingham County

## DONATIONS

Anyone can donate to their favorite nonprofits on April 17, 2024.





# #GREATCOMMUNITYGIVE 2023 Sponsors

## PLATINUM



## GOLD

nTelos Wireless Foundation



## SILVER



Chester and Nancy Bradfield Ann Marie Leonard Dr. Charles & Mary Henderson

## MEDIA PARTNER

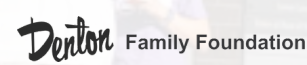


## PHOTOS

## BRONZE



Roger and Sonja Bible



Jim & Stephanie Higgs

Barbara Stoltzfus

Paul & Sherry Cline



## FRIENDS OF THE COMMUNITY



See our YouTube Channel  
**WATCH ANYTIME**

# GOGG THON



A partnership with Appeal Production

# Recap

## Great Community Give 2023



<b>7,684</b> donors gave to participating organizations.	<b>12k</b> Over 12,000 donations made to nonprofits.	<b>NONPROFITS</b>  <b>148</b> organizations participated in GCG 2023	<b>SPONSORS</b>  <b>\$76,550</b> in sponsorship prizes awarded	<b>PRIZES</b>  <b>29 nonprofits</b> awarded a prize (some received multiple!)
<b>89%</b> of total fees were covered by generous donors.	<b>\$165</b> The average donation amount (online and offline combined).	52 organizations had <b>peer to peer fundraisers</b>	<b>48</b> sponsors partnered for GCG 2023	<b>2 new prizes/ challenges</b> were introduced
		\$273,329 was raised using a <b>match/challenge</b>	Over 6 years, sponsors have given over <b>\$450,000</b> to GCG	<b>43 total prizes</b> were given to nonprofit agencies

# Recap

## Great Community Give 2023



#GREATCOMMUNITYGIVE



In April 2023, the community raised a GCG record, \$2,000,545 for local causes!

From 2018 to 2023, Harrisonburg and Rockingham raised a total of **\$7,118,248** through Great Community Give.





# GCG is important because...



**RAISE NEW FUNDS FOR LOCAL NONPROFITS**



**IMPROVE NONPROFITS' COMMUNITY PRESENCE**



**BUILD COMMUNITY**



**EDUCATE DONORS ABOUT NONPROFITS**



**GIVE NONPROFITS RESOURCES TO SUCCEED**

#GREATCOMMUNITYGIVE



An initiative of  
The Community Foundation



2024  
GOALS!



**HAVE FUN!**

**Raise \$2 million  
dollars**

**Engage 8,000 unique  
donors**

**Enhance nonprofits' presence  
within the community**

**Generate sponsorship dollars that  
provide prize money**

**Create excitement for our community  
and participating nonprofits**



# Our Reach

- PSA campaign from January to April
- Monthly radio interviews
- TV commercial on a paid schedule
- Website ads
- TV interviews with participating nonprofits
- Newspaper ad campaign
- Press releases sent out to all media partners
- Community calendars

**Thank You  
Media Partners**



# Before the Event

Set A Goal



Trainings



Weekly Emails

Complete Profile

Office Hours



Get Verified

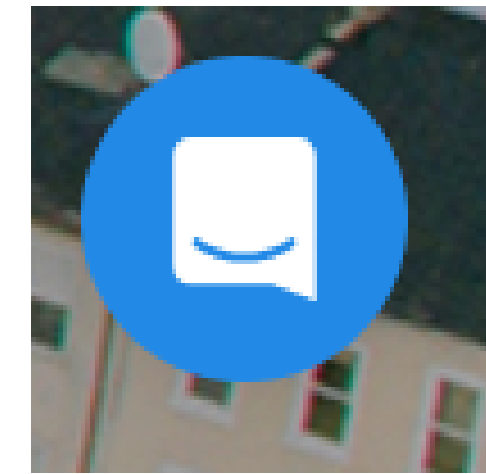
- GiveGab will be in touch!



Important Dates

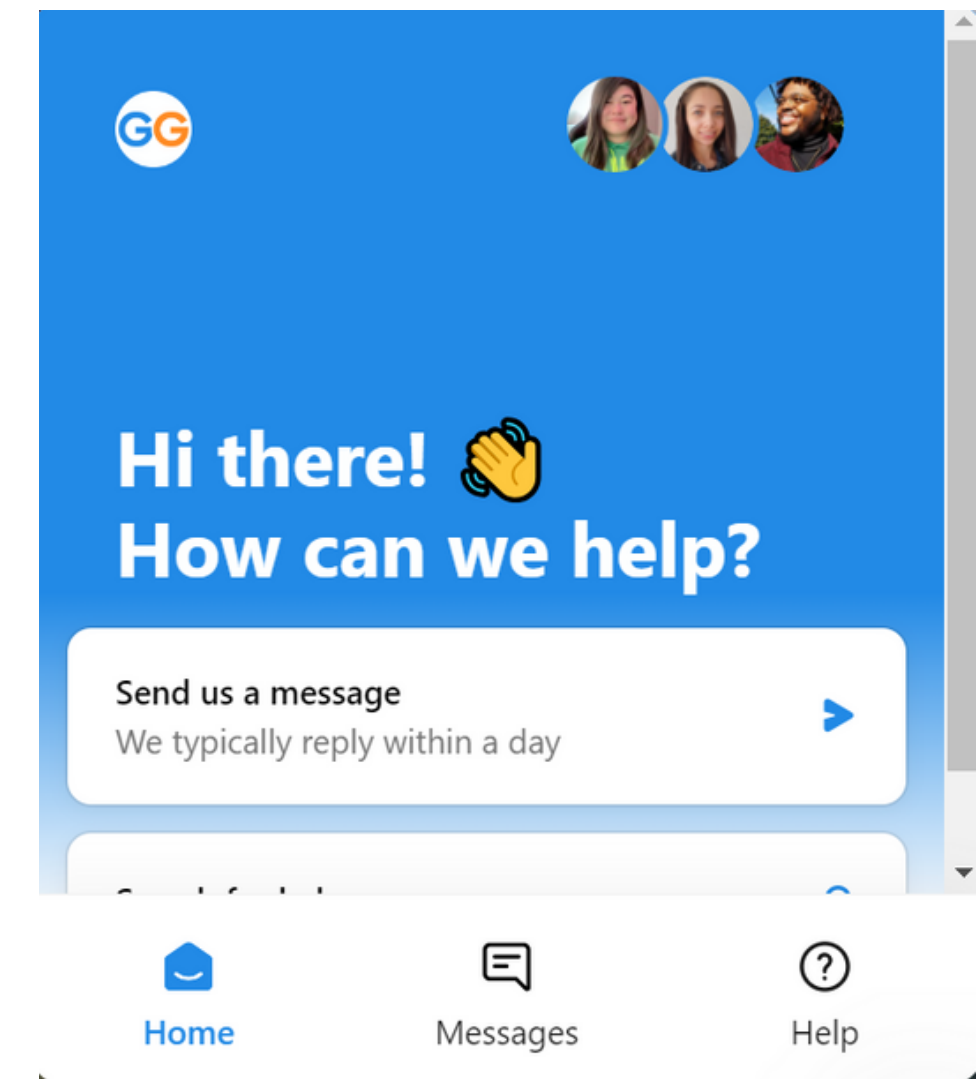
Promote the Event





# GiveGab Support

- Algorithm determining urgency and response time
- All Qs in the queue if you write in and they will get back to you in 1-2 days



# Consider new approaches to your fundraising

- Matches and Challenges
- Peer to Peer fundraisers
- Power Hours
- Social media planners / schedule posts
- Live stream social media
- Make a video or two!
- Graphic design platforms

Golden Ticket: \$1000  
Power Hour Most # of Donors: \$1500  
Board Member Prize: \$2000  
Power Hour Most \$ Raised: \$1500

Time	Sponsor	Prize	Winner(s)	Check Presentation
6am-7am	Jannay Montgomery Scott	Golden Ticket	Blue and Gray Rescue Dogs	8:30am
7am-8am	WHSV-TV3	Sunrise Special Most # Donors	Small: Blue Ridge Free Clinic M/L: <i>Our Community Place Boys+Girls club</i>	9:30am
8am-9am	Larsen Management	Golden Ticket		10:30am
10am-11am	Kline May Realty	Golden Ticket		11:30am
11am-12pm	Cargill	Brunch Time Prize Most # Donors	Small: <i>Our Community Place Boys+Girls club</i> M/L:	12:30pm
12pm-1pm	Domino's	Lunch Break Prize Most \$ Raised	Small: M/L:	1:30pm
1pm-2pm	Massanutten Resort	Matinee Prize Most # Donors	Small: M/L:	2:30pm
2pm-3pm	Dr. Charles & Mary Henderson	Golden Ticket		3:30pm
3pm-4pm	Valley Engineering	Tea Time Prize Most \$ Raised	Small: M/L:	4:00-4:15pm
6:30am-4pm	iHeart Media	Board Member Prize		6:30pm
4pm-5pm	Harman Construction	Golden Ticket		6:00pm
5pm-6pm	nTelos Wireless Foundation	Rush Hour Prize Most # Donors	Small: M/L:	7:30pm
6pm-7pm	InterChange Group	Golden Ticket		8:30pm
7pm-8pm	Graves Light Private Wealth Management	Finish Line Prize Most \$ Raised	Small: M/L:	April 22 at 9am





5YE



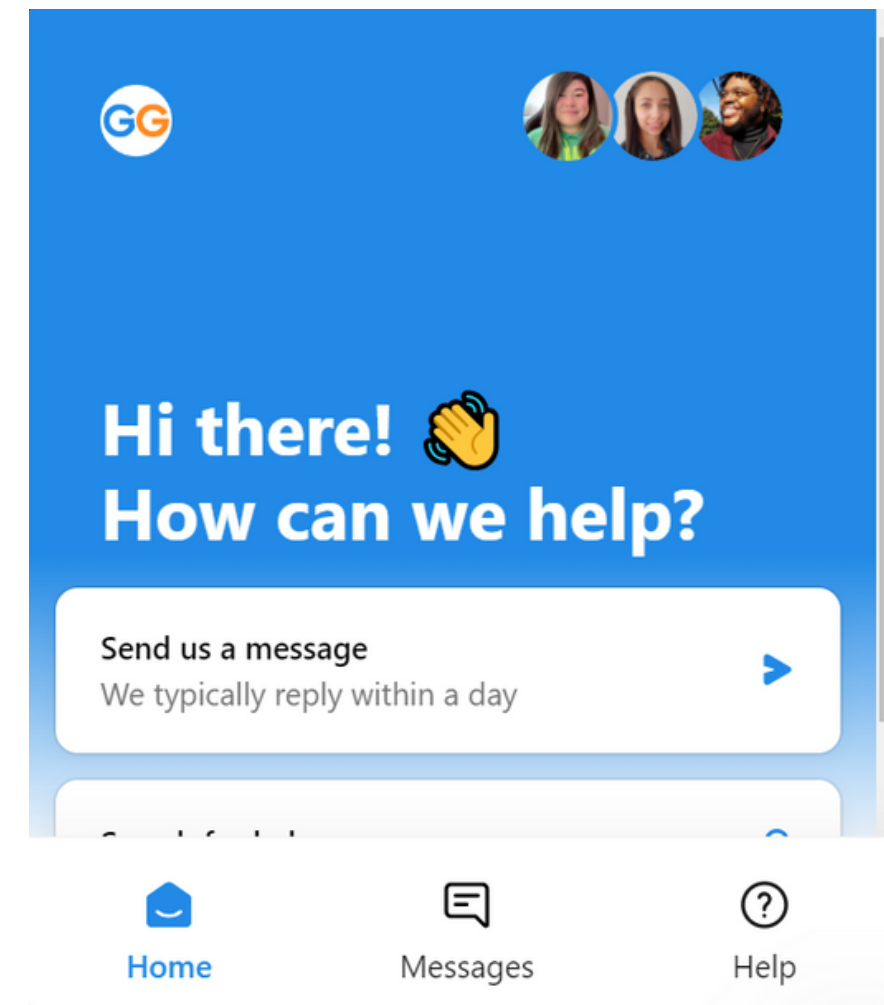
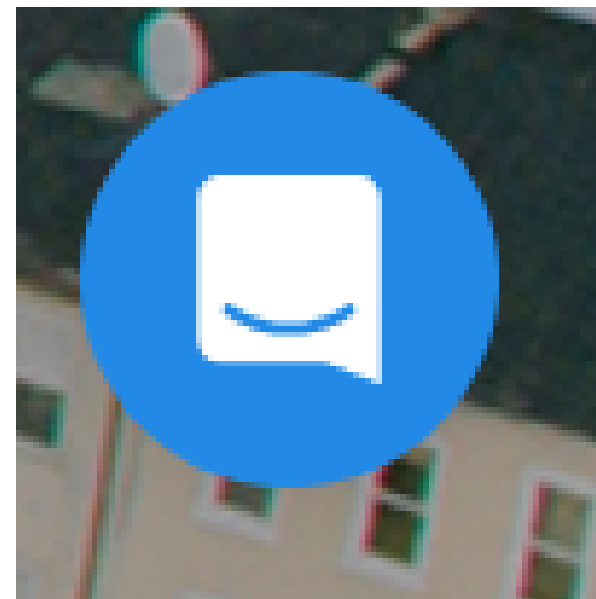
# Early Giving

Starts April 3 at 12:00am - Ends April 17 at 6:00am

- Donors can make their gifts to their favorite local charities before the Great Community Give event on April 17, 2024.
- Donors' gifts will not be displayed on the website until 6:00am on April 17, 2024.
- Prizes
  - Leaderboard prizes and Board Member prize
- Payment methods
  - Will be charged immediately once made
  - Can be credit card, ACH, Mobile Wallet, Check and cash (sent DIRECTLY) to nonprofit



As we approach the day, GCG nonprofits have priority in the queue and on the day of, donors have top priority.







# It's the Big Day!

Contact me via phone or email

GiveGab support **GiveGab**

Celebrate in some way

Promote the event

Prizes

Take a breath!

Cheer each other on!



# After the Event

Donation deposit



Send your thank you's



GiveGab support

Donor reports

Last contacts from me



Celebrate (again!)



THANK YOU to our sponsors!

**HARRISONBURG**  
Radio Group

**WHSV3**  
working hard for you

**Graves Light Lenhart**  
Build. Protect. Thrive.

**appeal**  
video marketing

**CARDINAL**  
DENTAL SPECIALISTS

nTelos Wireless Foundation

Locally Owned

**Daily News-Record**  
dnronline.com

**Domino's**

**EVERMORE**  
CONSTRUCTION, LLC

**Lantz & Gochenour**  
INVESTMENT GROUP  
of Janney Montgomery Scott LLC

**iHeart**  
MEDIA  
HARRISONBURG

**PARK VIEW**  
FEDERAL CREDIT UNION

**LD&B INSURANCE**  
AND FINANCIAL SERVICES

**TRUMBO ELECTRIC**

**F&M BANK**

**CHESTER AND NANCY**  
BRADFIELD

**CLARK & BRADSHAW, P.C.**

**INTERCHANGE GROUP**

**ESTLAND**

**ANN MARIE LEONARD**

**DR. CHARLES & MARY HENDERSON**

[www.greatcommunitygive.org](http://www.greatcommunitygive.org)



# Great Community Give

April 17, 2024

## Questions?



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317 South Main Street, Harrisonburg, VA



[www.greatcommunitygive.org](http://www.greatcommunitygive.org)



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