



## Give BIG Green Bay The Business Boost

### Business Boost – Frequently Asked Questions

#### What is Business Boost?

The Business Boost is an employee engagement program within Give BIG Green Bay to engage local businesses and highlight their commitment to community philanthropy. They set up a business profile to encourage their employees to give to charitable causes during Give BIG Green Bay.

#### What are the benefits of involvement?

The Business Boost inspires and engages employees to learn about and give back to causes that are meaningful to them. Additionally, your business will increase awareness of its commitment to our community, engage your employees in a new way, align with other community-minded organizations around an exciting community event, and amplify the critical work of local nonprofits.

#### What is expected of participating businesses?

If a business chooses to participate, we ask for your commitment. Engaging employees and increasing awareness of Give BIG Green Bay is a win-win.

#### What are the important dates?

- The public announcement of the nonprofits participating in Give BIG Green Bay 2023 is January 17<sup>th</sup>, 2023, at Lambeau Field Atrium.
- The countdown to Give BIG Green Bay is two weeks prior to the event: Feb 7-20.
- Give BIG Green Bay 2023 begins at noon on Tuesday, February 21, and ends at noon on Wednesday, February 22.

#### How do you set up a profile:

View this step-by-step guide from our giving day partner, GiveGab.

[How do I edit my Business Fundraiser Page? | GiveGab Customer Success Center.](#)

#### What is a giving day?

Give BIG Green Bay is a 24-hour online giving event designed to transform the way our community thinks about and contributes to Brown County charities. This simple online giving platform, [giveBIGgreenbay.org](http://giveBIGgreenbay.org), makes it easy to learn more about the work of participating nonprofits and to donate, at any level.

#### What are the transaction fees?

There are no fees to participate. Third-party transaction fees are assessed on each donation and total 5.5% plus \$0.30 per donation. For example, \$94.20 of a \$100 donation will go directly to the nonprofit organization before any match. Donors will have the option to cover the processing fees when they check out on the website.

The Greater Green Bay Community Foundation does not collect any fees related to the event.

### Can individuals make anonymous donations?

Yes, all donors have the option to remain anonymous.

### What forms of donations are accepted?

Give BIG Green Bay is intended to be an online giving event. MasterCard, Visa, Discover and American Express donations can be made online at [giveBIGgreenbay.org](http://giveBIGgreenbay.org).

Fundholders of the Greater Green Bay Community Foundation will have the option to make contributions from their donor advised funds to support the participating nonprofits. Donations via check will only be accepted on the day of the event at the Community Foundation office and will not count toward The Business Boost.

### Are donations tax deductible?

When donations are received through the website, a receipt is automatically generated for the gross amount of you're the gift and emailed to the address provided. A tax professional can advise on the tax deductibility of the donation.

### Is there a minimum gift?

There is a \$10 minimum donation.

### How does an employee designate their gift toward a Business Boost page?

Employees will be able to select your business name at checkout after making their donation. Their donation will then appear on your business profile page and will count toward your business' goal for the event. Goals can be based on either a dollar amount or a percentage of employee participation.

### Is there a donation deadline?

Donations can be made through Give BIG Green Bay beginning at noon on Tuesday, February 21, and ending at noon on Wednesday, February 22, 2023. All online donations made during this timeframe qualify for matching funds.

If you miss the Give BIG Green Bay event, we encourage you to donate directly to the nonprofit of your choice. It's important that we continue to support nonprofits year-round to build a thriving community.