



THE BIG
GIVE

Getting Started Guide

Welcome to Big Give Knox!

Want to make sure your nonprofit is ready to participate in Big Give Knox? This guide will lead you through the steps for registering and getting started. We've also outlined some key dates to make note of leading up to the event!

Are You Eligible?

To participate, your organization must be:

- An IRS approved tax-deductible organization located in or serving the Knoxville area.
- Registered with the appropriate states in which you solicit donors.
- Committed to promoting Big Give Knox to your constituents.

Are You Registered?

- Complete the registration at www.biggiveknox.org by **November 26, 2019**.
- Enable donations on your account by adding your ACH transfer information (bank account information).

Are You Connected?

- Follow Big Give Knox on Facebook at www.Facebook.com/unitedwayknox
- Follow Big Give Knox on Twitter at www.Twitter.com/unitedwayknox
- Follow Big Give Knox on Instagram at www.Instagram.com/unitedwayknox
- Use the hashtag: **#unitedwayknox** in all of your social media posts

Are You Ready?

- Check out the **Nonprofit Toolkit** for tips, templates, and resources.
- Register for **live webinars and watch exclusive giving day trainings.**
- Utilize the resources and tips emailed by the Big Give Knox team.

Questions about Big Give Knox?

For more information contact us at moseleya@unitedwayknox.org

Key Dates

Sept 23

Registration opens for Big Give Knox

October

Watch the Getting Ready for Big Give Knox Training

Oct 30

Attend the live *Final Steps Webinar* for Big Give Knox, 1-2pm ET

Nov 8

Donations open for Big Give Knox

Nov 26

Registration closes for Big Give Knox

December 3

Big Give Knox on #GivingTuesday starts at 12:00 am and ends at 11:59 pm!

BEYOND

Continue fundraising on GiveGab to reach your year-end fundraising goals!