

THE EXTRA GIVE™ ORDINARY



Frequently Asked Questions

General Questions

Why is the Lancaster County Community Foundation hosting the Extraordinary Give for local community benefit organizations (nonprofits)?

We are invested in bringing awareness to the community benefit organizations that make our community a vibrant place for us to live, work, and play. Community benefit organizations play a huge role in all our lives and as a Community Foundation, we are deeply dedicated to supporting the good work that they do. The aim of the Extraordinary Give program is to:

- Raise the level of knowledge about community benefit organizations in our county and highlight their positive impact on our well-being.
- Support the operating needs of community benefit organizations that serve Lancaster County through at least \$500,000 of stretch pool dollars and \$65,500 in prizes from the Foundation, our presenting sponsors Rodgers & Associates and the High Foundation, and other community supporters.
- Grow the base of engaged donors in Lancaster – bringing new donors to our community benefit organizations.
- Spotlight the charitable trends in our community. Where are we giving? What are our community benefit organizations saying is vital and needed right now?

When is the Extraordinary Give?

The Extraordinary Give will take place on Friday, November 22, 2019, from 12am to 11:59:59pm, Eastern Time.

What is the deadline to sign up for the Extraordinary Give?

Because we are legally required to check the validity of 501(c)(3) status, review supporting documents, and provide time to set up your personalized donation page, the **deadline** for application to participate in Extraordinary Give is **October 15, 2019**. No exceptions. Register by September 11, 2019 to enter to be randomly selected for an additional \$1,000 “Early Bird” grant prize. Please visit www.extragive.org to start your application.

How does the Extraordinary Give stretch pool work for participating community benefit organizations?

On that day, every dollar donated to local organizations will be stretched by at least \$500,000 from the Foundation, our presenting sponsors Rodgers & Associates and the High Foundation, as well as other community supporters. All donations made through the Foundation’s ExtraGive.org website will receive a

pro-rated portion of this “stretch pool.” Your organization’s portion of the "stretch" depends on how much is raised in total donations. For example, if your organization receives 3% of the total donations raised by all organizations participating in the Extraordinary Give, then your organization will receive 3% of the stretch pool.

Can any community benefit organization participate in Extraordinary Give?

If you are a 501(c)(3) public charity that is sub classified as 509a1, 509a2, or 509a3 (Type 1, Type 2, or Type 3 Functionally Integrated supporting organization), you are eligible to apply for participation. Your organization’s status will be verified by our team.

There are no restrictions based on organization size or location; however, you must serve residents of Lancaster County, Pennsylvania. You also must meet certain eligibility requirements such as having filed a recent 990 and have had an independent financial review or audit completed within the last 2 years.

Is the Foundation charging organizations to participate?

No.

Is the Foundation keeping any revenue from the project?

No. As a matter of fact, in addition to the stretch pool, the Foundation, presenting sponsors Rodgers & Associates and the High Foundation, as well as other corporate partners have committed to a prize pool of \$50,000 and a stretch pool of at least \$500,000. Additionally, the Foundation has committed over \$200,000 to cover all the hard costs of this project as well as staff time.

Are there fees associated with donations given through the Extraordinary Give?

As with any credit card transaction, there are the typical transaction fees assessed by the credit card companies as well as technology and processing costs to execute the event. A fee of 4.99% per donation is assessed to cover these costs. This means that **95.01%** of each donation designated for your organization in the 24-hour period will go directly to your organization! The Foundation keeps **NO** fees from this event. However, donors may also opt to cover the entire transaction fee if they wish-- which means more dollars back to your cause! As in the past, donors will receive a tax deduction on the full donation amount, including any covered fees. The total gifts to your organization before fees will be used as the basis for determining the stretch amount.

What support will the Foundation be giving participant organizations?

Continued this year will be Extragive webinars hosted by our technology partner, GiveGab, that are designed to build capacity for your organization for Extraordinary Give and beyond. Additionally, the Foundation will be marketing the Extraordinary Give to a wide audience utilizing advertising and media partners to heavily promote the event. There will be social media kits available to participating community benefit organizations and a customized donation page. The Foundation will also continue our Leap Sessions throughout the year. Sign up for Leap Sessions on Lancfound.org.

What kinds of prizes are awarded and what is a "Golden Ticket"?

Prizes awarded during the 2019 Extraordinary Give total \$65,500- **the largest prize pool ever**- with 210 chances to win and 2 new prize categories! Details will be posted to Extragive.org by October 1. An organization can win multiple prizes, but only one prize per category.

A Golden Ticket is an opportunity for your organization to receive an additional \$500 on Extraordinary Give day. Throughout the day on November 22, donors will be chosen at random from the online donations made through ExtraGive.org to have an additional \$500 given to the organization that received their donation. Golden Tickets are in addition to any portion of the stretch pool an organization receives. Additionally, you'll want to stay tuned to Extragive.org for new opportunities to participate and win prizes in 2019.

Do donors need to be fund holders/members of the Foundation to participate in Extraordinary Give?

No. Anyone with an Internet connection and a credit card can donate on the day of the Extraordinary Give.

Do organizations need to have a permanent endowment with the Community Foundation to participate in Extraordinary Give?

No. Your organization does not have to be an endowment fund holder to participate.

What will my organization's personalized web page look like on ExtraGive.org?

In addition to a giving "array" of donation levels, personalized giving pages will show your logo, pictures and video of your choosing, your mission statement, and brief description of services. YOU provide the content of the page during the application process. Your page will not be able to accept donations for the Extraordinary Give until November 22. However, you will be able to see and modify your organization's profile information prior to the event and have access to your link (URL) to distribute in advance.

When can my organization promote the event?

We encourage heavy promotion through your Facebook, Twitter, email newsletters, and mail campaigns to start about 4- 6 weeks out from November 22. Promotional vehicles used by participating organizations will be at the organization's own expense. Promotions conducted by the Foundation will be heavy during the 30 days leading up to the event with extensive media coverage in the week leading up to November 22. Extra Give downloadable social media toolkits are available in the summer.

What is the minimum and maximum donation amounts per donor?

Since 2012, the minimum donation amount a donor can give during Extraordinary Give has been \$25. **New this year, that minimum has been lowered to \$10!** We know how important it is to attract new donors to your cause- and you've told us that it's one of the most difficult tasks you face. Lowering the minimum amount helps expose your cause to new donors who may want to start a relationship with your organization but did not feel they could meet the \$25 minimum. We also know that at the \$10 level, it opens the joy of giving to many more types of donors, including younger donors and those who are unable to give at higher donation levels.

Is there a cap on the number of donations my organization can receive?

No. The sky's the limit! **However, it is prohibited for participant organizations to donate *from* their own organization to their own organization.**

What's this about offline gifts?

Organizations still have the option of accepting donations of \$10,000- \$100,000 using methods other than credit cards on November 22. This can be accomplished via a Donor-Advised Fund distribution, an IRA Charitable rollover, appreciated stock, or a regular check to the Foundation. **The offline gift and the form must be received by the Foundation no later than November 15 to allow us time to process prior to the Extragive on November 22.** Find full details in the **Offline Gifts Form** located in the Toolkit. Giving by credit card on the day of the event is always preferred!

Because Offline Gifts that are submitted through the technology platform are awarded stretch pool dollars and are eligible for prizes, they are also assessed the 4.99% technology platform and transaction fee. This will be reflected in your organization's final report and grant payment from the Foundation.

All other donations **MUST** be made by credit card through the Extragive.org website and designated to the participating organization between the hours of 12:00am to 11:59:59pm, November 22, 2019.

How does the Sponsor Match work?

This year, the Sponsor Match is back with some exciting new features. Sponsor Match allows your organization to partner for extra dollars with a local business and is an optional feature for participating organizations.

- YOU approach a sponsor or businesses directly for a donation and those businesses write checks directly to your organization.
- Your organization cashes the check and sends the tax acknowledgement.
- You complete the "Business Match" section on your application profile page and include business logos or sponsor pictures if you would like.
- Multiple matches are OK- **up to \$25,000 total.**
- The technology platform will track online donations on November 22. Once the goal is reached, the "match" is added to your organization's total automatically and will reflect on the leaderboard.
- **Because Sponsor Matches that are submitted through the technology platform are awarded stretch pool dollars and are eligible for prizes, they are also assessed the 4.99% technology platform and transaction fee. This will be reflected in your organization's final report and grant payment from the Foundation.**
- Sponsor Matches are subject to audit by the Foundation to ensure fair play.

Receiving Donations

Will donations go directly to my organization the day of the event?

Donations received on Extraordinary Give day will be made to the Lancaster County Community Foundation but will be granted back to your organization after stretch dollars and prize dollars (if any) are applied.

When will my organization receive our share from the Extraordinary Give?

Within 60 days of event close, the Foundation will provide your organization with payment via ACH in the amount of total donations received on behalf of your organization- net of credit card and technology fee- plus the organization's share of the stretch pool and any prize amounts (if applicable).

Although not anticipated, this window of time will enable donors to review statements so that any charge backs due to donor error in keying in information or amounts can be resolved.

Organizations who submitted bank account information last year in order to receive the ACH will need to verify that the information is still correct this year.

Will my organization receive donor contact information?

Yes, the Foundation will provide the participating organization a link to donor lists through an online dashboard that includes contact and amount information for their specific donors. The link will be "live" commensurate with the start of the Extraordinary Give and will be active for 90 days post event. You will be able to see your organization's donations as they come in. Donors will be notified at the time of their donation that this information will be provided to your organization and donors have the option of remaining anonymous. Donor information is NEVER given or sold to a third party.

What will the Foundation do with donor information?

We aspire to embolden extraordinary community. Beyond the grant investments we make in the community, we educate about the importance of endowment giving and leaving a legacy to favorite causes through wills and other planned gifts. In our 90+ year history, we have never conducted an annual fundraising campaign in competition with our community benefit partners and do not have plans to do so. Donors participating in the Extraordinary Give may receive standard newsletters from the Foundation from time to time promoting the Extraordinary Give as well as information on donor education events or the use of gift vehicles to support their favorite organizations and causes.

Will donors receive a receipt at the time they make the online contribution?

Yes, a formal email tax acknowledgement from the Foundation will be sent automatically as soon as the donation is made. The donor will see "Extragive" on their credit card statement. For added convenience, donors who give to multiple organizations at the same time will be able to get a consolidated receipt! Please direct any questions or issues about donations or refunds to extragiveinfo@lanfound.org.

Should my organization also send a tax acknowledgement letter?

No. The Foundation must issue all donor acknowledgements for tax purposes and they will be issued to the donor via email immediately after the donation. The participating organization may issue a separate **informal** "thank you" with no amount referenced but must not issue the formal tax acknowledgement that references the donation amount.

Are my donor's transactions secure?

Our technology partner, GiveGab, has conducted many giving days for community foundations nationwide and is the recognized technology leader for match fundraising initiatives of this type. Credit card transactions are secure, backed by a PCI Level 1 secure service provider certification.

Disqualification

The Foundation reserves the right to disqualify any community benefit organization from participating in the event and/or receiving stretch pool dollars at any time before, during, or after the event, if, in its sole discretion, it believes that there has been a breach of these rules and/ or deception on the part of the organization.

THE FOUNDATION MAKES NO WARRANTIES OR REPRESENTATIONS AS TO THE SUCCESS OF THE EXTRAORDINARY GIVE PROGRAM OR OF ANY INDIVIDUAL PARTICIPANT AND IN NO WAY, DIRECTLY OR INDIRECTLY, GUARANTEES ANY RESULTS OR THE AMOUNT OF DONATIONS.

I have more questions!

We are here to answer your questions. **REMEMBER:** There is a “chat box” option on Extragive.org! Feel free to go to Extragive.org and use the chat box to ask questions or get help with filling out your organizational profile. This is the quickest, most convenient way to get a response. You may also still email extragiveinfo@lancfound.org or pick up the phone and call us at 717-397-1629.

Emboldening extraordinary community since 1924, Lancaster County Community Foundation is a nonprofit, tax-exempt, 501(c)(3) organization.