AGENDA

Who’s who
What is Give For Good Louisville?
Highlights from 2018
How it works
Next steps
WHO’S WHO
Who’s Who

コミュニティ・フィナウンダーショナウンオブリーヴィル

➔ Host of the giving day

ギブガブ®

➔ Platform/technology partner
WHAT IS GIVE FOR GOOD LOUISVILLE?
What is Give For Good Louisville?

- 24-hour online giving day
- September 12, 2019 from midnight to 11:59 PM
- Each nonprofit conducts their own campaign on that day
- Foundation creates a community-wide movement through media sponsors and promotional activity
- Nonprofits gain access to trainings, toolkits, and resources
- Nonprofits are eligible for bonus & prize funds
HIGHLIGHTS FROM 2018
$19.4 million

TOTAL DOLLARS

$1.9M
$3.1M
$4.3M
$4.6M
$5.4M

2014 2015 2016 2017 2018

+$5 million raised for over 500 nonprofits in 2018
Performance by Size of Nonprofit

**NUMBER OF ORGANIZATIONS**
- Micro: 151 (28%)
- Small: 145 (26%)
- Medium: 118 (22%)
- Large: 131 (24%)

**NUMBER OF GIFTS**
- Micro: 5,096 (25%)
- Small: 7,036 (23%)
- Medium: 6,572 (23%)
- Large: 9,465 (34%)

**TOTAL DOLLARS RAISED**
- Micro: $365K (14%)
- Small: $728K (7%)
- Medium: $1.2M (24%)
- Large: $2.8M (55%)

*Micro=under $49K  Small=$50K-$250K  Medium=$251K-$1.5M  Large=over $1.5M*
Micro: $72  
Small: $104  
Medium: $189  
Large: $301  
Average: $194
76% of nonprofits acquired new donors through Give For Good Louisville

WHAT DID THE NONPROFITS SAY?
32% of donors supported organizations for the first time through Give For Good Louisville

WHAT DID THE DONORS SAY?
GETTING TO KNOW THE GOOD

St Elizabeth Catholic
Sowing Seeds With Faith
Fairness Campaign
Backside Learning Center
Mom’s Closet Resource
Anchal Project
Louisville Story Program
Kentucky Shakespeare
Salvation Army
Cat Cafe - KY Humane
Louisville Grows
Hope Health Clinic
A Place To Sleep
First Christian Church
Nativity Academy
Louisville Nature Center
La Casita Center
Fourth Street Live!
Home of the Innocents
GlowTouch Technologies
Champagnery-Paws w Purpose
Community Foundation
Galt House
Fourth Street Live!
Center for Interfaith Relations
McQuixote - Lou Literary Arts
Grace Kids Childrens Church
Kentucky Yoga Initiative
Smoketown
Gordon Biersch - Legal Aid
Wick’s - Tyson’s Chance & Derby City Dog Rescue
<table>
<thead>
<tr>
<th>Platform</th>
<th>Posts/Tweets/Posts</th>
<th>Users/Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook*</td>
<td>357 CFL Posts</td>
<td>31,627 engaged users</td>
</tr>
<tr>
<td>Twitter**</td>
<td>4,373 tweets</td>
<td>2,309 original tweets</td>
</tr>
<tr>
<td>Instagram**</td>
<td>1,212 posts</td>
<td>38,380 likes</td>
</tr>
</tbody>
</table>

Approximately **18 million impressions** generated on social media.

Data from Hashtracking.com and Facebook Insights. 5/1/18 – 9/20/18
*Facebook = all posts, **Twitter & Instagram = Give For Good Louisville-specific.
Thank you to everyone who participated in yesterday's #GiveForGoodLou event, hosted by the Community Foundation of Louisville!

You helped Uspiritus raise valuable funding for our Horticulture Program.

A big THANK YOU to our naturallyawesome donors! We raised over $26,200 yesterday during @clouisville's #GiveForGoodLou!

THANK YOU! Your support during Give 4 Good Louisville helped us raise more than $56,200.

Today is #GiveForGoodLou! Many thanks and congrats to @clouisville for bringing us such a wonderful day of community-driven generosity!

A donation of $250 brings one busload of students to experience the wonder of live theatre.

Atchens Theatre
HOW GIVE FOR GOOD LOUISVILLE WORKS
• IRS approved 501(c)(3) public charities
• All 509(a)(3) supporting organizations must state their designation (type I, II, or III) upon registration
• Programs or projects that have a fiscal sponsor
• Schools and churches with proper IRS documentation
• Located in 8-county area around Louisville
• In compliance with state fundraising laws
June 3 – July 3 at 5:00 PM

Visit: www.GiveForGoodLouisville.org

Have handy:
- Organization name
- Official street address
- Phone number
- EIN
- Size (based on total revenue from your most recent 990)
- Primary cause category
- 25-word description of your organization (for a giving guide)
- Credit card payment for participation fee
<table>
<thead>
<tr>
<th>Size Category</th>
<th>Participation Fee</th>
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</thead>
<tbody>
<tr>
<td>Large: over $1.5M</td>
<td>$75</td>
</tr>
<tr>
<td>Medium: $251K - $1.5M</td>
<td>$50</td>
</tr>
<tr>
<td>Small: $50K - $250K</td>
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<tr>
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</table>
The biggest day of local giving!
September 12, 2019
00 : 00 : 00 : 00
days hours mins secs

REGISTRATION PROCESS
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Register Your Organization for

Give For Good Louisville

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Logo

Credit Card Information

First Name

Last Name

Credit Card Info

Card number

MM / YY

CVC
• Dashboard
• Checklist
  • Bank Account Information
    • First Name, Last Name, Date of Birth, the last 4 digits of their Social Security Number
    • Requirement of Patriot Act
    • Will be removed from participation if not completed by August 1
• About Your Organization
• Tell Your Story
• Verifying Your Nonprofit
• Giving Levels
• Donor Information
• Automatic Thank Yous
• P2P Fundraisers
• Match Dollars
Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- **Add Your Organization’s Info**
  - Let people know who you are.

- **Add Your Story**
  - Tell potential donors why they should contribute.

- **Get Verified to Collect Donations**
  - Set up your banking information to receive secure online donations.

- **Add Donation Levels**
  - Show your donors the impact their donations make.

- **Add a ‘Thank You’ Message**
  - Personalize your auto-response for donors ahead of time.

- **Add Fundraisers**
  - Recruit peer-to-peer fundraisers to expand your network of donors.

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Share Your Page

https://dog-staging.giveab.com/org

![Twitter](https://www.giveab.com/assets/social-icons/twitter-square.png)  ![Facebook](https://www.giveab.com/assets/social-icons/facebook-square.png)

More Actions

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- View Registration Info

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- **Add a ‘Thank You’ Message**

- **Add Fundraisers**

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PROFILE CREATION
• Online at [www.giveforgoodlouisville.org](http://www.giveforgoodlouisville.org) or through direct link to the nonprofit’s donation page
  • Fees:
    • Credit Card gifts: 2% platform fees + 2.2% credit card fee +$.30/transaction capped at $20
    • Donations of $100 or more are eligible for ACH transfer and will incur a $3 flat fee in addition to the 2% platform fee
      • Donors have the option to elect to cover these fees and donor data shows that ~65% do.
      • The Community Foundation does not receive any of the fees

• Foundation Donors
  • CFL Donors have the option to give from their funds for and are not subject to any fees from August 1 – September 8.
NEXT STEPS
• Register!
• Create your profile
• Sign-up for in-person training day
  • July 18: Louisville Central Community Center
• Utilize Online Resources
  • How-To & Training Videos
  • Nonprofit Toolkit
• Connect On Social Media (@cfouisville)
  • Use Hashtag #GiveForGoodLou
  • Join Give For Good Louisville Facebook Group
• Use Chat Bubble
June 3 – July 3
Nonprofit Registration

July 18
Nonprofit Training Day

August 1 – September 8
Donation Period for CFL Fundholders

Give For Good Louisville

MARK YOUR CALENDAR