



GIVE FOR GOOD LOUISVILLE PRIZE POOL SCHEDULE

The Community Foundation of Louisville has secured over \$300,000 for the Give For Good Louisville 2020 Prize Pool from generous community partners.

BONUS POOL

The \$126,000 Bonus Pool will be distributed equally among every nonprofit that reaches the following fundraising/donation tiers:

Tier #1:	Secure 30 unique donations	equal split of \$42,000
Tier #2:	Secure 60 unique donations	equal split of \$42,000
Tier #3:	Secure 90 unique donations	equal split of \$42,000

*A "Unique Donation" is defined as one gift of \$10 or more to one organization from one donor. Anyone who attempts to game the system runs the risk of being caught in our audit. Prizes may be withheld if unique donations can't be verified.

STRATEGIC PRIZES

Early Bird	Nonprofit with the first single online donation of \$500 or more	\$1,000
Up All Night	Nonprofit with the most unique donations between 2 – 4 AM	\$1,000
Morning Rush	Nonprofit with the most unique donations between 5 – 8 AM	\$1,000
Mid-Morning Break For It	Randomly drawn from donations over \$250 between 9 – 11 AM	\$1,000
Afternoon Drive	Nonprofit with the most unique donations between 4 – 6 PM	\$1,000
Evening Break For It	Randomly drawn from donations over \$250 between 7 – 9 PM	\$1,000
Late Night Push	Nonprofit with the last single online donation of \$500 or more before the clock strikes midnight	\$1,000
Newcomer	Randomly drawn from all new giving day donors.	\$1,000
Far & Wide	Nonprofit with donations from the most states, or the first to receive donations from all 50 states	\$1,000
Social Media Star	Nonprofit with the most creative posts around #GiveForGoodLou leading up to and on the giving day	\$1,000
P2P Powerhouse	Nonprofit that raises the highest dollar amount through the P2P fundraising feature	\$1,000

#GiveForGoodLouLIVE	Nonprofit who has the most creative Facebook Live video using both the following hashtags: #GiveForGoodLou & #GiveForGoodLouLIVE	\$1,000
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GOLDEN TICKETS & POWER PRIZES



Derby City Gaming is giving you the chance to GIVE and WIN with \$24,000 in **Golden Tickets** on September 17. Every hour of the 24-hour giving day, a lucky donation will be randomly selected to receive a Golden Ticket and \$1,000 will be added to the donation. That means a donation as little as \$10 can become \$1,010!

Additionally, Derby City Gaming is offering three **Power Prizes** throughout the giving day, which will boost a lucky donation by \$2,000! (These prizes will be announced at 1:00 PM, 5:00 PM, and 9:00 PM.)

For each drawing, a random number generator will select a donation from all donations received during the designated time period. Community Foundation staff will announce the winning nonprofits and donors on social media channels throughout the day.

*Organizations cannot win more than one Golden Ticket throughout the day. An organization cannot win more than one Power Prize throughout the day. An organization could win a Golden Ticket and a Power Prize.

MATCH MINUTES

SAM SWOPE FAMILY

Dollars will go further during pre-set match minute(s). Matching minutes will help double donations during FIVE pre-set times. This year's match minutes will take place at 8:45 AM, 1:45 PM, 5:45 PM, 8:45 PM, 10:45 PM.

Please note:

- Each match minute has a pool of \$10,000. Once that amount is exhausted, the matching opportunity is over.
- Matching minute dollars are distributed on a first come, first served basis, according to the corresponding timestamp on the gift transaction.
- This will be a dollar-for-dollar match on every gift up to \$100 until the \$10,000 runs out. Gifts above \$100 will receive a match for the first \$100.
- Gifts made during the match minute(s) are also eligible for prizes.

#WHYIGIVE DONOR CHALLENGE

SAM SWOPE FAMILY

New this year is a pre-giving day challenge. Donors and community members may submit their answer to the question ["Why I give..."](#) for the chance to be featured in the Community Foundation's social media campaign leading up to the giving day and a chance to win \$250 for the nonprofit of their choice. All submissions for the challenge will be put into a randomizer and selected, and awarded to nonprofits, during the giving day. 30, \$250 prizes will be awarded.

GRAND PRIZES

SAM SWOPE FAMILY

Grand Prizes will also be awarded for **Most Unique Donations*** in four income sizes of nonprofits. *A "Unique Donation" is defined as one gift of \$10 or more to one organization from one donor. Anyone who attempts to game the system runs the risk of being caught in our audit. Prizes may be withheld if unique donations can't be verified.

Size determined by IRS Form 990 income	Tier 1 (under \$49K)	Tier 2 (\$50K - \$250K)	Tier 3 (\$251K - \$1.5M)	Tier 4 (over \$1.5M)
First Place	\$3,000	\$3,000	\$3,000	\$3,000
Second Place	\$2,500	\$2,500	\$2,500	\$2,500
Third Place	\$2,000	\$2,000	\$2,000	\$2,000

PROPORTIONATE MATCH POOLS

Organizations based in these counties will be eligible to receive a proportionate share of the these match pools based on their overall amount of dollars raised, excluding other bonus or prizes they may receive. (e.g. 5% of the funds raised in S. Indiana = 5% of the corresponding proportionate match pool.)

CLARK, FLOYD, & HARRISON COUNTIES MATCH POOL - \$10,000



Samtec is offering a \$10,000 proportionate match to organizations based in Clark, Floyd, and Harrison counties.

CLARK & FLOYD COUNTIES MATCH POOL - \$30,000



The Community Foundation of Southern Indiana is offering a \$20,000 proportionate match for Southern Indiana-based participating nonprofits based in Clark and Floyd counties.

FLOYD COUNTY MATCH POOL - \$25,000



Horseshoe Foundation is offering a \$25,000 proportionate match to organizations based in Floyd county.

SHELBY COUNTY MATCH POOL - \$10,000



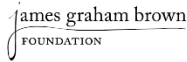
Shelby County Community Foundation is offering a \$10,000 proportionate match to organizations based in Shelby county.

As of September 1, 2020. Subject to change.

PRIZE POOL PARTNERS

SAM SWOPE FAMILY

WILLIAM O. ALDEN JR.



THE GHEENS FOUNDATION



ANONYMOUS DONORS

ADDITIONAL PRIZE NOTES:

- Prize awards are subject to audit and will be finalized no later than September 25 at 5 PM.
- Prizes may be revoked or withheld if donations or matches can't be validated or if donations do not qualify as "Unique Donations," including falsifying donor email addresses or matches.
- A "Unique Donation" is defined as one gift of \$10 or more to one organization from one donor. Anyone who attempts to game the system runs the risk of being caught in our audit.
- In the event of ties, prizes will be split.
- Nonprofits can only win one Golden Ticket prize throughout the day.
- Nonprofits can only win one Power Prize throughout the day.
- Nonprofits may win one Golden Ticket & one Power Prize throughout the day.
- Community Foundation of Louisville fundholder distributions count towards the Bonus Pool and Grand Prizes, but are not eligible for Golden Tickets or time-based strategic prizes.
- Nonprofits selected their size category at registration and their size was validated against the organization's 990.