

Prize Pool & Strategy

2022 Give for Good Louisville



**COMMUNITY
FOUNDATION**
OF LOUISVILLE

Meet the Team



Christina

Marketing & Communications Manager



Dinah

Accounting Manager



Zoom Etiquette

- This is being recorded. The recording will be available on the trainings page by August 4.
- If you have questions or comments throughout our training, please write them in the chat.
- Introduce yourself! Name, location, and organization.



Poll #1



Agenda

- The Psychology Behind Prizes
- Overall Impact
- Enhancing Equity
- Prize Pool Breakdown and Strategies



Poll #2



The prize pool is a leading factor in motivating donors to give during Give for Good Louisville.



Reinforcement: To strengthen or encourage a behavior.



Reinforcement Types

- **Positive reinforcement:** This involves adding something to increase response, such as randomly boosting a donor's gift who gave during a specified time period.
- **Schedules of Reinforcement:**
 - **Fixed interval:** Reinforcing a person's behavior after a fixed number of responses. For example, rewarding an organization for the most overall donors.
 - **Variable ratio:** Reinforcing a person's behavior after an unpredictable number of responses such as random donation boosts.
 - This is most effective schedule to reinforce a behavior.



“

Because of the incredibly generous incentives and bonus pools, it is the absolute best time to support your favorite charity.

I save all my donation money for this one day.

Last Year's Impact

\$375,000



In 2021, 85% of organizations received funds from the prize pool
+8% from 2020



\$466,500

Largest prize pool in
Give for Good Louisville
history!



Enhancing equity by increasing accessibility to prize funds and close fundraising gaps.



Grand Prizes

SAM SWOPE FAMILY

Grand Prizes will also be awarded for **Most Gifts*** from September 12-15 in four income sizes of organizations.

<i>Size determined by IRS Form 990 income</i>	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



Strategy: Use the Peer-to-Peer Fundraising tool to expand your networks and accumulate more gifts.

Gift Challenge



WILLIAM O. ALDEN JR.

EDIE NIXON



THE GHEENS FOUNDATION

**Jewish Heritage
Fund for Excellence**

The Gift Challenge (formerly known as the Bonus Pool) will be distributed equally among every organization that reaches the following number of gifts from September 12-15.

Challenge #1:	Secure 30 gifts	equal split of \$60,000
Challenge #2:	Secure 60 gifts	equal split of \$60,000
Challenge #3:	Secure 90 gifts	equal split of \$60,000



Strategy: Use the Peer-to-Peer Fundraising tool to expand your networks and accumulate more gifts.

Poll 3



Prize Pool Breakdown – Strategic Prizes

- Distributed throughout the giving day on September 15 from 12 AM - 11:59 PM.
- Each prize will be based on your tier category.
- **Awarded prizes are subject to audit** and will be finalized no later than September 26 at 5 PM ET.



Prize Pool Breakdown – NEW

The Greatest Two Minutes in Giving



CHURCHILL DOWNS
INCORPORATED

In collaboration with Churchill Downs Inc., Win/place/show dollar boosts will be randomly awarded to six gifts within a two minute time period.

Win - Two gifts receive a random boost of \$20,000 each.

Place - Two gifts receive a random boost of \$10,000 each.

Show - Two gifts receive a random boost of \$5,000 each.

Win - Gift 1 & Gift 2
\$20,000



Place - Gift 1 & Gift 2
\$10,000

Show - Gift 1 & Gift 2
\$5,000



Strategy: Activate your supporters to give during these two minutes through email, phone, text, and social media.

Prize Pool Breakdown – Strategic Prizes

<p>New Donors Supporting A Healthy Kentuckiana</p>  	<p>Randomly selected donation boost to four online donors giving to an organization for the first time.</p> <p><i>Recognizing donors who give to an organization for the first time – it takes all of us to build a Healthy Louisville!</i></p>	<p>Donor 1 \$1,000</p> <p>Donor 2 \$1,000</p> <p>Donor 3 \$1,000</p> <p>Donor 4 \$1,000</p>
---	---	---



Strategy: Ask your donors and fundraising champions to invite 5 people to give to your campaign for the first time using this prize as an incentive.

Prize Pool Breakdown – AM Prizes

Early Bird	Organizations by tier that receives the first online donation at 12:00 AM ET on September 15, 2022 will win \$1,000.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
Up All Night	Organizations by tier with the most online donors between 2 – 4 AM will be awarded \$1,000 each.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
Morning Rush	Organizations by tier with the most online donors between 6 – 8 AM will be awarded \$1,000 each.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
Mid-Morning Break For It	Organizations by tier with the most online donors between 9 – 11 AM.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each



Strategy: Pick a prize and activate your supporters to give during that time period using email, text, and social media.

Prize Pool Breakdown – PM Prizes

Afternoon Drive	Organizations by tier with the most online donors between 1 – 3 PM will be awarded \$1,000 each.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
Evening Break For It	Organizations by tier with the most online donors between 7 – 9 PM will be awarded \$1,000 each.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
Late Night Push	Organizations by tier with the most online donors between 10 – 11 PM will be awarded \$1,000 each.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each



Strategy: Pick a prize and activate your supporters to give during that time period using email, text, and social media.

Prize Pool Breakdown – Strategic Prizes

P2P Powerhouse	Organizations by tier with the most online donors through the P2P fundraising feature will be awarded \$1,000 each.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
-----------------------	---	--



Strategy: Set an individual donor goal for your Fundraising Champions and encourage them to communicate to their networks about this particular prize.

Prize Pool Breakdown – Strategic Prizes

Social Media Star	Organizations by tier with the most creative posts around #GiveForGoodLou leading up to and on the giving day.	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each
#GiveForGoodLouLIVE	Organizations by tier who have the most creative Facebook Live video using both the following hashtags: #GiveForGoodLou & #GiveForGoodLouLIVE	Tier 1, Tier 2, Tier 3, Tier 4 \$1,000/each



Strategy: Your social media campaign should have a strong visual component with a specific goal in mind that tells a compelling story over a period of time.

Golden Tickets & Power Prizes

During every hour of Give for Good Louisville, a lucky donation will be randomly selected to receive a \$1,000 Derby City Gaming Golden Ticket.

Additionally, Derby City Gaming is offering three **Power Prizes** throughout the giving day, which will boost a lucky donation by \$2,000!



Strategy: Communicate to your supporters via social media, email, and/or text that their gift could be randomly boosted by \$1,000 or \$2,000.

Proportionate Match Pools

- Clark, Floyd, & Harrison Counties Match Pool - \$25,000
- Clark & Floyd Counties Match Pool - \$20,000
- Floyd County Match Pool - \$20,000
- Shelby County Match Pool - \$15,000
- Community Foundation of Louisville Match Pool - \$15,000

**Hazel & Walter T Bales
Foundation**



Strategy: Communicate to your supporters via social media, email, and/or text that their gift will be matched dollar-for-dollar thanks to a specified partner.



#WhyIGive Donor Prize

Donors and community members may submit their answer to the question [“Why I give...”](#) for the chance to win \$250 for the organization of their choice and be featured in the Community Foundation’s social media campaign leading up to the giving day.



Strategy: Share the #WhyIGive link with your networks leading up to the giving day and highlight that your supporters could potentially win \$250 prize for your organization.



Ambassadors for Good

- Ambassadors for Good are community members who use their social and media platforms to amplify the giving day and encourage others to participate.
- Each Ambassador will be given a \$250 grant to award to an organization of their choosing.



Chris Strub  @ChrisStrub · Sep 17, 2021

Love that [@cflouisville](#) CEO Ron Gallo joined us to co-host a livestream earlier today! Check out all the replays at [Facebook.com/CFLOUISVILLE](#) [#GiveForGoodLou](#)



Mix 106.9 Louisville @mix1069lou · Sep 17, 2021

Be a part of the BIGGEST day of online giving!



Community Foundation of Louisville @cflouisville · Sep 17, 2021

GIVE TODAY! Join us as we #UniteForGood to support 550+ organizations that are participating in the 8th annual Give for Good Louisville! Give online at: [giveforgoodlouisville.org](#) [#GiveForGoodLou](#)



Post-Giving Day Surveys

- Organizations and donors who submit responses to the post-giving day surveys will be randomly selected and awarded \$500 each.



Poll 4



Overall Strategies

- Know what you're good at and go with it!
- Engage your supporters both before AND during the giving day
 - Share a poll inviting them to give feedback about which prizes they are going to shoot for and/or are most excited about
 - Email/Social the prizes link and share which prizes you hope to win
 - Schedule posts announcing which prizes are coming up next
 - Send out calendar invites about certain prizes
- Create a video, reel, or Tik Tok
- Tag and thank the partner! Help us make sure they return as a prize partner next year.

“

I can't give much so Give For Good helps my donation go further!

“

The opportunity to support a cause that means so much to me and the ability to potentially make my donation even bigger with bonus opportunities.

“

I choose to donate during Give for Good Louisville because my dollars reach further through prize incentives and match/challenge gifts. It is also an easy way to tell the story of the causes I care about most, especially within my own networks.