

Prizes and Payouts

10th Annual Give for Good Louisville



Meet The Team



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Webinar Etiquette

The presentation slides will be available on the trainings page by EOD August 14.

Attendees mics and cameras are turned off for this webinar.

If you have questions or comments throughout our training, please write in using the Q&A feature.



Agenda

- The psychology behind Giving Day prizes
- Review of prize pool structure and rules
- Strategy and planning
- Stewarding Foundation fundholders
- Payouts after Give for Good



Why did you give?

I gave to help my organization hopefully get some of the **prizes**. It is a good tax write off. And it is a good way to spotlight the organization as well.

My donations can be amplified by **bonuses and matches**. For some nonprofits, this is their biggest fundraiser of the year. Gives them publicity too!

For the possibility of winning additional **prize money** for the organization.

We have made it our habit now to give most donations to local organizations on this day. We hope that our gifts can help organizations get some of the **extra prizes** offered by the Community Foundation.

I love that my organization can win a larger donation based off my small one with the **different giveaways**.





Earning additional prizes is one of the **top motivating factors** for why people decide to give during Give for Good.



Reinforcement

To strengthen or encourage a behavior.

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:

- **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.**



\$394,500



Available for the 2023 Prize Pool

We received the largest prize contribution in Give for Good Louisville history at \$150,000 from Premier Prize Partner, Churchill Downs!



CHURCHILL DOWNS



Prize Pool Highlights

Strategic prizes are based on the number of donors or gifts only.

Except for the random drawings or donor-choice prizes, all prizes are distributed by Tier category.

Prize amounts range from \$150 – \$20,000

In celebration of the 10th Give for Good, all participating organizations will receive \$100 gift from the Sam Swope Family Foundation!





Prize Pool Schedule

Click on the link above to view the Prize Schedule.





A statement from Director of Engineering, Vanessa Lloyd-Zammett regarding the Greatest Two Minutes In Giving

During Give for Good Louisville 2022, between 7:10 and 7:15 p.m. ET, the GiveGab and Giving Day platforms experienced elevated error rates due to a rapid spike in donation traffic. In response to this initial spike in traffic, GiveGab's servers automatically scaled up to meet these capacity requirements. However, the traffic outpaced capacity during the scaling process, causing elevated error rates in the interim. This regrettably impacted some donors' and organizations' ability to participate and benefit from the "Greatest Two Minutes in Giving" incentive.

In preparation for Give for Good Louisville 2023, there are three things that we at GiveGab and Bonterra have done to make sure this year's "Greatest Two Minutes in Giving" is a success for all.

1. We have put a system of checks in place to ensure our servers are manually scaled up ahead of the Giving Day, removing our reliance on auto-scaling—which was the root cause of the 2022 issue.
2. We have increased our load and performance testing benchmarks, ensuring that our baseline metrics support traffic on the site that is much greater than what we have experienced in past years during Give for Good Louisville.
3. We will manually monitor the system during the opening, "Greatest Two Minutes in Giving," and the day's closing, confirming that, in addition to our automated monitoring, we are proactively looking for any spikes in errors, allowing us to take action before they become an issue to end users.

The degraded performance during the 2022 "Greatest Two Minutes in Giving" incentive was a regrettable issue we do not intend to repeat. We are confident in our system's performance and the checks we have implemented to prevent it from happening again. We are thrilled to watch the traffic go through the roof during Give for Good Louisville 2023's "Greatest Two Minutes in Giving" this year!



Overall Strategies

- **Know what you're good at and go with it! Keep your donors focused on a few prizes rather than the whole prize pool.**
- **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 or which ones they are the 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 TikTok** – Tag and thank the prize partner!



Stewarding Community Foundation Fundholders

Michael Pfaff

Manager, Grants Administration



What is a Community Foundation?

- 501(c)(3) public charity
- Manages charitable accounts called “funds” that help individuals, families, businesses, and groups streamline their philanthropy
- Contributions into funds at the Community Foundation are tax deductible and donors receive a tax receipt upon making a gift into the fund



What is a Fundholder?

- A fundholder (sometimes also referred to as “fund advisor”) is a person who manages a charitable fund at the Community Foundation, often making grant distribution recommendations from the fund.



Offline Donor Advised Give for Good Louisville donations

- Any gift* received from a Community Foundation fund is categorized during Give For Good Louisville on an organization's dashboard as a donation type of "Offline – Donor Advised Funds."
- To display Offline – Donor Advised Funds donations, navigate to Reports -> Donations and filter by Donation Type.

**The exception to this is matching donations from a Community Foundation fund. Like any other match, these will be distributed via check directly to the organization.*



Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

Search by donor name or email:

Filter by Giving Day or Site:

Give For Good Louisville (2023) ▼

Filter by Campaign:

All Campaigns ▼

Filter by Donation Type:

Offline - Donor Advised Funds ▼



Start Date

Select start date



End Date

Select end date



Ensure that you are filtering by the **particular year** and the **donation type**, as displayed in the image above.



Offline – Donor Advised donations are important to differentiate

- **They should not be receipted.** The donors have already received a tax receipt when they made the contribution into their fund.
- The money earned from these donations is deposited into your bank account **separately** from online credit card donations (and may take up to 21-28 days to receive).
- The deposit for Offline – Donor Advised donations will be lumped with any prize and/or bonus earnings for the Giving Day.



With that said...

- Please thank your Community Foundation fundholder donors.
- You do not need to wait for the deposit to hit your bank account. If they are on your dashboard, be assured those donations will be deposited within a month.
- Community Foundation fundholders make up roughly **40% of the dollars raised** on the Giving Day.
- Acknowledge them correctly.



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Offline - Donor Advised Funds ▼

📅 Start Date

Select start date

✕

📅 End Date


Select end date

✕

Actions	Donation ID	Date ▼	Donor ▼	Intended Donation ▼	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payor
<div>📄 +</div>	5740221	8/18/2022 11:43AM	Kate Biagi-Rickert						



Donations



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All Campaigns

Filter by Donation Type:

Offline - Donor Advised Funds

 Start Date

Select start date



 End Date

Select end date



Payout Date ▾	Payout ID	Display Name	Donor Address	Donor Phone Number	Give Again?	Anonymous?	Recurring?
		Kate Biagi-Rickert & Tony Rickert	<div>United States</div>				



Credit for Offline – Donor Advised Donations



When entering an Offline – Donor Advised donation from Give For Good Louisville into your database, or anytime your organization receives a contribution from a charitable fund at a Community Foundation or commercial Donor Advised Fund Sponsor, **the Community Foundation/DAF Sponsor is the legal donor**. We encourage you to “soft credit” the individual(s) who requested the distribution from the charitable fund.



Final Note: Give For Good Louisville Matches

If a Community Foundation fundholder notifies you that they would like for their donation for the giving day to be added as a match, please notify the Community Foundation Grants Team as soon as possible.

grants@cflouisville.org



A photograph of four young women standing outdoors in a wooded area, laughing and smiling. The woman on the far left is wearing a denim jacket over a brown shirt. The woman next to her is wearing glasses and a black top. The woman next to her is wearing a brown cardigan over a black top. The woman on the far right is wearing a white t-shirt. The background shows trees and a clear sky.

THANK YOU!



**Community
Foundation**
OF LOUISVILLE