Give Where YOU LIVE

In 24 hours of online giving you can support nonprofit organizations servicing the Roanoke Valley through Roanoke Valley Gives day.

It’s as easy as point-click-give, for as little as $10
Only on March 18, 2020
rvgives.org

ROANOKE VALLEY GIVES

03.18.20

An initiative of the Community Foundation
Serving Western Virginia
Agenda

• The Basics
• General Rules
• Goals & Incentive Prizes
• Next Steps & Questions
The Basics!
Roanoke Valley Gives
Event Information

NEW WEBSITE: https://www.rvgives.org

Date: March 18, 2020 12:00AM to 11:59PM

Event Contacts:

Kaitlyn Van Buskirk, Grants Associate
kaitlyn@cfwesternva.org

Carly Oliver, Chief Operating Officer
carly@cfwesternva.org
Eligibility Requirements to Participate

• IRS 501(c)3 status
• Organization must be located in and serving:
  • Roanoke County
  • Roanoke City
  • City of Salem
  • Botetourt County
  • Craig County
  • Franklin County
• Register online at rvgives.org
• A complete list of rules is available at rvgives.org. (Dropdown Menu)

*Commit to the initiative by ACTIVELY PARTICIPATING!

YOU MUST BE REGISTERED BY JANUARY 31, 2020!
#RVGIVES2020

Resources

1. Register

   Registration Resources
   - How do I register for Roanoke Valley Gives?
   - What is state fundraising compliance? How do I attest my organization is compliant with applicable state fundraising laws?
   - Watch a quick 15 minute video on how to get ready and download the slides.

2. Train

New Website: rvgives.org
2020 Fee Schedule

3% Platform Fee + $.30 per transaction + 2.2% Credit Card Fee

- 3% ACH Platform Fee
- $3.00 Flat Fee (ACH $100 donation minimum)
- No cost to register
- No subscription needed
- Donors ALWAYS have to option to cover these fees
- Historically 65% - 75% of donors cover fees
GiveGab
Features

• Real time technical support – live chat bubble
• User friendly software
• Safe, secure, and reliable platform (Stripe)
• Mobile responsive site
• Gift basket feature for donors
• Donors have the option to cover all fees on your behalf
• ACH donation option for gifts $100 or greater
GiveGab
Features (cont’d)

• Customizable Thank You Emails
  • Add your own text, photo, or video!
  • Sent immediately after the gift is made
  • Comes from your organization
  • Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
• Social Share links for more online engagement
• Peer-to-peer fundraising with real time support for donors
GENERAL RULES!
General Rules

• Roanoke Valley Gives day begins on March 18, 2020 at 12:00 AM and ends at 11:59 PM on March 18, 2020.
• Early giving will open on March 9, 2020 and all gifts will be added to the total on March 18, 2020!
• All donations MUST be made online at rvgives.org
• Minimum donation accepted is still $10.00
• Each gift is tax deductible and irrevocable. All donations will be grants for unrestricted use by the chosen charities or unless otherwise specified on the participating organization’s profile page.
GENERAL RULES
(cont’d)

• DO NOT SEND TAX RECEIPT LETTERS TO DONORS!! Donors will automatically receive an electronic receipt immediately after their donation is submitted.

• Organizations CANNOT donate to themselves.

• Donations may not be used to pay for anything that might be perceived as a material benefit to the donor including memberships, admission tickets, payments for tuition, payments for event tickets, gifts, etc.

• Prizes that are periodically announced throughout the day are final only after verification by Community Foundation of Western Virginia.

• All time-specific prizes are calculated using time-stamped data via GiveGab.
Goals & Incentive Prizes!
#RVGIVES2020

Goals

- **160**
  Involvement of at least 160 nonprofit organizations!

- **$800K**
  Goal to raise over $800,000 from donors!

- **$45K**
  Raise over $40,000 in incentive pool prizes (grants)
Incentive Prizes!
Leaderboard Prizes

- The sum of most dollars raised in each leaderboard at the conclusion of the 24-hour period.

- In the event of a tie for an incentive prize, the prize amount will be split evenly among the organizations that tie.

- Incentive pool prizes/grants will be distributed via check to the winning organization the week of April 15, 2020.
Power Hour Prizes

- Power Hours reward the nonprofit with the most donations in any given hour.
- Power Hour prizes WILL NOT be counted towards the final total dollars raised by any nonprofit.

12:00 – 1:00a.m. Midnight Madness (TBD)
  - Help us with this one! What ideas do you have?

2:00 – 5:00a.m. Night Owl (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard

6:00 – 7:00a.m. Sunrise Special (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard

12:00 – 1:00p.m. Lunch Break (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard

3:00-4:00p.m. Coffee Break (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard

5:00 – 7:00p.m. Dinner Bell Prize (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard

8:00 – 9:30p.m. Primetime Prize (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard

11:00 – 11:59p.m. Finish Line Prize (Small, Medium, Large)
  - Awarded for the most dollars received in each leaderboard
Training Titan

- Register and attend both of our Live Webinars with GiveGab and be entered to win a new incentive prize.
  - September 26th, 2020
  - February 25th, 2020

- This $250 grant prize is linked to the email address used at the time of registration for both webinars.

- ONE random drawing will take place at the Roanoke Valley Gives Luncheon.

- All registered attendees will be put into a random drawing. You must be present to win.
100% Board Giving

• Get every current board member to make a donation TO YOUR NONPROFIT at rvgives.org on March 18, 2020 and your organization will receive an entry to win.

• You MUST upload a list of your current Board of Directors via rvgives.org. (Further instructions to come)

• ONE winner will be randomly drawn and announced at the Roanoke Valley Gives Awards Luncheon. A representative from your organization must be present to win.
5 Years For $555

• Your organization has participated in Roanoke Valley Gives since the beginning. We appreciate your loyalty!

• Every organization that has participated in all 5 years of Roanoke Valley Gives Day will be entered to win.

• ONE random drawing will take place at the Roanoke Valley Gives Awards Luncheon.

• A representative from your organization must be present to win.
Far, Far Away!

• The organization that receives an online, verified donation from the furthest location from Roanoke.

• Addresses must be verified and recognizable in Google.

• All measurements will be taken from the donor’s mailing address to Roanoke, VA via GiveGab software.
Group Activity

1. Partner up with 2-3 people.
2. Brainstorm new prize ideas for the Foundation to consider for #rvgives2020.
3. Brainstorm how we can better structure and/or use the Midnight Madness Power Hour to incentivize early morning giving.
4. Please write down on notecards provided and turn in to Foundation staff before leaving today.
5. YOU HAVE 5-7 MINUTES – GO!
In It to Win It Challenge

• ONLY ONE PRIZE IS AVAILABLE!
• The Community Foundation will match **up to $15,000** of the funds raised by ONE eligible organization.

• To be eligible, organizations must raise $5,000 or more during Roanoke Valley Gives.
  • Early giving donations will count towards total raised.
  • Other incentive prizes will not be included in total raised.

• All eligible organizations will be placed into a random drawing.
• The random drawing will take place during the RVG Awards Luncheon.
• A representative from your organization must be present to win. NO EXCEPTIONS!

• FOR EXAMPLE:
  • Organization x raises $8,000 and is randomly selected at the RVG Awards Luncheon. The Community Foundation will match $8,000 raised.
  • Organization Y raises $42,000 and is randomly selected at the RVG Awards Luncheon. The Community Foundation will match up to $15,000 raised.
Next Steps & Questions!
What Should I Be Doing NOW?

• If you haven’t already, sign up for our Live Webinar on February 25, 2020!
• Registration opens November 1, 2019!
• Register before it closes on January 31, 2020!
• If you have not already, be sure sign up for our mailing list!
• Be on the lookout for Roanoke Valley Gives newsletters with important updates and information.
• Visit our Banner for a photo op before you leave and share your photos on social media! (#rvgives2020)
• Like us on Facebook and follow us on Twitter @cfwesternva!
QUESTIONS?

Thanks for attending!