

PRIZE OPPORTUNITIES



**Presented by the
Community Foundation of Sarasota County**

The 2020 Giving Challenge is presented by the
Community Foundation of Sarasota County
with giving strengthened by The Patterson Foundation.

APRIL 28-29 • NOON TO NOON

GivingPartnerChallenge.org



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THE PATTERSON FOUNDATION PRIZES

How will The Patterson Foundation further incentivize nonprofit fundraising for the 2020 Giving Challenge?

The Patterson Foundation will award \$51,000 in prizes to organizations that cultivate the **highest number of unique donors** during the 2020 Giving Challenge. Prizes will be awarded across three categories based on the size of each organization:

- **Small:** Nonprofit organizations with expenses less than \$60,000
- **Medium:** Nonprofit organizations with expenses between \$60,000-\$500,000
- **Large:** Nonprofit organizations with expenses greater than \$500,000



Strengthening Nonprofits Through the 2020 Giving Challenge

The following tables outline prize levels and totals for each category:

Small Nonprofit Organizations (Expenses < \$60,000)	Medium Nonprofit Organizations (Expenses >\$60K & <\$500K)	Large Nonprofit Organizations (Expenses > \$500,000)	Breakdown/Details
\$3,000.00	\$3,000.00	\$3,000.00	1st place unique donors
\$2,500.00	\$2,500.00	\$2,500.00	2nd place unique donors
\$2,100.00	\$2,100.00	\$2,100.00	3rd place unique donors
\$1,800.00	\$1,800.00	\$1,800.00	4th place unique donors
\$1,600.00	\$1,600.00	\$1,600.00	5th place unique donors
\$1,400.00	\$1,400.00	\$1,400.00	6th place unique donors
\$1,300.00	\$1,300.00	\$1,300.00	7th place unique donors
\$1,200.00	\$1,200.00	\$1,200.00	8th place unique donors
\$1,100.00	\$1,100.00	\$1,100.00	9th place unique donors
\$1,000.00	\$1,000.00	\$1,000.00	10th place unique donors
Total = \$17,000.00	Total = \$17,000.00	Total = \$17,000.00	Overall Total = \$51,000.00



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PRIZE OVERVIEW

Automatically Eligible Prizes

Every nonprofit organization participating in the 2020 Giving Challenge is automatically eligible for the following prizes. No application is required.

- [Most Unique Donors](#)
- [The Fast 50](#)
- [Donor Shout Out Tweet](#)
- [Donor Shout Out Facebook Post](#)
- [Donor Shout Out Instagram Post](#)
- [iHeart Media](#)

Application Required Prizes

Nonprofit organizations participating in the 2020 Giving Challenge are eligible to apply for as many prizes as they choose. Each prize listed below requires an “intent to participate” acknowledgement by March 27, 2020 and application submission by May 7, 2020. Links to the online “intent to participate” forms for each prize list below will be emailed to Team Leaders February 28, 2020.

- [Best Giving Challenge 2018 Story](#)
- [Best Giving Challenge Photo](#)
- [Best Use of Social Media](#)
- [Best Nonprofit Partnership](#)
- [Best Business Partnership](#)
- [Best Board Member Engagement](#)
- [Best Giving Challenge Video](#)
- [Best Giving Challenge Turnaround](#)
- [Best Giving Challenge Newbie](#)
- [Best All Volunteer Organization Campaign](#)
- [Best Overall Campaign](#)
- [Best Giving Challenge Online Event](#)



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PRIZE DESCRIPTIONS

Automatically Eligible Prizes

THE FAST 50



50 Prize Awards: \$500

\$500 grant each to the 50 nonprofit organizations that are the first to get 50 donors to give online at www.GivingPartnerChallenge.org.

Automatically awarded during the Giving Challenge.

DONOR SHOUT OUT TWEET



24 Prize Awards: \$100

\$100 hourly prize made to a random nonprofit organization that Tweets using #GivingChallenge2020 and recognizes a donor.

Automatically awarded during the Giving Challenge.

DONOR SHOUT OUT FACEBOOK



24 Prize Awards: \$100

\$100 hourly prize made to a random nonprofit organization that creates a Facebook Post using #GivingChallenge2020 and recognizes a donor.

Automatically awarded during the Giving Challenge.

DONOR SHOUT OUT INSTAGRAM



24 Prize Awards: \$100

\$100 hourly prize made to a random nonprofit organization that creates an Instagram Post using #GivingChallenge2020 and recognizes a donor.

Automatically awarded during the Giving Challenge.

IHEART MEDIA



10 Prize Awards: \$500

Prizes awarded on-air on iHeart radio shows to random nonprofit organizations throughout the duration of the Giving Challenge. **Automatically awarded during the Giving Challenge.**



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PRIZE DESCRIPTIONS

Application Required Prizes

Prize intent forms and applications will all be completed online through [Community Force](#). Further details on how to submit intent forms and applications for prizes will be provided to 2020 Giving Challenge Team Leaders via email. All prize recipients will be identified and announced no later than 5:00 PM May 28, 2020. A full list of prize recipients will be posted online at www.GivingPartnerChallenge.org/prizes. Recipients of prizes will receive their prize funds via check from the Community Foundation of Sarasota County no later than July 1, 2020.

BEST GIVING CHALLENGE 2018 STORY



20 Prize Awards: \$500

\$500 prize each to the 20 nonprofit organizations with the top blog post, newsletter block, or email campaign published **between Feb 28 and March 27, 2020** that tells your 2018 Giving Challenge story. How did your donors make a difference in 2018? Why is it important for donors to support your organization again this year during the Giving Challenge?



Intent Form Deadline: N/A (intent form not applicable)

Application Deadline: 3/27/20

BEST GIVING CHALLENGE PHOTO



20 Prize Awards: \$500

\$500 prize each to the 20 nonprofit organizations with the top Giving Challenge photos that tell your 2020 Giving Challenge story. On April 30, following the 2020 Giving Challenge, Team Leads will be emailed the links for the prize submission process – there are TWO steps. Photo submissions **MUST:** Be submitted BOTH on Community Force and the Observer Photo Contest website; when uploading on the Observer Photo Contest website, include organization’s name and a brief caption of what is happening in the photo.



Intent Form Deadline: N/A (intent form not applicable)

Application Deadline: *5/7/20

**Photo submission must also be posted on social media using #GC2020BestPhoto April 28 – May 7.*

Judged by public online voting May 12-19 on Observer’s Website after the Giving Challenge



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BEST USE OF SOCIAL MEDIA



6 Prize Awards: \$2,000 to two winners per category (Small, Medium, Large)

\$2,000 prize awarded to two winners per category (small, medium, large) who utilize social media the best during their Giving Challenge campaign. Judges are looking for how clear, intentional, and unique your campaign is, and how well did it incorporate the “Be The One” concept. Judges will also consider how much reach, interaction, and engagement your campaign generates.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge

BEST NONPROFIT PARTNERSHIP



3 Prize Award: \$4,000 to three winning partnerships. \$4,000 is split between partners.

\$4,000 prize split between nonprofit partners in a collaboration. Judges are looking for each partner to bring something unique or creative to the table; each partner achieves more than it would achieve alone; partnership incorporates the concept of “Be The One;” and the partnership has the potential to extend beyond the Giving Challenge.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge

BEST BUSINESS PARTNERSHIP



6 Prize Awards: \$2,000 to two winners per category (Small, Medium, Large)

\$2,000 prize to two winners per category with the best business partnership. Judges are looking for the nonprofit / business relationship to be something creative or unique; by working with the business, the nonprofit achieves more than it would achieve alone; the partnership incorporates the concept of “Be The One;” and the partnership has the potential to extend beyond the Giving Challenge.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge



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BEST BOARD MEMBER ENGAGEMENT



3 Prize Awards: \$2,000 to winners per category (Small, Medium, Large)

Judges will be looking for 100% giving by board members during the Giving Challenge and for creative ways the board and individual board members contribute to the success of your campaign.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge

BEST GIVING CHALLENGE VIDEO



6 Prize Awards: \$2,500 to two winners per category (Small, Medium, Large)

\$2,500 prize to two winners per category with the best video. Judges are looking for videos either produced in-house or produced professionally; videos telling compelling stories about what nonprofit organizations achieve for their clients or for the community; using data and stories from The Giving Partner profiles; does the video incorporate the “Be The One” concept; and ways the video was shared to achieve Giving Challenge goals.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge



BEST GIVING CHALLENGE TURNAROUND



6 Prize Awards: \$2,000 to two winners per category (Small, Medium, Large)

\$2,000 prize to two winners per category with the best turnaround performance from the 2018 Giving Challenge. Judges are looking for how the nonprofit organization changed their strategy from 2018 Giving Challenge to 2020 Challenge; the involvement of Board, volunteers/staff, and other stakeholders; improvement in overall quality of campaign (this prize is not just about biggest jump in dollars raised); and whether the campaign incorporates the concept of “Be The One”.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge





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GIVING CHALLENGE NEWBIE



6 Prize Awards: \$2,000 to two winners per category (Small, Medium, Large)

\$2,000 prize to two winners per category with the best overall campaigns as first time Giving Challenge participants. Judges are looking for how the nonprofit organization made the most out of their first year in the Giving Challenge; creativity of the campaign; and whether the campaign incorporates the concept of “Be The One”.

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge

BEST ALL VOLUNTEER ORGANIZATION CAMPAIGN



**SOLMART
MEDIA**



6 Prize Awards: \$2,000 to two winners per category (Small, Medium, Large)

\$2,000 prize to two winners per category (Small, Medium, Large) with the best overall campaigns as all volunteer organizations. Judges will be looking for pre-determined goals and strategies before the Challenge; a variety of communication tools are used in a campaign with integrated messaging; how well your campaign incorporated the “Be The One” concept; and inclusion of references to your Giving Partner profile. Remember, this isn’t about spending money!

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge



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BEST OVERALL CAMPAIGN



9 Prize Awards: \$6,000 to first place, \$5,000 to second place, and \$4,000 to third place per category (Small, Medium, Large)

\$6,000 prize to first place winners, \$5,000 prize to second place winners, and \$4,000 prize to third place winners per category (Small, Medium, Large) with the best overall campaigns. Judges will be looking for pre-determined goals and strategies before the Giving Challenge; a variety of communication tools are used in a campaign with integrated messaging; how well your campaign incorporated the “Be The One” concept; and inclusion of references to your Giving Partner profile. Remember, this isn’t about spending money!

Intent Form Deadline: 3/27/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge

BEST GIVING CHALLENGE ONLINE EVENT



9 Prize Awards: \$2,000 to three winners per category (Small, Medium, Large)

\$2,000 prizes awarded to three winners per category (small, medium, large) who conduct the best Giving Challenge online event. An online event can encompass a variety of unique mediums: webinars, livestreams, chatrooms, integration with social media and other web platforms. Judges are looking for how well your event engages the community in your mission and the Giving Challenge; how unique your event is; how did it inspire giving to your organization; and how your event incorporated the “Be The One” concept.



Intent Form Deadline: 4/3/20

Application Deadline: 5/7/20

Judged by Committee after the Giving Challenge