

The logo for SOLA features the word "SO LA" in a bold, white, sans-serif font. The letter "O" is replaced by a circular graphic divided into several segments of yellow and white, with a red silhouette of the state of Louisiana in the center. A thin red horizontal line is positioned below the "SO LA" text.

SO LA

GIVING DAY

An Event of Community Foundation of Acadiana

**2023
INFORMATION
TOOLKIT**

SOLAGIVINGDAY.ORG



GIVING DAY

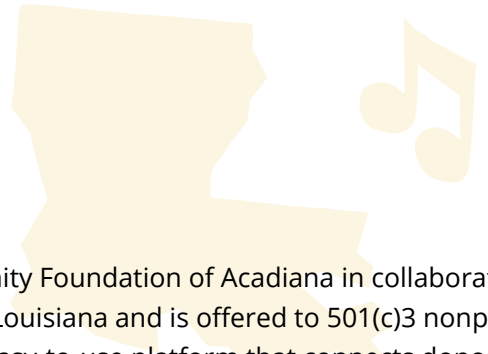
An Event of Community Foundation of Acadiana



2023 NONPROFIT INFORMATION

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Event Overview



WHAT IS SOLA GIVING DAY?

SOLA Giving Day is an online fundraising tool provided by Community Foundation of Acadiana in collaboration with Bayou Community Foundation and United Way of Southwest Louisiana and is offered to 501(c)3 nonprofits, churches, and schools in South Louisiana. The event provides an easy-to-use platform that connects donors and dollars to organizations and their funding needs. This annual spring fundraising campaign spans 4-weeks and culminates with a 24-hour designated day of giving to encourage the community to contribute as many charitable dollars as possible to the participating organizations. In its first five years, SOLA Giving Day has generated over \$6.65+M for more than 360 unique South Louisiana nonprofits.

WHO IS COMMUNITY FOUNDATION OF ACADIANA?

Community Foundation of Acadiana (CFA) is a tax-exempt, public foundation working to enhance the quality of life throughout our region. Since 2000, CFA has been building legacies and improving communities by connecting generous people to the causes they care about. Currently the third largest community foundation in the state of Louisiana, CFA will soon be included in the Top 100 community foundations in the United States by assets. This ensures CFA's position as one of Louisiana's premier philanthropic organizations.

WHEN IS SOLA GIVING DAY?

The 24-hour event is on Thursday, May 4th, beginning at 12 AM and ending at midnight! Early Giving begins on April 4th. All donations can be made at www.SOLAGivingDay.org.

WHO QUALIFIES TO PARTICIPATE?

Eligible entities include:

- 501(c)(3) tax-exempt, nonprofit organizations*
- Public and Private Schools
- Churches

*These are 501(c)(3) nonprofit organizations described in section 501(c)(3), which is other than a private foundation under section 509(a), of the Internal Revenue Code.

All participants must be in good standing with the IRS and the Louisiana Secretary of State and have a completed SOLA Giving Day profile by March 9, 2023.

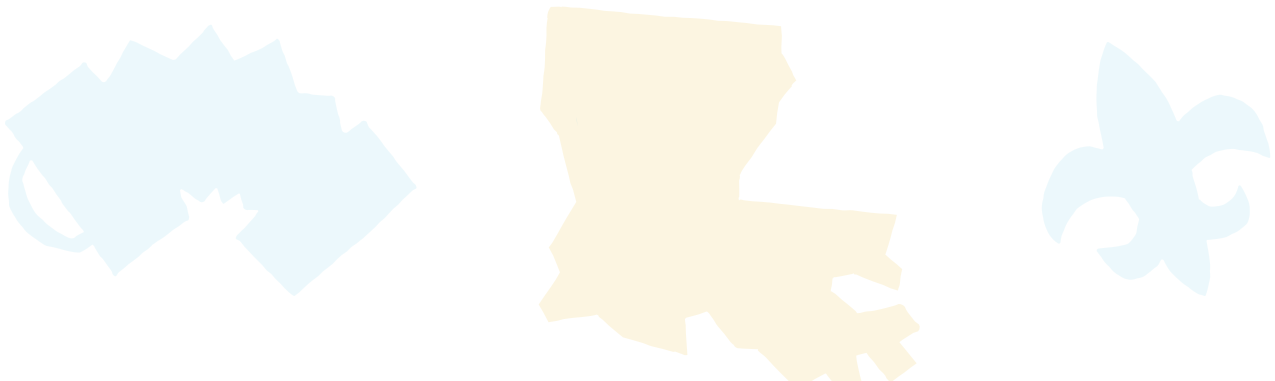
HOW TO REGISTER?

Whether your organization is new this year or has participated previously, registration is a simple process done completely online. To register:

- Visit www.SOLAGivingDay.org
- Click the “Register to Participate” Button on the homepage
- Review the Registration Prep Checklist >>> Scroll to bottom and click “Register Now”
- Complete Registration Survey and follow the prompts on the screen
- Pay your registration fee (see table below)

View the [Registration Tutorial](#) for additional information and detailed, step-by-step instructions. (Available the week of February 6).

| REGISTRATION FEE | ORGANIZATION TOTAL ANNUAL OPERATING EXPENSES* |
|-------------------------|--|
| \$100 | \$0 - \$200,000 |
| \$150 | \$200,001 - \$500,000 |
| \$200 | \$500,001+ |



2023 ENHANCEMENTS

SOLA IS GROWING

SOLA Giving Day has truly become a south Louisiana regional event! Community Foundation of Acadiana is thrilled to partner with Bayou Community Foundation and United Way of Southwest Louisiana to bring SOLA Giving Day to nonprofits, churches, and schools throughout the 16 parish region!

ONLINE TRAINING

All trainings will take place online this year. Please see the [Key Dates](#) section for dates and times. The trainings will also be recorded with links posted on the [Toolkit/Resources](#) page of the SOLA Giving Day website.

EARLY GIVING - DON'T WAIT TO DONATE!

Do you have donors who don't want to wait until May 4th? No problem, tell them to check this off their list during the Early Giving window! Early Giving will open April 4 and run through midnight on May 3rd. All donations made online during Early Giving will be processed at the time of the donation, and donors will automatically receive an emailed tax-receipt. To keep things simple, donors can use the "Guest Checkout" feature during Early Giving without having to create a donor account. While early donations will not be reflected on your profile page until SOLA Giving Day (May 4), you can track early donations through the backend of your profile by clicking the "Donations" button under "Reports" on the left-hand side of your GiveGab dashboard.

PEER-TO-PEER FUNDRAISING PAGES

Peer-to-Peer fundraising pages are a fun and engaging element of SOLA Giving Day, and when used effectively can generate a substantial increase in donations. Individuals who are passionate about your mission create a fundraising page on the SOLA Giving Day platform, share it with their networks and fundraise for your organization. Through these mini-campaigns, fundraisers can share information, set goals and track their fundraising progress. Fundraising pages will open on April 4. Refer to [Fundraising Pages](#) for more information.

PAYPAL AND VENMO DONATION OPTIONS

Donors will now have the option to make their donation to your SOLA Giving Day campaign through their PayPal or Venmo accounts during online checkout! PayPal and Venmo are two of the best, most trusted digital payment services available. Incorporating these payment methods allows your donors to make easy, secure donations directly from their phones or PCs in a matter of seconds without having to fill out sensitive payment information, insert a credit card number, or write a check. We believe PayPal and Venmo can open doors to reaching new audiences and a younger generation of philanthropists who might not have considered giving before due to the inconveniences of donating. Our hope is that this new feature can further reduce barriers to receiving donations for your organizations!

MARK YOUR CALENDAR



| | |
|--|---|
| NONPROFIT REGISTRATION OPENS Nonprofit Registration Training (virtual) | January 31 January 31 @ 10 AM |
| EARLY BIRD REGISTRATION DEADLINE | February 28 |
| NONPROFIT REGISTRATION CLOSES | March 9 |
| EARLY GIVING OPENS | April 4 |
| FUNDRAISING PAGES OPEN | April 4 |
| MATCHING GIFT DEADLINE | April 27 |
| EARLY GIVING ENDS | May 3 @ Midnight |
| SOLA GIVING DAY | May 4 |
| ANTICIPATED FUND DISTRIBUTION | June 27 |

To ensure a successful Giving Day campaign, all organizations are strongly encouraged to participate in the January 31 training session. Recordings of the virtual training session can be viewed on the [Trainings Tab](#) of the SOLA Giving Day website.

STAY CONNECTED

SOLA Giving Day is an online social media driven event. Stay up to date on all event related communications by following us on the accounts below. Be sure to like and share to ensure SOLA Giving Day is reaching the broadest audience possible.

FACEBOOK

[www.facebook.com/
SOLAGivingDay](http://www.facebook.com/SOLAGivingDay)

INSTAGRAM

[www.instagram.com/
SOLAGivingDay](http://www.instagram.com/SOLAGivingDay)

TWITTER

[www.twitter.com/
SOLAGivingDay](http://www.twitter.com/SOLAGivingDay)

WHY PARTICIPATE IN SOLA GIVING DAY?

A FEW REASONS TO JOIN US:

IT'S AN ONLINE EVENT

SOLA Giving Day is an easy and efficient way to fundraise without having to host your own event. As you all know, hosting physical fundraising events is costly and often burdensome to an organization's staff and BOD. SOLA Giving Day offers a virtual, user-friendly platform to highlight the good work of your organization, describe your funding needs, and appeal to your target donor audiences who can make donations instantly.

IT'S COST EFFICIENT

Events are expensive. Plain and simple. While SOLA Giving Day requires a small registration fee for participation, it offers online giving and transaction technologies, marketing materials, cash prizes and back-office services in return.

IT'S AN OPPORTUNITY FOR DONOR ACQUISITION & RETENTION

SOLA Giving Day is dynamic in that it can be a touchpoint for annual contributors as well as an opportunity to appeal to new audiences. Engage your loyal supporters by asking them to donate and share or assist with your campaign through a Fundraising Page. Use this chance to reach out to lapsed supporters or past board members. Target new donors by using your profile as an educational marketing piece or think about appealing to a younger population of donors by encouraging smaller gifts. Since every dollar and every donation makes a collective impact, the possibilities are endless, and the donor reach is limitless.

IT'S NOT DEPENDENT ON GEOGRAPHY

Unlike a gala or luncheon, donors are not limited by geography or proximity to go online and give to your cause. In fact, in the last five years, SOLA Giving Day has seen donations from 48 different states and 12 different countries. Through this platform, your campaign can be shared, seen, and supported by people anywhere in the world.

IT INSPIRES MATCHING GIFTS

With donation tracking and gamification built into the system, SOLA Giving Day is a great opportunity to promote and leverage a matching gift. Organizations with these match opportunities tend to be more successful at reaching or exceeding their fundraising goals. Think about making an appeal to a loyal supporter or group of supporters to see if your nonprofit can use this event to capitalize on their generosity.

IT CALLS FOR COMMUNITY COLLABORATION

It's no secret that fundraising is hard work, but being a part of a south Louisiana region-wide, collaborative campaign makes it a little easier. SOLA Giving Day's [Event and Media Sponsors](#) appeal to a broad audience and provide an extensive marketing reach. Join this giving movement and be a part of sharing the good news!

THE (3) S's

Use the (3) S's to help you achieve success through SOLA Giving Day:

BE STRATEGIC Be sure to incorporate SOLA Giving Day into your annual fundraising strategy and create a plan for your campaign. Add the event to your next meeting agenda and encourage your BOD to get involved by sharing the campaign with their colleagues, friends, and family. Appeal to an annual donor to provide a match donation for your fundraising efforts. Set lofty but attainable goals and move forward keeping your eyes on the prize.

BE SPECIFIC Center your fundraising campaign around a specific project or program with a specific fundraising goal. For example: fundraise for tuition scholarships for X number of students, for new lighting in a parking lot, for playground equipment for the middle school, for a meal program to feed X number of families, to buy and install X number of new pews in the church, etc. The possibilities are endless. Give donors the specifics and they are more likely to give...and give more generously!

BE SOCIAL Giving Days are growing across the nation, largely due to the power of social media. Leverage the network effects of this online event to tell your story, share your mission and promote your funding needs to a broad audience. Use the graphics located in the [Nonprofit Toolkit](#) to identify your campaign as part of SOLA Giving Day.

Social media not your thing? That's okay! Many participating organizations have been tremendously successful using more traditional marketing methods such as email campaigns, direct mail appeals, or even personal phone calls. The most important thing is to identify your target donor audience and communicate your participation and fundraising goals to them — by whatever methods work most effectively for them and for you.

CHAMPIONING YOUR EVENT

To have a successful event, it is important to have the right people championing your campaign.

THE CHAIR: The cheerleader for your fundraising efforts.

- Has the vision of how to make SOLA Giving Day an effective fundraiser for your organization.
- Leads the effort, organizes, and coordinates all aspects of the fundraising campaign.
- In charge of Registration and setting up your organization Profile.
- Develops email or direct mail messaging.
- Serves as the liaison between board, volunteers, and staff.
- Ensures all "Thank You's" are sent to donors, volunteers, and staff.

THE VISIONARY: The out of the box thinker, the creative energy your campaign needs.

- Willing to secure a matching gift.
- Works with the Chair to craft messaging about the fundraising campaign.
- Understands the need to segment donors and tailor messaging to each group.
- Works with Social Media team to develop relevant content for targeted donor audience(s).
- Casts a wide net when reaching out to potential donors.

SOCIAL MEDIA GURU: Your messaging's messenger.

- Works with the Chair and Visionary to craft messaging for social media.
- Gathers photos, stories and interview content for posts.
- Utilizes SOLA Giving Day branded logos in messaging.
- Develops and posts campaign content in a clear and consistent manner across all necessary social media platforms.

We realize not all organizations have “tech savvy” employees or volunteers. If this is your reality, consider enlisting the help of a college or high school student. This could benefit them in the form of service hours, resume building, volunteer work, or even a small stipend. However, don't wait until May to enlist their help, as they will need to understand your entire campaign and your overall goals to truly add value. Assure them that this will not take up a ton of their time, and they can feel good about contributing their talents to this community-wide initiative.

MATCHING GIFTS (\$1,000 MINIMUM DONATION)

Matching funds are challenge dollars contributed to your campaign from a donor, company, or community partner (or some combination) to help encourage donations to your organization. Matching funds are typically 1:1 matches, which allows you to promote to other donors that their donations will be doubled up to a certain amount!

Match donors should complete and submit the *Matching Donation Form* so CFA can ensure all matches are reflected on your SOLA Giving Day profile. The matching gifts form can be found here: [Matching Gifts](#)

WHO ARE POTENTIAL MATCHING DONORS?

- Board Members (Past & Present)
- Annual Donors
- Companies who support your mission and want to give back
- Private Foundations
- Any combination of these or other sources



Please note, a gift does not have to come from just one source, but the total gift must meet or exceed the \$1,000 minimum. Match donors can elect to be publicized on the website or to gift the match anonymously. All matching gifts must be received by April 27 to be listed on your profile page.

COMMON QUESTIONS ABOUT MATCHING GIFTS

Do matching funds have to flow through CFA?

- No, unless being directed from a CFA Donor Advised Fund, matching funds can be received immediately and directly to your organization. After the match donation is agreed upon by donor and nonprofit, a representative from the nonprofit must submit the following [Matching Gift Details](#) Form by April 27.

What forms of payment are allowed for matching gifts?

- Matching gifts can be provided in any form that is receivable by your organization. If a match donor is giving through their CFA Donor Advised Fund, these funds will be distributed to your organization after SOLA Giving Day along with your net donations received.

Will matching gifts appear on my nonprofit profile?

- Yes, matching gift opportunities will be listed on your organization profile once the [Matching Gift Details Form](#) is submitted. As money is raised through your SOLA Giving Day campaign, the match dollars will count down until the match is satisfied.

PRIZES (\$22,500 PRELIMINARY TOTAL)

Only ONLINE gifts will be recognized for prize categories. Manual entry check donations are NOT counted. (Exception: checks will be included in the overall total to determine the Top Fundraising Organizations Prizes and Newbie Participant Prize). A single organization can win a maximum of \$2,500 in prize money.

EARLY BIRD REGISTRATION PRIZES X \$500 EACH

Awarded to two, randomly selected organizations who complete registration and are approved for participation by March 1. Completed profiles include verified bank account information.

- Early Bird #1
- Early Bird #2

EARLY GIVING GURUS (3) X \$1,000 EACH

Awarded to the nonprofit who raises the most \$ ONLINE during Early Giving (April 4 – May 3).

- Early Giving Guru (Small Organization)
- Early Giving Guru (Medium Organization)
- Early Giving Guru (Large Organization)

TOP FUNDRAISING ORGANIZATIONS (3) X \$1,500 EACH

Awarded to the nonprofit who raises the most \$ (ONLINE + OFFLINE) over the entire SOLA Giving Day campaign.

- Top Fundraiser (Small Organization)
- Top Fundraiser (Medium Organization)
- Top Fundraiser (Large Organization)

POWER HOUR PRIZES (5) X \$1,000 EACH

Awarded to the organization who receives the most dollars ONLINE in each designated hour on May 4.

- 7 AM – 8 AM
- 10 AM – 11 AM
- 3 PM – 4 PM
- 6 PM – 7 PM
- 10 PM – 11 PM

SECURED MATCH GIFT PRIZE (2) X \$500 EACH

Awarded to two, randomly selected organizations who secure a Match opportunity for their SOLA Giving Day campaign by April 27.

MOST DOMESTIC DONATIONS FROM UNIQUE U.S. STATES (1) X \$1,000

Awarded to the organization who receives the highest # of ONLINE donations from unique U.S. States throughout the whole campaign.

GOLDEN TICKET PRIZE (5) X \$500

Awarded to randomly selected organizations who receive at least ONE online donation in the designated hours on May 4.

- 12 AM – 1 AM
- 6 AM – 7 AM
- 11 AM – 12 PM
- 2 PM – 3 PM
- 11 PM – 12 AM

MOST INTERNATIONAL DONATIONS FROM UNIQUE COUNTRIES (1) X \$1,000

Awarded to the organization who receives the highest # of ONLINE donations from unique INTERNATIONAL COUNTRIES throughout the whole campaign (any gift from outside of the 50 States will be considered).

MOST DOLLARS RAISED THROUGH FUNDRAISER PAGES (1) X \$500

Awarded to the organization who receives the most ONLINE donations through one or more Fundraiser Pages.

CFA DONOR ADVISED FUND HOLDER PRIZE (3) X \$500

Awarded to three, randomly selected organizations who receive a donation from a CFA Donor Advised Fund.

MOST UNIQUE DONORS PRIZE (1) X \$500

Awarded to the nonprofit who has the most unique (individual) ONLINE donors over their entire campaign.

MATCH GIFT MET PRIZE (1) X \$500

Awarded to one randomly selected organization who meets their Match Challenge for their entire campaign.

NEWBIE PARTICIPANT PRIZE (1) X \$500

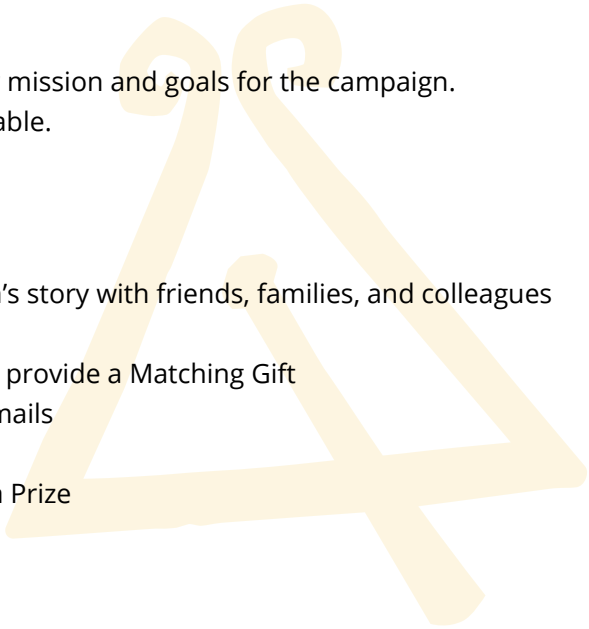
Awarded to the first-time participating nonprofit who raises the most \$ (ONLINE + OFFLINE) over their entire campaign.

ENGAGE YOUR BOARD OF DIRECTORS

Individuals who serve on your Board of Directors are invested in your organization and serve as your greatest resource for promoting your SOLA Giving Day participation.

Be sure to adequately educate your Board Members on your mission and goals for the campaign. Provide them with content and messaging that is easily sharable.

CHALLENGE YOUR BOD TO:

- Achieve 100% donation participation at any level
 - Be a voice for your campaign. Share your organization's story with friends, families, and colleagues
 - Provide a Matching Gift
 - Connect you with individuals or companies who could provide a Matching Gift
 - Share your campaign on Social Media and/or direct emails
 - Make personal ask(s)
 - Give during one specific Power Hour or help you win a Prize
 - Write thank you letters
- 

EARLY GIVING

Encourage your donors to get started early! From April 4 – May 3, donors can make their gifts online at www.SOLAGivingDay.org.

WHAT YOU NEED TO KNOW ABOUT EARLY GIVING:

- Donations made from April 4 through May 3 will be processed in real time and counted toward your nonprofit's SOLA Giving Day fundraising totals.

- Donors are not required to create an account to make a gift during the Early Giving period.
- Donors can use the gift basket feature on the SOLA Giving Day website. They simply choose the non-profit(s) they want to give to and then check out in one easy process.
- Early online donations are eligible for specific prizes.
- Donors who make an error during the early giving period can email solagivingday@cfacadiana.org to make a correction to their donation.
- Email confirmations will be sent once the donation is made and processed. The tax receipt confirming the donation will be included.
- Should a transaction fail, the donor will get an email indicating that their donation did not process and suggesting they attempt to make their gift again.
- Nonprofits can see their early donations through the nonprofit portal under “Reports” >> “Donations”

TIPS TO MAKE EARLY GIVING A SUCCESS

Early giving is a great time to activate your audience!

- Make call-to-action appeals, communicating to donors the option of giving NOW.
- “Gather” with your supporters in creative ways! Zoom parties, drive by parades, Facetime calls!
- Consider having volunteers or staff drop off flyers about your campaign to supporters.
- Create a campaign around the Early Giving Prize opportunity.

FUNDRAISING PAGES

Have your biggest cheerleaders create Fundraising pages to promote your SOLA Giving Day campaign. Beginning on April 4, individuals can create a Fundraising page on behalf of your nonprofit. This exciting feature allows your champions to highlight the organizations closest to their heart, while promoting your SOLA Giving Day campaigns and helping you reach your fundraising goal.

Visit the [Fundraisers](#) page for more information on how to set up successful Fundraising pages.

OFFLINE GIFTS

As an additional convenience to donors, contributions can be made to your campaign via check. Personal checks must be mailed/delivered directly to your organization prior to May 4. Organizations are responsible for entering these donations into their SOLA Giving Day Administrative Dashboard to keep track of total amounts raised and to count towards matching dollars. Offline gifts are not eligible for any prizes except the Top Fundraising Organization Prizes and Newbie Participant Prize.

PLEASE NOTE:

- Checks should be made payable to your organization with “SOLA Giving Day” in the memo line.
- Checks must be received and manually entered by your organization before or on May 4 to count towards your fundraising campaign.

RECEIVING YOUR FUNDS

Second to SOLA Giving Day itself, the best day of the campaign is the day you receive your funds!

As a participating nonprofit, your organization’s net dollars raised will be electronically deposited to the bank account details provided to CFA by your organization administrator prior to April 4. The funds will come from Community Foundation of Acadiana and a gift letter will be emailed to you. Funds will be deposited no later than June 27 after all reconciliations are complete.

If your organization received any prizes or contributions from CFA Donor Advised Funds, these dollars will be included in the ACH payment.

PLEASE NOTE: Please notify us before Sunday, December 31, 2023 if there are any issues with your deposit. If you have any questions or concerns, please reach out to solagivingday@cfacadiana.org as soon as possible.

MORE RESOURCES

DIRECT SUPPORT SERVICES FOR NONPROFITS & DONORS

Starting on January 31 for nonprofits and April 4 for donors, GiveGab can answer questions and provide assistance directly through the website. Through the blue chat bubble in the right hand corner, GiveGab staff will act as the primary resolution point for technical site issues and questions.

For more event details and nonprofit resources, please refer to our website and online toolkits: [SOLA Giving Day Toolkits](#).

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MAY 4

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SOLAGIVINGDAY.ORG