

**GIVE  
MORE 24!**

COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

**Your Business  
can #GiveMore!**



# Give More 24! activates local nonprofits to raise funds for their causes online.

## What is Give More 24?

Give More 24! is southwest Washington's 24-hour online giving marathon. Over the past five years, Give More 24! has empowered local nonprofits to raise more than \$4.5 million dollars in online donations from generous individuals. The online giving day runs from midnight to midnight each year and encourages southwest Washington residents to support their favorite causes by donating to any of the participating nonprofits. Last year, 155 organizations participated and encouraged donors to help them win prizes and fulfill matching funds. By midnight, contributions exceeded \$1.3 million thanks to 3,697 donors.



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# With the right tools, your business can make a difference in southwest Washington.

Engage your employees to join the giving day excitement and give back to the community you care about by creating a business fundraiser.

The new feature on GiveMore24.org allows your business to create a unique page serving as a "one stop shop" for employees to join the excitement of Give More 24! By creating a free business fundraiser page, you can share information about your corporate philanthropy programs and encourage employees to donate to participating organizations.



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# Your business can enjoy tangible benefits when you become an active giving day participant.

## Internal benefits:

### **Employee Morale & Engagement:**

Your employees can feel more connected to your mission and feel a sense of satisfaction as they join you in giving back with either their time or money. The opportunity for employees to engage in corporate philanthropy boosts engagement by fostering productivity and pride in their work.

### **Teamwork:**

When your corporate giving program brings people from all levels of your organization together, everyone feels like they are working toward a common goal.

## External benefits:

### **Community Impact:**

Nonprofit organizations are the backbone of our community and operate on tight budgets year after year. Your company's support not only builds their capacity, but nonprofits are able to grow their programs and spread their reach for the long-term.

### **Increased Visibility:**

By participating in a giving day or matching employee's gifts, members of the community will see your company's name on the website.

### **Reputation:**

While it is less tangible than PR or social media coverage, many consumers make buying decisions based how they feel about a company. In a recent study over 70% of millennials stated that they would pay more for a service or product if they knew the company championed a local cause.



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# Encourage charitable giving through the Community Foundation's Give More 24! event on September 19.

## Here are some approaches to consider:

- Engage your employees
- Give employee kudos and share with your online networks
- Promise to match donations, or provide a match up to a certain point
- Support a specific nonprofit or nonprofit area of service
- Support all participating nonprofits
- Compete with similar local organizations for an extra layer of fun!



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# Recommendations for getting started:

## Phase One: PREPARE

- Interested? Request a link by emailing [givemore24@cfsww.org](mailto:givemore24@cfsww.org) to register for a Business Fundraiser Page (BFP).
- Check out [this helpful support article](#) on how to access and edit your BFP.
- Assign a point person or a small team of employees who can serve as a “giving day” committee.
- Use our online tools and create a plan that works for you and your company culture.



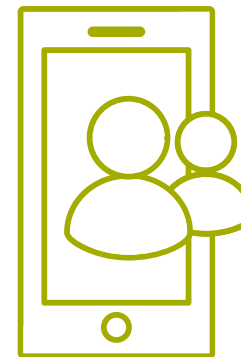
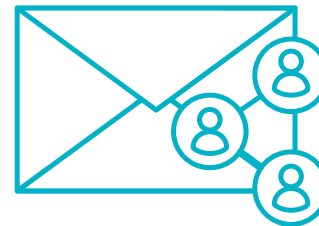
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## Phase Two: SPREAD THE WORD

- Contact us to receive flyers, rack cards and other promotional media to promote Give More 24!
- Use social media to raise awareness by posting and sharing about your company's participation in Give More 24!
- Include giving day messaging in your marketing mix (i.e. POS, readerboards, check presenters, etc.)
- Create a custom product or experience with a Give More 24! theme.
- Host a fun, exciting nonprofit event and invite company-wide employees and vendors.
- Tell employee stories about their plans to engage and participate in your giving day activities.



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## Phase Three: GIVE

- Remind employees to select your business name from the drop down when they're in the checkout portion of the donation process. This will boost the percentage of employee participation reflected on your business profile page.
- Share the unique link to your business fundraiser page to your customers and clients through email blasts, social media posts and other marketing efforts.
- Encourage employees to get involved by announcing special incentives during the 24 hours of giving.
- Hold a donation raffle that offers prizes to employees who donate.
- Provide a free lunch to any employee who donates to Give More 24!
- Donate a portion of your proceeds to a nonprofit of your choice.



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# You're in. Now what?

## Contact Us

Our staff members are ready to help you create a free business fundraiser page so you can begin shaping your Give More 24! employee engagement strategy.

Learn more about Give More 24! at [GiveMore24.org](http://GiveMore24.org).

## Other Ways to Get Involved

Interested in learning about other ways you can support local nonprofits through Give More 24? Ask us about:

- Event Sponsorship
- Prize Sponsorship
- Matching funds for nonprofits



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