



First Community
Foundation Partnership
OF PENNSYLVANIA

RAISE THE REGION

MARCH 13 – 14, 2024



ERIN RUHL

- Director of Community Engagement



JESSICA GINTER

- Community Engagement Associate



WHO WE ARE

- Raise the Region is a giving program of the First Community Foundation Partnership of PA (FCFP)
- FCFP is the 9th oldest community foundation in the country, the first in the state of PA
- FCFP is a 501c3
- Mission is to improve the quality of life in North Central PA through community leadership, the promotion of philanthropy, the strengthening of nonprofit impact and the perpetual stewardship of charitable assets

2022 RESULTS

- Asset Value \$137,459,346
- Number of Funds 424
- Donor Contributions \$8,843,265
- Grants Awarded \$6,014,673
- Scholarships Awarded \$365,739
- Granted Since 1916 Over \$90 Million

2023 Results

\$2,319,850

15,317 Gifts

8,073 Donors

333 Nonprofits

Since 2013 Raise the Region has Raised: \$16,790,746

2024 Launch



MARCH 13 – 14, 2024

PREMIER SPONSOR

\$175,000

Blaise
Alexander
FAMILY DEALERSHIPS

Associate Sponsors



Architecture
Engineering &
Consulting



Media Sponsors



THE BASICS

www.RaiseTheRegion.org

30 Hour Online Fundraiser

March 13 - 6:00 PM through March 14 at 11:59 PM

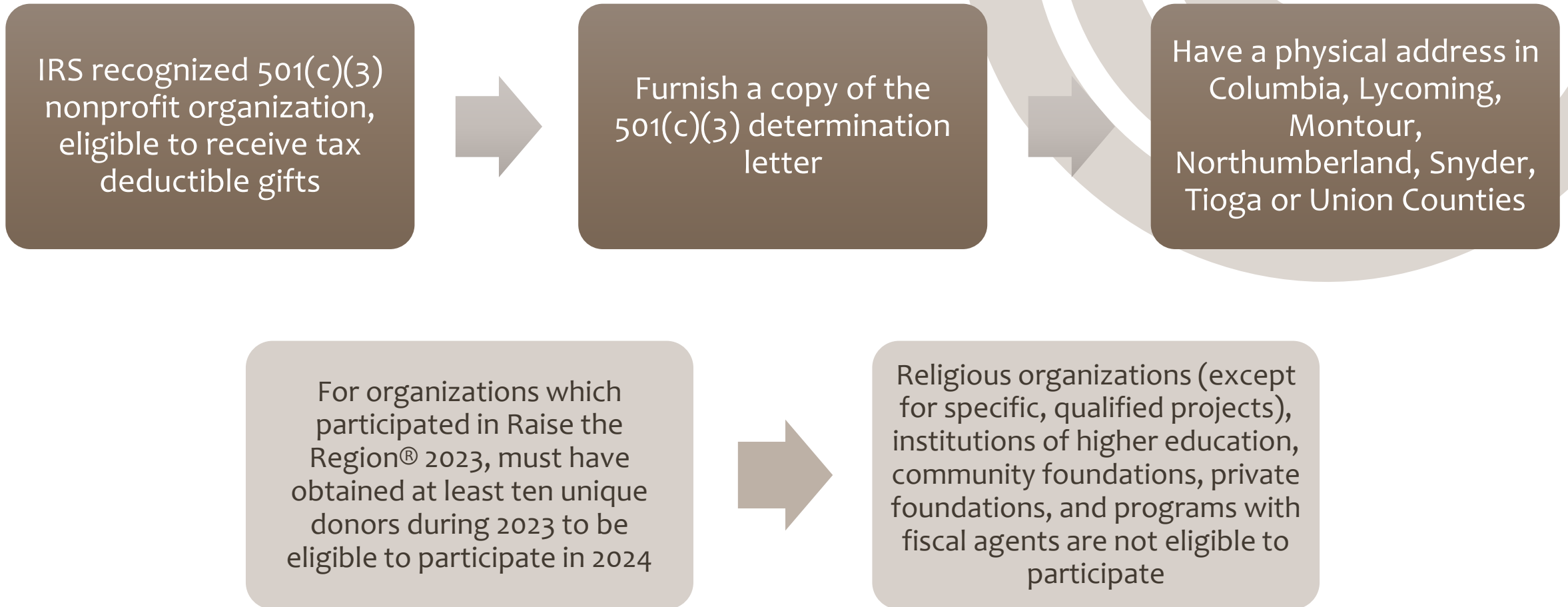
Every nonprofit conducts their own unique campaign on the day

Nonprofit trainings, tools, templates, and guides offered to optimize efforts in the nonprofit tool kit

FCFP does the major marketing of the program through our media sponsors

Success requires you to market your involvement and communicate with YOUR donors to give during the event

PROGRAM ELIGIBILITY



FEE STRUCTURE

2% Fee for FCFP
3% Platform Fee
+
2.5% Credit Card Fee
+ \$.30 per transaction

=
7.5% + \$0.30

Donors ALWAYS have the option
to cover all fees on behalf of your
organization

Last year 73% of donors covered
fees on the organizations behalf

REGISTRATION

- Open until February 16, 2024 at 5:00 pm
 - www.RaiseTheRegion.org



SEARCH FOR YOUR ORGANIZATION

Find Your Organization

and participate in Raise the Region®

Search for your organization

Start typing in the box above to find your organization.



Caring Communities

Bloomsburg, PA

PARTICIPATE



AIDS Resource Alliance Inc.

Williamsport, Pennsylvania

PARTICIPATE



A Community Clinic, Inc.

Sunbury, PA

PARTICIPATE

New to Raise the Region®?
Add your organization!

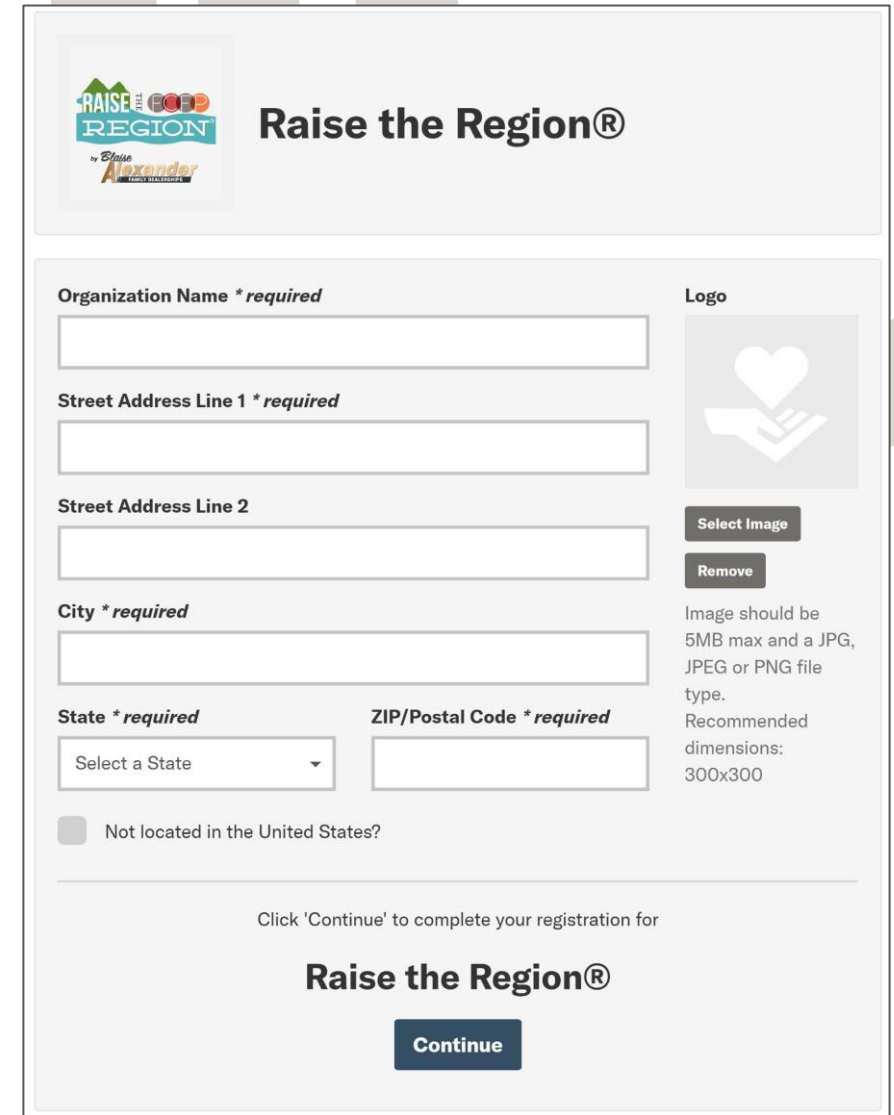
Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

COMPLETE SURVEY AND UPLOAD

- Contact Information
- Copy of IRS determination letter
- Most recent 990 tax filing
 - 990 Long Form; EZ Form; or Postcard
- Your application will be reviewed by the FCFP for approval
 - Allow 7 business days for response
- Keep an eye out for EMAIL notifications about any outstanding requirements



The screenshot shows the 'Raise the Region' registration form. At the top left is the 'RAISE the REGION by State Alexander' logo. To its right is the text 'Raise the Region®'. The form fields include: 'Organization Name *required' (text input), 'Street Address Line 1 *required' (text input), 'Street Address Line 2' (text input), 'City *required' (text input), 'State *required' (dropdown menu showing 'Select a State'), and 'ZIP/Postal Code *required' (text input). To the right of these fields is a 'Logo' section with a placeholder image of a heart over hands, a 'Select Image' button, and a 'Remove' button. Below the 'Remove' button, text states: 'Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300'. At the bottom left of the form is a checkbox labeled 'Not located in the United States?'. At the bottom center, it says 'Click \'Continue\' to complete your registration for' followed by the 'Raise the Region®' logo and a 'Continue' button.

ADDITIONAL STEPS

- Check the State Charitable Solicitation Compliance Attestation
- Enter your EIN (second time)

GiveGab Home Support Submit an Idea Danielle ▾

Lycoming County Veterans Day Parade Committee

Home
Giving Days
Reports ▾
Manage Organization ▾
Edit Information
Add Administrator
Bank Account & Verification
Supporters
Documents

Complete Your Verification

Set Up Donations Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

IRS Verification



EIN/Tax ID


46-1396825

Payment Processor Verification

Please complete this Payment Processor Verification section only if your organization is accepting donations via direct deposit.

BUILD PROFILE






Loyalsock Music Association

Honoring the Past. Challenging the Present. Inspiring the Future.

Causes: Education, Arts and Culture, Youth

DONATE

FUNDRAISE






74%

\$7,355 Raised


\$10,000 Goal

69 Donors




\$30

Provide a new plume for one of our band members!




\$50

Purchases two new mallets for our color guard members!




\$80

Purchase a new set of mallets for our percussionists!



\$100

Invest in a new All-Weather Raincoat to keep our students warm and dry!



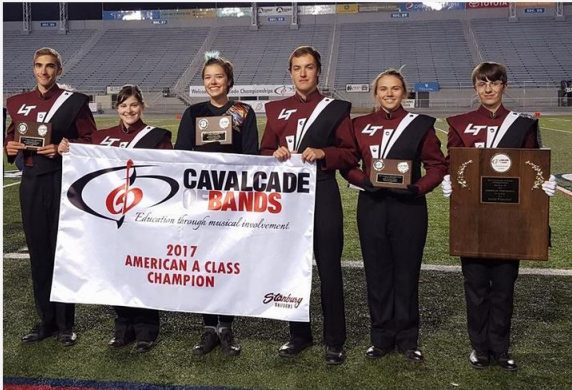
\$200

Sponsor one student to perform at the US Capitol in Washington DC in May!

CHOOSE YOUR OWN AMOUNT

*Hint – have profile built by March 4!

Loyalsock Township School District is extremely proud of its award-winning competitive marching band, representing the township at performances throughout the state, region, and nation. In 2017, the Lancer Marching Band won its first **Cavalcade of Bands Championship**, competing against high schools from Pennsylvania, New York, New Jersey, Maryland, West Virginia and Delaware. Over 150 schools compete in Cavalcade of Bands, and we are proud of our talented students for this tremendous accomplishment!



During the past five years, the band has enjoyed exponential growth. Five years ago, 23 students comprised the Lancer Marching Band. Today, that number is 58 students and still growing! **In order to accommodate such growth, the Loyalsock Band**

Who is GiveGab?



GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for Raise the Region®
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



Simple Donation Processing



- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

☒ I cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.




☐ Please do not display the donation amount publicly.

☐ Hide my name from this organization and the public. ⓘ

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.

Learn more about how your information is used following a donation: [Privacy Policy](#).

Instant Donor Delight

- A Thank You email that includes receipt information
- Sent immediately after the gift is made

DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)


Prepare Your Donors!

- Donors will see ***RAISE THE REGION FCFP*** as their payment descriptor
- This text may be cut short based on the donor's financial institution
 - EX: ***RAISE THE REGION FCF***
- Please prepare your donors for this so their gift stays with your organization!

Giving Day Analytics


Key stats are available for the following data points:

- Donor counts
- Donation counts
- Average donation size
- Average donations per donor
- Fee coverage
- Year-Over-Year comparisons

 **Ithaca Gives** March 17, 2023
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.

GiveGab Home Support | Aimee ▾


Logan's Pups

[Home](#)
[Fundraising Campaigns](#)
[Events](#)
[Amplify Austin](#)
[Philanthropy Hub Site](#)
[Ithaca Philanthropy Hub](#)
[Giving Days](#)
[Reports](#) ▾
[Manage Organization](#) ▾

[← To Pawnee Gives Dashboard](#)

Analytics for Pawnee Gives
General Donor Insights Year-Over-Year

Overall Stats

Total Stats

\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS
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Online Stats

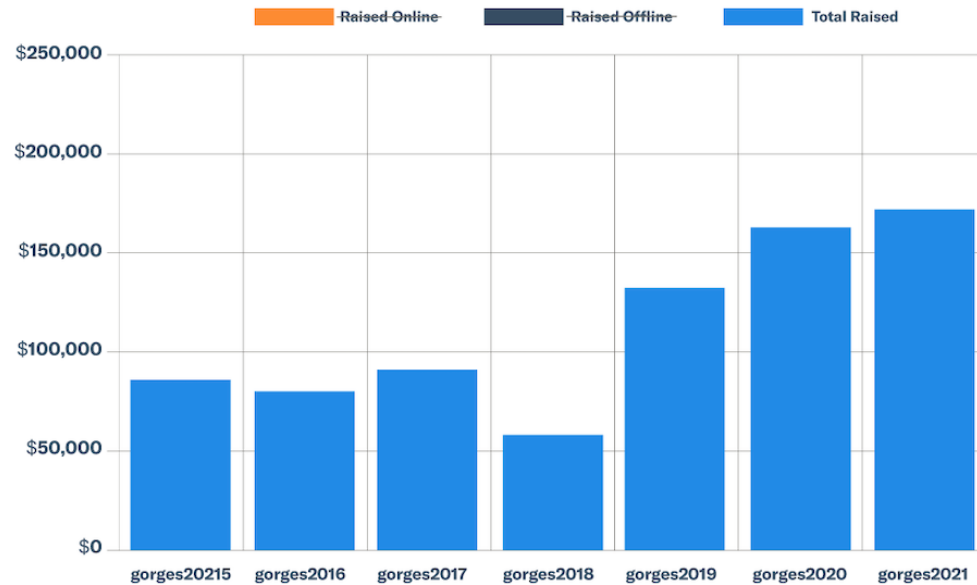
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS ⓘ	31 ONLINE DONATIONS
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Offline Stats

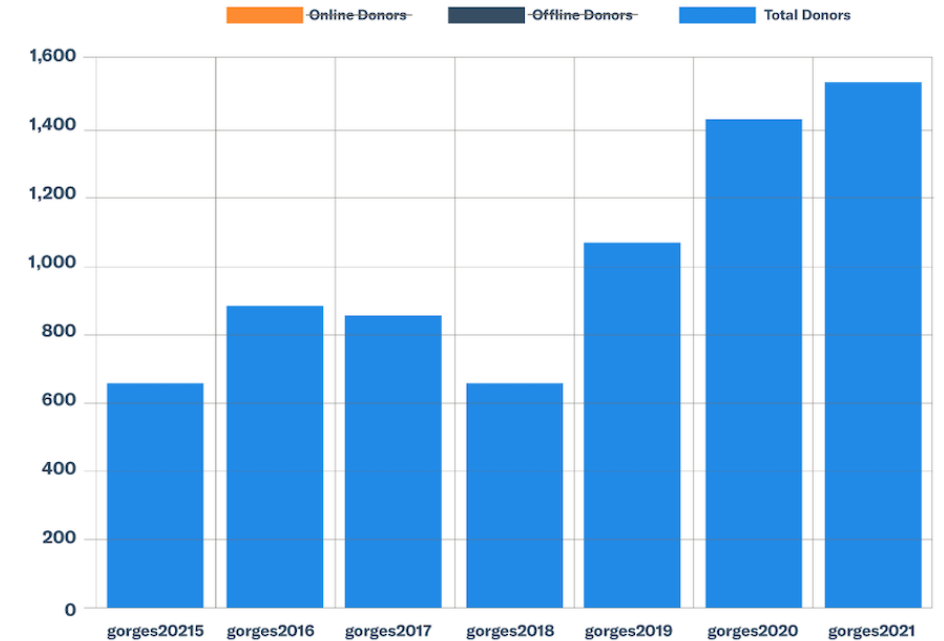
\$11,270.00 RAISED OFFLINE ⓘ	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Year-over-Year Metrics

Dollars Raised



Donor Counts



Get Verified on GiveGab

Complete Your Verification

Set Up Donations

Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

Don't have your EIN? Search [here](#).

Save

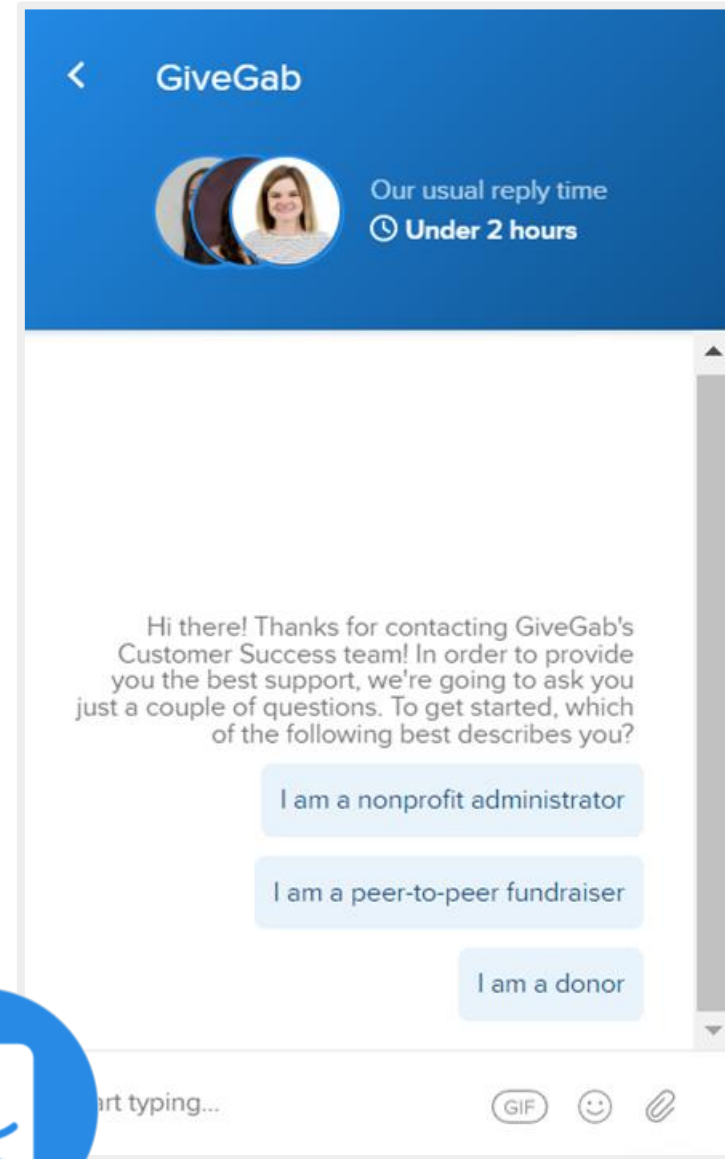
Payment Processor Verification

Verify Your Organization

GiveGab is becoming  Bonterra.

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
 - Look for the little blue chat bubble



NEXT STEPS

- Register for Raise the Region®
- Follow Raise the Region® on Social Media!
- Watch your inbox for important emails
- Sign up for upcoming training sessions
 - In-person: January 31; February 1
 - Prize Announcement: February 27
- Check out the Nonprofit Toolkit
 - Everything you need to plan, prepare, and promote Raise the Region to reach your goals!
 - Customizable Templates
 - Communication Timelines
 - Graphics
 - Resources for board members and volunteers



NONPROFIT TOOLKIT

QUESTIONS

