Is it the Right Campaign for Our Organization?

July 12, 2023
(4th Annual Event)
WyoGives, an initiative of the Wyoming Nonprofit Network, is a 24-hour day of online giving designed to bring the state together as one community to raise funds and awareness for Wyoming’s nonprofits.

One Day. One Website.

The Wyoming Nonprofit Network represents the collective voice of the Wyoming charitable nonprofit sector and brings best practices, resources, and support to the nonprofit community.
Wyoming Nonprofit Network

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WyoGives Office Hours starting March 7th
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 – 12:00
Link will be on WyoGives.org 2023 Trainings Page
Our commitment is to provide:

- A robust platform with tools and resources for building an online fundraising campaign as part of WyoGives.
- Training to use the platform and technical assistance.
- Statewide marketing efforts to drive visitors to the platform.
- Opportunities for donors to connect with nonprofits through the platform.
- A platform for businesses to support nonprofits through employee matching and corporate matching funds.
- A platform for individual (peer-to-peer) fundraisers to raise funds for the participating nonprofit of their choice.

Our technology platform partner:

GiveGab™ Bonterra®
WyoGives 2023

- **WyoGives 2023**: July 12 12:00 AM – 11:59 PM

- Registration is an application process that requires approval

- **Registration Opens**:
  - Monday, March 6, 2023 - Wyoming Nonprofit Network Members
  - Monday, April 3, 2023 – Non-Members

- **Registration Deadline**:
  - Friday, June 16, 2023
  - **NO EXCEPTIONS**

- **Training Dates** - See information on Trainings website page
Requirements to participate in WyoGives

- 501c3 charitable nonprofit in good standing with IRS and Secretary of State;
  - Or, fiscally sponsored by a 501c3 to collect funds
- Be headquartered in Wyoming or provide services in Wyoming. If your corporate office is outside of Wyoming, must provide proof of services provided within Wyoming.
- Must provide bank account information and the following: name, title, date of birth, address, email address, phone number, and SS# for representative of your organization. (If your organization participated last year and no changes to banking information, you will not need to provide this information again)

IMPORTANT: Meeting these requirements means your organization qualifies to participate in WyoGives. It does not mean you automatically qualify for any matches WyoGives administers. There are additional requirements and limitations.
Benefits of Participating

• With your organization's active participation, WyoGives is a great way to boost your organization's fundraising efforts.

• Your nonprofit and its friends, along with help from media partners, will drive Wyomingites from across the state to the WyoGives.org website, where you tell your organization's unique story with photos and videos.

• Online fundraising is very cost effective when compared to special events and direct mail.

• Tools, resources and templates to use for your campaign.

• Increase your visibility by connecting with a larger community.

• Entire WyoGives site is completely mobile responsive on every page. Be sure to test your profile out on your phone!

• By securing a match for your organization, recruiting peer-to-peer fundraisers, and taking advantage of WyoGives prizes, your organization can create a fun and compelling giving opportunity that can engage new donors and inspire existing donors to give more.
Benefits for Donors

• EXCITEMENT and CELEBRATION - Giving is contagious! We will come together as a state in one 24-hour period to give back and support our nonprofit community that touches our lives everyday.

• With so many nonprofits, there is a mission/cause that will speak to every donor.

• Use the search function to either browse for organizations of interest or find a specific organization to make a donation.

• In some cases, there will be matching funds.

• Participate in the fun of prizes for participating nonprofits.

• The Gift Basket on WyoGives is a donor’s very own "shopping cart" - this allows them the opportunity to browse around the site and add gifts to their basket without needing to check out immediately. Then when they are ready to check out, they’ll just enter payment information once.

• Tax receipt is emailed to donor immediately upon processing their donation.
One website...
WyoGives.org
One day...
July 13, 2022
256 Nonprofits

5,773 Donors
$3,221,413 Raised

Causes
Health, Education, Disability Services, Seniors, Arts, Culture, Environment, Poverty, Hunger, Veterans, Social Justice, Homelessness, Housing, Substance Abuse Prevention, Disaster Relief, Animals, Community Advocacy, and more!

WYO GIVES

After the initial registration fee, the cost for nonprofits was just $1.00 for every $100 raised

Growth in Dollars Raised
2020 2021 2022
$571K $2.3M $3.2M

2,586 New Donors

WyoGives is an initiative of the Wyoming Nonprofit Network
WyNonprofit.org

WyoGives 2023
July 12, 2023
WyoGives.org
NOT a “sign up and forget it” event!
Key Components for Setting the Stage for Success

Engage and Plan  
Complete Profile  
Promote  
Engage and Steward
Engage and Plan

• Your board needs to be “onboard” and engaged!
• Engage your staff and volunteers
• Decide on who is doing what (your WG’s campaign team)
• Develop a project calendar with deadlines and assignments
• Set realistic goals (funds raised, number of donors, etc.)
• Identify potential donors that would be a good fit with your WyoGives campaign - Start with your base
• Recommended but not required: Secure a matching partner for your campaign
• Recommended but not required: Recruit peer-to-peer fundraisers (must have buy-in from them)
• Develop a communication strategy

Webinar: Securing Matches and Peer-to-Peer Fundraisers
March 29th
Complete Your Profile

• Your Logo
• Cause(s)
• Cover Photo
• Your Story
  • Optional: Video
• Keywords for searches
• Donation levels (recommended)
• Thank you message
• Matches or Challenges (when/if you have secured)

Register for “WyoGives Platform Basics” Webinar – March 15th
WyoGives.org Nonprofit Toolkit (wait for 2023 info, ready March 6):
Social Media Tips, Sample Email Content, Graphics & Downloads, Communication Guide
Communicate and Promote

- WyoGives T-Shirts will be available to purchase...hopefully have some additional items
- Promotional material – Fans and yard signs (provided to participating organizations)
- PRIZES will back again. Great way to build the excitement!
- Register for “Using Social Media to Steer Traffic to Your WyoGives Campaign” Webinar – April 5th
Engage and Steward

Ask your audiences to give on July 12th at Wyo.Gives.org {your profile}
Celebrate your success as well as others; Thank donors (see NP Toolkit for templates, posts, and tips)

Webinar:
Donor Stewardship
May 9th
Flow of funds

Donor makes donation (cc or ach) via WyoGives to your organization on July 12th

Receipt generated automatically and emailed with thank you message you created

Donation is processed by Stripe; platform, cc, and host fee (90% of donors cover this fee)

Donated funds will be deposited into your bank account within 5 business days via direct deposit.

Any matching funds administered by WNN will be deposited in bank account within 4 weeks.

Attend Platform Bootcamp to learn more about accessing your donor reports.
You can enter any donations you receive outside of the platform (i.e. checks) as an offline donation.
Keep in mind.....

• WyoGives is an online giving event.
• Drive all donor traffic to your profile on WyoGives.org.
• Don’t be tempted to complicate things and take away from the online event by holding an in-person fundraising event.
• If you want to hold an end-of-the-day no-hassle celebration, go for it. We suggest an informal gathering of your team and/or WyoGives peers at one of your favorite spots in town.
Local Collaboratives – Updated Policy

• The Wyoming Nonprofit Network encourages nonprofits to work with other WyoGives participating organizations in their community/county in free marketing and promotional efforts at the local level. This includes contacting local newspapers about writing articles, interviews on radio and tv, and other no-cost efforts to promote WyoGives in their community. These organized local efforts are termed as “Local Collaboratives” by the Wyoming Nonprofit Network.

• No collab activities outside of internal educational efforts and no-cost promotional efforts (ex-radio/tv/newspaper interviews). Personally, groups may choose to meet up in-person on WyoGives to connect/celebrate. These are not sanctioned by WNN.

• If requested, the WNN staff will facilitate county/region zoom calls to facilitate learning from each other, planning for local marketing/promotions, and forming connections.

• WNN is working on marketing material that can be used locally (yard signs, flyers, etc.).

• For businesses wanting to support nonprofits in their community/county, we will utilize the WG platform.
Matches

- Participating nonprofits are encouraged, but not required, to secure a matching sponsor for their campaign (individual donor, group of donors, or business). Any matching requirements or limitations are between the participating nonprofit and the matching sponsor.

- Wyoming Nonprofit Network provides administrative support for donors (individuals, foundations, corporations) interested in providing matching funds to multiple organizations or all participating organizations.
  - Fees are charged for this service and there may be a minimum total match amount required.
  - For matching funds WNN administers, only online donations will be matched.
  - The Wyoming Nonprofit Network serves as a facilitator for these requests but does not actively solicit matches.
  - The donor of the matching funds set the qualifying requirements for organizations.

Registering for WyoGives does not mean that your organization will fit within the requirements of matches. Qualifying for a match may require a separate process. Watch for emails as more information becomes available.
2023 WyoGives Match

Prior year qualification for Hughes Charitable Foundation match does not constitute qualification for 2023.

Requirements for Hughes Charitable Foundation Match eligibility:

- Must be based on in one of the 22 counties listed below.
- Must have maintained 501(c)(3) status for a minimum of two years and have existing programs and services that can be verified through a recent 990 or 990 Annual Tax Return. A 990N does not qualify for this requirement; these organizations must show proof of programs and services by submitting official financial statements.
- Hughes Charitable Foundation match funds cannot be used for any political purposes.
- Must complete the HCF Match checklist and be approved. This is a separate process. A link will be shared either in the registration process or will be emailed to your primary contact in your WG’s profile.

During the 24-hour period on July 12, 2023, online donations will be matched $1-$1 until the $1 million is reached. Up to $1,000 per donor gift will count towards match.

<table>
<thead>
<tr>
<th>Counties</th>
<th>Maximum match payout per organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washakie, Platte, Carbon, Weston, Hot Springs, Big Horn, Niobrara, Goshen, Fremont, Albany</td>
<td>$15,000</td>
</tr>
<tr>
<td>Sublette, Lincoln, Campbell, Crook, Laramie, Sweetwater, Converse, Park, Uinta, Johnson, Natrona, Sheridan</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
Considerations for your decision:

- Staff time (Volunteer time if no staff)
- Board engagement and participation
- Willingness to invest time in learning the system, strategically choosing and using resources, watching/participating in trainings and reading our emails!
- Budget for communication/marketing
- Existing base of support
- Existing programs and services to highlight

Ideally... start planning now.

Updated nonprofit toolkit will be live by March 6th (same day registration opens for members)
Communication Guide

• Objective for the week
• Plan/Promote/Engage Goals
• Located in Nonprofit Toolkit
  • Wyogives.org/nonprofit-toolkit

Communication Guide can be overwhelming. Think of the tasks as suggestions. Pick the tasks under each objective that are a good fit for your organization.
100% of the WyoGives registration fees go directly to support and improve the event.

The money is used for prizes, produce marketing materials, offer trainings and technical support, buy advertising and help cover the extensive staff time required to carry out WyoGives.

WNN dedicates over 1,000 hours annually to ensure the continued growth and success of WyoGives.

This year’s registration fees have been increased to the increased cost of producing the event in addition to an increased marketing budget.

Without the financial support generated through registration fees and sponsorship support this event would not be possible.
Application Fees and Timeline

Members-only application period:
March 6 – March 31

Regular application period:
April 3 – June 16

Registration Fee for WNN Members:
Operating Budget < $250k - $100
Operating Budget ≥ $250k - $200

Registration Fee for Non-Members:
Operating Budget < $250k - $250
Operating Budget ≥ $250k - $350

The absolute last day to apply is
Friday, June 16th

There are NO EXCEPTIONS!
Wyoming Nonprofit Network (WNN) membership dues are separate from the WyoGives registration fee.

- WNN member dues are annual from the date you join – Join at wynonprofit.org
- WyoGives registration fee required each year – Register at WyoGives.org
Attend
Watch
Read

Emails from Wyoming Nonprofit Network

Follow WyoGives Facebook Page

Wyoming Nonprofit Network Member Bulletin

WyoGives Informational Video Messages

WyoGives Specific Trainings & Office Hours

www.wyogives.org/info/trainings2023
Dates to put on your calendar now:

• March 6 – Registration opens for WNN members
• March 15 – Webinar: Platform Basic Bootcamp
• March 29 – Webinar: Securing Matches & Peer-to-Peer Fundraisers
• April 3 – Registration opens for non-members
• April 5 – Webinar: Using Social Media to Steer Traffic to your WyoGives Campaign
• May 9 – Webinar: The Art of Donor Stewardship
• June 5 – In-Person: WyoGives Networking Event (WNN Summit June 6-7)
• June 16 – Final day to register (no exceptions)
• June 21 – Webinar: Final Steps to Success
• July 12 – WYOGIVES!
Q and A

Contact information:
Kristie Wilson
info@wynonprofit.org

307-772-9050 (all calls)

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