The Benefits of Participating in the Give! Campaign

Why YOU Should Apply This Year!

Here at the Give! Campaign we understand that you work for your nonprofit because you are passionate about its mission- not because you love fundraising. Yet, as anyone in the nonprofit sector will affirm, raising funds is a necessity in order to fuel your impact. That's where we come in.

The Give! Brand Amplifies Your Fundraising Power

Fundraising for your organization independently or while participating in the Give! Campaign will look similar but the outcomes will be different. Either way, you will hone your message to share your story and impact. You will make requests for funds in person, by email, in physical letters and/or on social media. You will pitch your story to new and traditional media sources to reach more people. You will ask your closest supporters for help by inviting their friends and challenging their community to join them in giving.

The difference is that when you invest these marketing and fundraising efforts through the Give! Campaign, you get an extra double-bounce, like on a trampoline, where all of the work you are doing is amplified through Give!'s brand. Our brand is powered by our standing partnerships with local media outlets, local small businesses who give back to our community, local and regional experts who lend their expertise to our participating nonprofits and the bridges we have built between local donors and nonprofits just like you.

The Give! Campaign Increases Your Exposure to Year-End Donors

Every year, thousands of people traffic our giving site and donate to the nonprofits in our campaign. These year-end donors know to look to the Give! Campaign to vouch for meaningful causes in our community that are worthy of their support. When a nonprofit has a profile on the Give! Campaign giving site, every visitor has the opportunity to engage with that nonprofit. This means that participating in the Give! Campaign puts you in front of thousands of potential donors every year, through our giving site alone. This kind of exposure is difficult to replicate on your own.

Every Aspect of the Give! Campaign is Designed to Raise You More Money

Studies show that matching grants and pledges increase urgency and excitement among donors, resulting in more funds raised. That's why the Give! Campaign requires each participant to raise a matching grant. In this same vein, we partner with local small businesses who offer free goods and services to those who donate through the Give! Campaign. This incentivizes

philanthropists in our community to choose to give to our nonprofits. Studies show that sharing your story is one of the most compelling ways to solicit support for your mission. That's why the Give! Campaign offers each participant the opportunity to submit a media pitch to our media partners for the chance to be selected for free features. A single media partner of the Give! Campaign donates $2.8 million of free air time exclusively to the nonprofits who participate in the Give! Campaign. That's huge! Where else are you going to find the connections to this capacity of media coverage?

The Give! Campaign Facilitates Access to Your Greatest Resource; Each Other

Year after year, we are told by our participating nonprofits that one of the most valuable elements of the Give! Campaign is that it gets all of us in the room together. Networking and collaboration are a natural byproduct of gathering but it can be so difficult to make time and find the right spaces to do so. By participating in the Give! Campaign, you are given the opportunity to listen, learn and lean on other nonprofits facing similar challenges. Many of our nonprofits end up throwing collaborative events that raise even more awareness and funds during the Give! Campaign than if a single organization tried to do so on its own.

The Give! Campaign Shows You Exactly What To Do and When

It would take many hours of your employees valuable time to recreate the infrastructure the Give! Campaign offers its participants. We have already set the calendar and created deadlines for each element of the campaign so they all fit together in the most fruitful sequence for your organization. We offer free training workshops, open to anyone in your organization, on a wide variety of topics that are relevant and applicable both to your success in the campaign and beyond it. We make sure to give you access to the resources you need so that you are trained and prepared to meet your fundraising goal in the Give! Campaign. We have established the connections to give you a shot at the widest exposure possible in our community. This would be a costly and time-consuming endeavor on your own so let us guide you through it!

The Give! Campaign is Here to Serve YOU, Our Nonprofits

Our goals to spark philanthropy across generations and to lift up our neighbors through the invaluable work of our nonprofits are predicated by our ability to serve you. We are in your community, of your community and for your community so we are uniquely equipped to aid you in gaining support within this community. We are proud to serve you, our local nonprofits, and so we strive to do so at the highest caliber.