

Spread the Word about GiveBIG!



Thank you Executive Service Corps Member!

Thank you for getting the word out to nonprofits in your “orbit” that registration for GiveBIG on May 6, 2020, is open. While May seems a long way in the future, it is important that we encourage organizations to register now so that they can take advantage of free fundraising training and resources. We also want to get the word out about all the changes and new features inspired by nonprofit feedback.

Sample Email (edit as needed)

I am an Executive Service Corps volunteer consultant with 501 Commons and I want to encourage you to [register today](#) for GiveBIG Washington!

GiveBIG Washington is a 24-hour online giving campaign that promotes philanthropy across Washington. Organized by 501 Commons, this event is open to IRS tax-exempt organizations serving and headquartered in Washington State. This year’s GiveBIG will take place on May 6, 2020!

Through GiveBIG Washington nonprofits raise funds online and connect with new donors. In 2019, 20% of donors reported that they were making a first-time gift. 501 Commons, provides trainings, tools, and support so nonprofits of all sizes and missions are successful.

Once you have registered and paid your registration fee, 501 Commons provides you with free access to fundraising webinars and workshops, campaign resources, and a bi-monthly email newsletter, Fundraising Accelerator, which provides a road map for a successful campaign.

This year there are many new features and changes to make the CiviCore platform easier to use. Some of the most exciting ones are:

- You can set specific giving levels (e.g. \$25 buys a child 4 books).
- Donors can indicate that they want to volunteer and make a volunteer hours pledge.
- Donor matching funds can be edited until midnight on GiveBIG day. You can add last-minute matches or deploy a match any time throughout the day!
- You can share GiveBIG related events on the platform.

Visit the [GiveBIG website](#) to register now or learn more about eligibility and registration.

Together we can generate many new nonprofit donors and inspire community members to engage with nonprofits that are benefiting them and their neighbors!

Reference

Links

- [GiveBIG Washington website](#)
- [Registration, Eligibility, and Key Dates](#)
- [Toolkits, Resources, & Training](#)

Why participate in GiveBIG?

Through GiveBIG Washington nonprofits raise funds online and connect with new donors. In 2019, 20% of donors reported that they were making a first-time gift. 501 Commons, provides trainings, tools, and support so nonprofits of all sizes and missions are successful.

Because of GiveBIG nonprofits...

- Engage supporters who reach out to their network of friends, family, and colleagues through customized [FUNdraising Campaigns](#).
- Double the impact of donor gifts through [donor matching funds](#) contributed by their most loyal supporters and [employer matching gifts](#) contributed by companies.
- Benefit from a \$500,000 marketing campaign, largely created through in-kind donations from our marketing partners.
- Connect with people who want to volunteer.

What's new?

Many of the changes happening in 2020 came from suggestions by last year's participants and our Advisory Council members. Thank you for your great ideas!

New donor options

- Organizations can give donors the option to say they want to volunteer and make a pledge of volunteer hours.
- Donors can give through their IRA, as well as through a Donor Advised Fund
- Organizations can promote custom donation levels with specific results (e.g. \$100 sends a child to a three-day summer camp, \$25 buys a child 4 books, etc.).

Donor engagement events

- Nonprofits can promote events during Early Giving or on Giving Day. We are especially encouraging GiveBIG Rally events on the Saturday before May 6.
- Businesses can serve as Giving Day Boosters, plan and post events, and promote GiveBIG to their employees and customers.

CiviCore platform improvements

- The registration process is simplified, and the interface has been improved.
- Organizations can set and track fundraising goals.

- Donations to FUNdraising (peer-to-peer) pages are visible during Early Giving.
- Organizations no longer approve FUNdraising pages, so they can be edited up until giving day.
- Donor matching funds can be edited until midnight on GiveBIG day. You can add last-minute matches or deploy a match any time throughout the day!

Sponsors and media partners

- Our partner, Encore Media Group, will have some new twists to the public campaign as well. They will make an in-kind donation of \$50,000 in advertising to promote GiveBIG in the playbills and programs they produce for area arts organizations.
- We are excited about [our current sponsors](#) and are working to bring in additional support.
- The largest sponsorship comes from 501 Commons dedicating \$50,000 of a general operating grant we received from the Satterberg Foundation to GiveBIG.

Questions?

If they have any questions, there are two ways to contact our GiveBIG Support Team:

- Email givebig@501commons.org
- Call +1 (833) 962-3615

If you have any questions, you can contact Camille Rochester, GiveBIG Campaign Manager:

- Email camille@501commons.org
- Call (206) 682-6704 x 114