



May  
3

# give BIG



SEATTLE  
FOUNDATION



## Part 1

Nuts & Bolts  
Overview and  
Theme

## NONPROFIT TOOLKIT

Updated January 2016

# GIVEBIG 2015: WE WERE #1

THE CHRONICLE OF  
**PHILANTHROPY**

NEWS AND ANALYSIS  
MAY 08, 2015

## Second Annual 'Give Local' Event Raises \$68.5 Million in 24 Hours



By Eden Stiffman

The largest community giving day in history just broke its own record.

Organizations participating in the second year of Give Local America, held May 5-6, raised \$68.5 million over about 24 hours, 29 percent more than last year's inaugural event. More than 9,000 nonprofits participated, building on the growing trend of local giving days, which harness the support of community foundations and local United Way branches to encourage giving to local nonprofits.

The Seattle Foundation raised \$16.3 million during the giving day through its GiveBIG Seattle event with help from local partners, including the Seattle Sounders FC professional soccer team and its forward Lamar Neagle, [seen here](#).

As with other giving days, the event cultivated new donors: 35 percent of donors indicated it was their first gift to a particular charity.

Human services groups received 28 percent of the donations, followed by education and then arts and culture groups, which received 19 percent and 16 percent respectively.

"We are truly amazed at the generous spirit of individuals and communities across America," said Lori Finch, vice president of community foundations at Kimbia, the software company that started the event and built the crowdfunding platform many of the participating foundations use.

### Seattle Finishes First

For the second year in a row, the Seattle Foundation raised the most: \$16.3 million for over 1,700 local nonprofits. The community saw a 16 percent increase in individual donors and an 18 percent increase in individual gifts.

For the past two years, Seattle has paired Give Local America with its own GiveBIG Seattle event, which launched in 2011. A promotional partnership with The Seattle Sounders FC professional soccer team expanded this year, bringing the giving day event even more exposure through social media and the team's fan base.

"GiveBIG is a platform, and the more nonprofits that engage and take advantage of the platform, the more momentum and communications there are for the event itself," said Mary Grace Roske, a spokeswoman for the community foundation. "So a growth in participating nonprofits is really good for the event overall."

The Coastal Community Foundation of South Carolina and the Community Foundation of St. Joseph County in Indiana came in second and third, both raising about \$6.8 million.

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SEE THE FULL ARTICLE HERE: <https://philanthropy.com/article/Second-Annual-Give-Local-/230045>

# GIVEBIG 2016: THE NUTS & BOLTS

- GiveBIG 2016 is from midnight to midnight (Pacific Time) on Tuesday, May 3.
- If you are a 501(c)(3) nonprofit organization (or have a 501(c)(3) fiscal sponsor) and have a profile on our website, then you are eligible to participate.
- If your organization does not currently have a profile, you can participate in GiveBIG if your organization is located within King County.
- All nonprofit organizations that meet the criteria for Seattle Foundation's GiveBIG and raise at least \$100 in donations on May 3 are eligible to receive a percentage of a "stretch pool" (partial matching funds).
- All individuals who donate on May 3 will receive a tax receipt via email immediately after they make their donation. **You do not need to send them a tax receipt.**
- All donations made on May 3 are tax deductible in the full amount (prior to any fees). **Please acknowledge the full donation amount** in any subsequent communication (year-end summary, etc.).
- All GiveBIG participants are invited to a training workshop hosted by The Seattle Times, focused on digital media campaign planning. Dates: **Feb. 24, 8-9:30 a.m and 11:30 - 1:15 p.m. & Feb 25, 4-5:50 p.m.**

## BONUS DOLLARS

### 1) THE STRETCH

- The stretch is a pool of dollars contributed by Seattle Foundation, corporate partners and other philanthropic donors to match a portion of donations that are made on May 3, 2016.
- We will "stretch" all donations up to \$2,500 per donor, per organization. This \$2,500 cap applies to separate individual donations and does not mean that we only stretch the first \$2,500 that your organization receives.
- The final amount of the stretch pool and the proportion of funds your nonprofit will receive will not be determined until May 3 (funds will be raised for the stretch pool through the event day).
- Organizations will need to raise a minimum of \$100 to be eligible for stretch dollars.
- The donations and stretch pool funds your organization receives during GiveBIG will rely largely on what traffic you drive to your donation page on Seattle Foundation's website. This guide includes resources to make it easy for you to participate, and tips to help you garner support and make the most out of GiveBIG.

**STRETCH  
POOL**



**TOTAL ELIGIBLE  
DONATIONS  
(OF ALL ORGANIZATIONS)**



**STRETCH POOL  
PERCENTAGE**

Once you know the stretch pool percentage, you can multiply that with the total amount your organization raises on May 3 to find out approximately how much you will receive from the stretch pool.

## 2) CHALLENGE GRANTS

- A challenge grant is additional matching dollars that go to either one specific nonprofit, or multiple nonprofit organizations by element issue.
- Challenge grants can be made by anyone, from corporations to individual donors.
- These are typically large gifts and aren't awarded until the criteria is met (matching an amount raised in a certain period of time).
- We will be sharing resources to help communicate this offering and there will be new online tools to help streamline and promote challenge grants and display on GiveBIG day for donor incentives.

## TECHNOLOGY

- Our technology platform is under evaluation this year to provide state-of-the-art fundraising tools for our community nonprofits at reasonable rates. We do our best to help minimize fees associated with credit card processing, but new offerings such as pre-pay and challenge grants can help offset any increases.
- All nonprofits will be required to set up a profile and payment account by date communicated, in order to participate in GiveBIG. We anticipate sign-ups starting in March.
- If you already have a profile, your content will be migrated to the new platform, but you will need to set up your payment information with the new vendor.
- 100% of all donations from GiveBIG will continue to go directly to each nonprofit participant. Seattle Foundation does not receive any fee income from donations made through our website for GiveBIG.

## COMMUNICATION

- All communication about GiveBIG will be through our nonprofit partner email list, GiveBIG website, social media and our new website blog.
- If you don't think you are on this GiveBIG email list, please subscribe through our website at [seattlefoundation.org](http://seattlefoundation.org).
- This year we will be sharing a more comprehensive toolkit for nonprofits in 4 different parts.
- If you have suggestions to improve the GiveBIG experience for donors or nonprofits, please send an email to [givebig@seattlefoundation.org](mailto:givebig@seattlefoundation.org).

## GIVEBIG CHECKLIST:

**Here's a helpful guide to get the most of the GiveBIG toolkit. This will help you get organized and prepare to launch your campaign on April 1.**

### JANUARY

- Read the Nuts & Bolts overview (page 3). Some features have changed from last year.
- Subscribe to the [Seattle Foundation blog](#), look out for resources over the next 12 weeks.

### FEBRUARY

- Review your success from last year (if applicable).
- Use the Toolkit (Part 2) to set your promotion strategy and goals for 2016.
- Attend the GiveBIG media workshops sponsored by Seattle Times (Feb. 4-5).

### MARCH

- Update or create your GiveBIG profile. Set up your payment details.
- Have a creative brainstorm with your team and customize the GiveBIG template designs.

### APRIL

- Launch your campaign (paid and social media) and build awareness about your cause.
- Promote challenge grants to your board and other major gift donors.
- Check your pre-pay donations. Use the #GIVEBIG hashtag to boost social media reach.
- Get excited! Watch the Sounders FC game & view the GiveBIG PSA Video at halftime.

### MAY

- Create a GiveBIG party with other nonprofits, set up a place to track real-time results.
- Export a donor email list and send a creative thank you, include the collective impact.

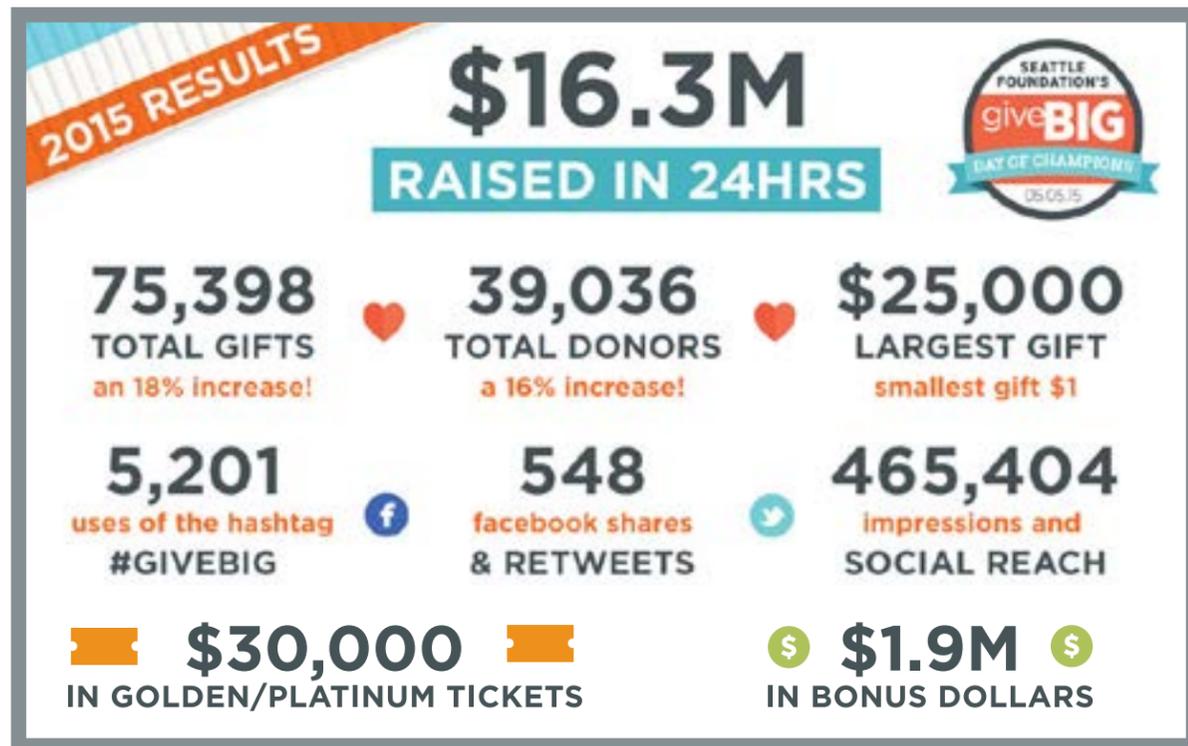
### NOVEMBER

- Send a holiday email to your GiveBIG donor email list with an update on your impact.

# WHY GIVEBIG?

On May 3, 2016, from midnight to midnight (Pacific Time), The Seattle Foundation will host its sixth annual GiveBIG. Our goal is to INVEST \$20 MILLION IN COMMUNITY NONPROFITS in 24 HRS AND AT LEAST \$3 MILLION IN BONUS DOLLARS!

Donors like to participate in GiveBIG because they can boost their donations to your nonprofit even further thanks to Seattle Foundation, individual donors, and sponsors like Microsoft, Starbucks, BECU, Boeing, Seattle International Foundation, and more. Last year, more than \$16 million was raised for over 1,200 nonprofits by over 39,000 individual donors on GiveBIG day, with 75,398 individual gifts were made.



**NEW THIS YEAR:** We are always working to make the event even BIGGER.

- Revamped technology platform with state-of-the-art fundraising features
- Bigger push for challenge grants from all types of donors
- Additional training and media discount opportunities by The Seattle Times
- Customizable design templates and new digital assets

# BRAND ELEMENTS

## GIVEBIG 2016 LOGO:



PRIMARY LOGO

SECONDARY COLOR VARIATIONS

LOGOS supplied in ai, pdf, eps, jpeg and png formats

## ICONS:



ICON

SOCIAL ICON

ICON can be used as a design element for posters, web applications, newsletters. Supplied in ai, pdf, eps, jpeg and png formats. Use in conjunction with the GiveBIG 2016 logo.

SOCIAL ICON can be used as your profile picture in social media or a design element in social posts. Supplied in ai, pdf, eps, jpeg and png formats.

## 2016 THEME:

# Together We Can MAKE AN IMPACT

**THEME LOCKUP** can be used in print, social or web applications. Supplied in pdf, jpeg and png formats.

## THEME COLORS



CMYK: 2, 66, 100, 0  
RGB: 29, 13, 2  
HEX# 1D0D02

PMS 630  
CMYK: 51, 0, 18, 0  
RGB: 116, 204, 212  
HEX: 74CCD3

PMS 583  
CMYK: 36, 10, 81, 0  
RGB: 174, 193, 92  
HEX: ADC05C

PMS 7644  
CMYK: 20, 8, 8, 40  
RGB: 133, 145, 151  
HEX: 859197

PMS 433  
CMYK: 25, 10, 10, 75  
RGB: 72, 82, 87  
HEX: 485257

## THEME FONTS

GOTHAM CONDENSED BOLD (HEADERS / HASHTAG)

GOTHAM NARROW BOOK (PARAGRAPH COPY)

**ARIAL BLACK (HEADERS / HASHTAG)**

ARIAL (PARAGRAPH COPY)

## FONTS

Gotham fonts are to be used in print applications, Arial for web-based applications.

## WEB ASSETS



**WEB BANNERS** sized in standard sizes to place on your website

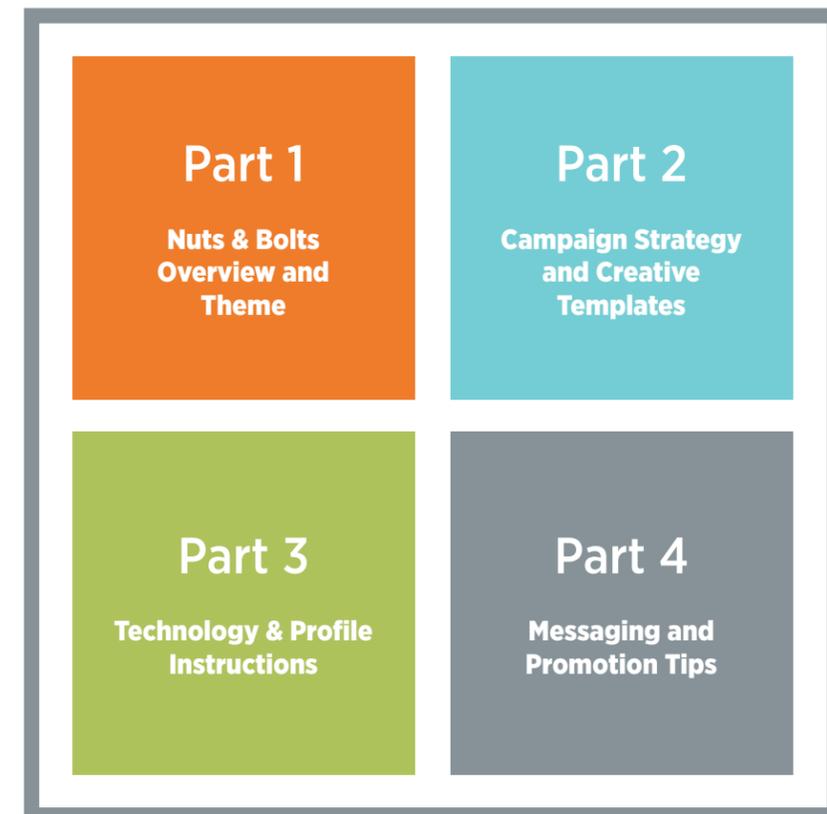
## STAY CONNECTED

Each year we have new challenges and new nonprofits. It can become overwhelming when actually, the point of GiveBIG is for Seattle Foundation to make your life easier. This way, you can focus on the important work you are doing in the community. GiveBIG is a strategic effort for collective philanthropic giving to meet our grantmaking goals. We work hard to find philanthropic partners to help supply the media and incentives to make telling your story easier, so take advantage of these opportunities!

### CAMPAIGN IN A BOX

This toolkit is just the beginning of a "Campaign in a Box" we have created to give you step-by-step instructions for making the most of GiveBIG. With over 1,000 nonprofits participate, we can leverage economies of scale on media, technology and creative resources that might not otherwise be possible if you are trying to do this size of campaign alone. All you need to do is supply and share the impact stories.

All GiveBIG campaign resources will be available on a new GiveBIG website launching early this spring at [givebig.seattlefoundation.org](http://givebig.seattlefoundation.org). Here, you will find logos, FAQs, tutorials and other tools as they become available. To receive alerts on the latest information, subscribe to the Seattle Foundation blog at [seattlefoundation.org/blog](http://seattlefoundation.org/blog).





**IF YOU HAVE ADDITIONAL QUESTIONS ABOUT OUTREACH AND PROMOTIONS FOR GIVEBIG, PLEASE REFER TO OUR [FAQS](#) ON OUR WEBSITE OR CONTACT US AT [GIVEBIG@SEATTLEFOUNDATION.ORG](mailto:GIVEBIG@SEATTLEFOUNDATION.ORG)**



1200 Fifth Avenue, Suite 1300, Seattle, WA 98101  
TEL (206) 622-2294 FAX (206) 622-7673  
[www.seattlefoundation.org](http://www.seattlefoundation.org)