

# We will begin our meeting with a Group Photo in the Downstairs Lobby!

# GO BIG GIVE MAY 2 · 24 HOURS TO CLICK & GIVE





# What is Go Big GIVE?

The Heartland United Way and the Greater Grand Island Community Foundation have joined efforts to facilitate a **1 Day of Giving Event** for Hall, Hamilton, Howard, and Merrick Counties.

This 24-hour giving event will be held Thursday, May 2, 2024 from Midnight to 11:59 pm.

# GO BIG GIVE 2023:

\$1,663,198

# GO BIG GIVE

Pre-Give Dates 2024
Monday, April 22 - Wednesday, May 1

Go Big GIVE 2024 May 2

\*155 organizations participating



# **Heartland United Way**

(1441 N Webb Rd, Grand Island, NE 68803)

# GO BIG GIVE

## Follow Go Big GIVE!

Facebook.com/GoBigGIVE

Twitter.com/GoBigGIVE

Instagram/GoBigGIVE







@GoBigGIVE

@GoBigGIVE

#### **Nonprofit Toolkit**

- Social Media Instruction Sheet
- Sample Posts/Tweets

# **2024 INCENTIVES**

**Match Pool Funds** 

**Incentive Prizes (Pre-Give, Day Of, and After)** 

**Stretch (Support Them All) Funds** 

**Challenge Grants** 

#### **Match Pool Funds**

Match pool funds are raised by the Heartland United Way and Greater Grand Island Community Foundation.

Impact Leader and Community Builder Sponsors provide match pool funds up to a portion of the total dollars raised during the Go Big GIVE event on May 2nd.

A proportional share of the match pool fund will be shared with participating organizations for gifts up to \$25,000 per donor/per organization.

# GO BIG GIVE

# **2024 SPONSORS**

**IMPACT LEADER & COMMUNITY LEADER SPONSORS** 











# **2024 SPONSORS**

#### **CHANGE MAKER SPONSORS:**

FIVE POINTS BANK







#### **BUILDING BLOCK SPONSORS:**

CHI Health St. Francis, Home Federal Bank, Essential Personnel, Equitable Bank, Bruning Bank, GTA, Heritage Bank, Nebraska State Fair, Nova-Tech, and **UNITY** Eye Center.

#### **GROUND BREAKER SPONSOR:**





## **MEDIA SPONSORS:**











### **Pre-Give Prize Guidelines**

- Prize winners will be announced within one to seven days of Go Big GIVE on GoBigGIVE's Facebook and Instagram Pages.
- Prizes awarded between 12:00 and 7:00 am will be announced starting at 7:00 am
- Organizations are eligible to win a daily pre-give prize & 1
  of the other pre-give prizes. There may be surprise prizes
  and organizations are only eligible for one extra prize.
- Organizations must have raised the prize amount or greater to be eligible to receive the prize money (Example: to be awarded a \$500 prize, your organization must have raised a minimum of \$500 at the time of prize drawing).



Congratulations to the "Sweetheart" Prize Winner, earning \$250: Make-A-Wish Nebraska

# **Pre-Give Prizes**

#### 100% Board Challenge - \$500 Prize

Each board member for your organization has to make a donation online at GoBigGIVE.org during Pre-Give to be eligible. To qualify, each nonprofit organization interested in this prize must submit their Board of Directors list to the Go Big GIVE Team at give@gobiggive.org by 5:00 pm on April 17th. \*All nonprofits who have 100% Board Participation will be in to win by random drawing.

#### **Pre-Give Daily Drawings – \$100 Daily Prize | \$500 Grand Prize**

A donation made each day will be randomly selected during the 10 days of Pre-Give. That donation will grow by \$100 (There will be 10 winners during the Pre-Give period.) Those 10 winners will be entered for the Grand Prize of \$500 to be announced on Go Big GIVE, May 2. A donor can win multiple times, but has to give each winning to a different organization.

#### Pre-Give Largest Amount Raised - \$500 Prize | Per Tier

- Tier #1 (\$500 prize)
- Tier #2 (\$500 prize)
- Tier #3 (\$500 prize) All first time participating GBG nonprofits will be in this tier.

# EGO BIG GIVE Lutz Pre-Give Event

Wednesday, May 1st

4:30 pm - 6:30 pm

**Location: The Hideout** 

More details to come!

#### Lutz Pre-Give Event Random Drawing - \$500 Prize

Donors that attend the Lutz Pre-Give event on May 1<sup>st</sup>, 2024 and enter themselves in the drawing are eligible. This drawing is for individual people to win money to donate to a participating Go Big GIVE nonprofit organization of their choice. Donor must choose the nonprofit recipient of their choice before drawing is held (donor also has the option to support them all).

# Day of Prize Guidelines

- Prize winners will be announced within one to seven days after Go Big GIVE on GoBigGIVE's Facebook and Instagram Pages.
- Prizes awarded between 12:00 and 7:00 am will be announced starting at 7:00 am
- Organizations are eligible to win a half hour prize & 1 other prize not including match minute. There may be surprise prizes and organizations are only eligible for one extra prize.
- Organizations must have raised the prize amount or greater to be eligible to receive the prize money (to be awarded a \$500 prize, your organization must have raised a minimum of \$500 at the time of prize drawing).

#### 1/2 Hour Random Drawing May 2nd - \$250 Prize

A donation will be randomly selected every half hour during Go Big GIVE. The winner will grow their gift by \$250.

**Highest Per Capita Gift** – \$500 Prize | Per Tier Nonprofit organization with the highest per capita gift from 9:00 AM – 10:00 AM \*5 gift minimum. The nonprofit who wins this prize is not eligible for the "Most Gifts" Prize.

- Tier #1 (\$500 prize)
- Tier #2 (\$500 prize)
- Tier #3 (\$500 prize)

#### 10:00 AM - 10:10 AM MATCH MINUTE Presented by (TBD sponsor) - \$5,000 Match

Donations made on GoBigGIVE.org between 10:00 AM and 10:10 AM are eligible to be matched up to \$100 per donor. \*We will go live at 11 AM to draw what minute was matched between 10 a.m. and 10:10 a.m. to determine the Match Minute!

**Most Gifts** – **\$500 Prize** | **Per Tier** Nonprofit organizations with the most number of gifts from 9:00 PM – 10:00 PM. **Unique donors will only be counted once.** 

- Tier #1 (\$500 prize)
- Tier #2 (\$500 prize)
- Tier #3 (\$500 prize)

#### 10:00 PM - 10:10 PM MATCH MINUTE Presented by (TBD sponsor) - \$5,000 Match

Donations made on GoBigGIVE.org between 10:00 PM and 10:10 PM are eligible to be matched up to \$100 per donor. \*We will go live at 11 PM to draw what minute was matched between 10 p.m. and 10:10 p.m. to determine the Match Minute!

#### Most Outside of Nebraska Gifts - \$500 Prize

The nonprofit organization who has the most gifts outside of Nebraska will win—unique donors will only be counted once. If there is a tie, we will do a random drawing to decide the winner.

#### The Overachiever Prize - \$500 Prize

This prize is only eligible for nonprofits who participated in Go Big GIVE 2023. The nonprofit which has the biggest percent increase in amount raised for Go Big GIVE 2024 will win.

#### "Let's Get Reel" - \$500 Prize

To be eligible for this prize, nonprofit organizations must post a Facebook or Instagram "Reel" promoting their organization and Go Big GIVE between 8 AM - 8 PM on Go Big GIVE day, May 2nd, using the hashtag **#GoBigGIVE24**. The winner will be randomly selected from the nonprofit organizations who use the given hashtag.

# **Extra GBG Prizes**

#### Fundraising Page All Star Prize - \$500 Prize

The fundraising page that had the highest dollar amount raised by the end of Go Big GIVE wins.

#### After Go Big GIVE

\*prize winner will be announced during the Go Big GIVE Feedback Meeting on June 12, 2024.

### Greater Grand Island Community Foundation Endowment Prize – \$10,000 GGICF Endowment

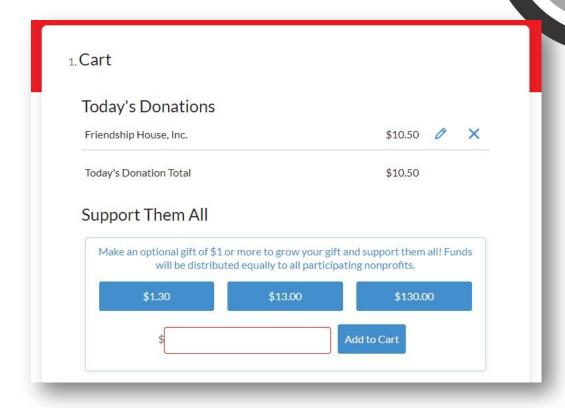
Nonprofit organizations who raise over \$10,000 during Go Big GIVE are eligible for the Greater Grand Island Community Foundation Endowment Prize. This will be a random drawing.

\*Nonprofit organizations can only win one time. If you won a previous year, your nonprofit is not eligible.

### Stretch Funds / Support Them All

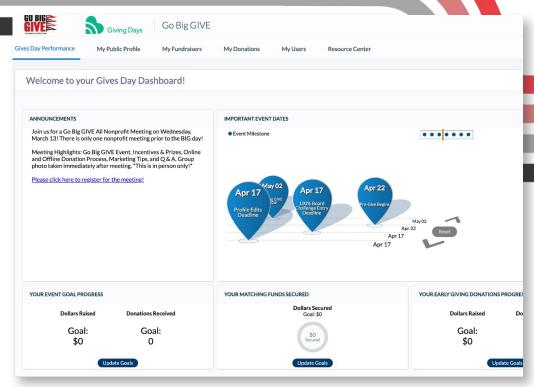
During the check out process, the donor can choose to add additional funds to support all nonprofits participating in Go Big GIVE.

Funds are split evenly between all nonprofits.



### **Challenge Grants**

A challenge grant is a promised contribution from a donor who has agreed to give a specific amount if other donors' combined contributions meet or exceed that amount.



#### \*Tips when asking for a Challenge Grant

Please do not ask businesses to "sponsor" Go Big GIVE.

Ask if they would give a Challenge Grant (or donation) to your organization for Go Big GIVE.

#### **How to enter a Challenge Grant for Go Big GIVE:**

Enter the Challenge Grant as you would a normal donation for Go Big GIVE.

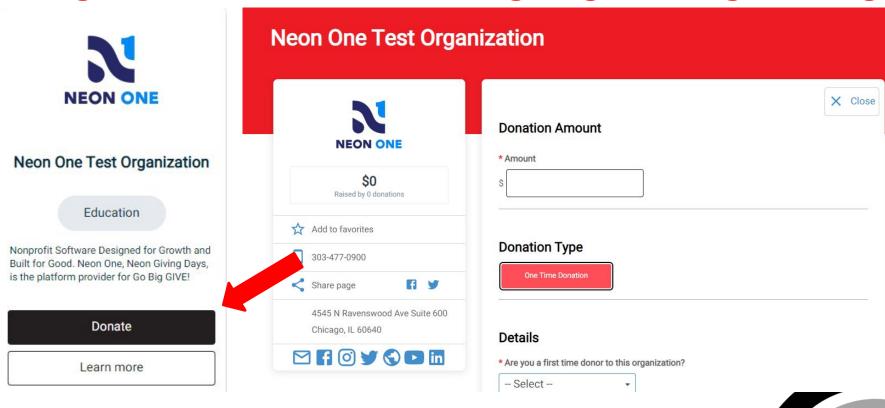
# Ways of Giving

**Fees** 

Online Donations – Go Big GIVE website Fundraising Pages

Offline Donations Checks Cash

#### Go Big GIVE is 24 hours of online giving at GoBigGIVE.org



Accepted credit cards are Visa, MasterCard, and Discover. American Express will not be accepted. We apologize for the inconvenience.

# Please <u>do not use</u> Internet Explorer for Go Big GIVE



We have confirmed with Neon One that Internet Explorer is not compatible with the Go Big GIVE website.

If a donor tries using Internet Explorer, this is what they will see on their screen!

Unfortunately, this website does not support your current browser. Microsoft is phasing out support for Internet Explorer and will no longer be providing the security updates necessary to keep our users safe.

For this reason, we recommend upgrading to one of the browsers below:



# **Donor Process**

- Donors create a profile or enter as guest
  - If they gave last year, they can simply sign in
- Donors can give at GoBigGIVE.org April 22 May 2
- Minimum Donation is \$10
- Donors can fill their shopping carts with multiple nonprofit gifts
- Gifts are processed in real time (Pre-Give or Day of)
- Donors have the option to off-set processing fees
- Donor receipt sent to e-mail provided immediately after gift processes
- Neon One support is available for donors during Pre-Give and Day of

# **Fundraising Pages**

Personal Fundraisers provide a way for donors to raise money on behalf of any nonprofit organization featured on GoBigGIVE.org. This feature allows you to create a custom web page with pictures, video, and a personal appeal from the donor.

It is similar to a GoFundMe page for your organization.

Once the page is set up, it is shareable. Use the link to post it on social media, send emails with a link to your personal page on GoBigGIVE.org, and ask donors to help you reach your goal by making a donation.

\*Visit GoBigGIVE.org > About Go Big GIVE > Fundraisers to learn more!

#### 2022 Offline Donation Form



	State:	Zip Code:	
mail (required):			
e you a first time donor to this organization_	Are yo	ou a first time donor to Go Big GIVE_	
lonor email is not provided, then enter nonprofit organ Il mailing the receipt to the donor. Donors who provid			
2th Street Cinema	\$	Doniphan Community Foundation	\$
BCDD Girls Recreational Softball League	\$	Doniphan Veteran's Memorial Park	\$
ll Belong to Christ Daycare and Preschool	\$	Doniphan-Trumbull Education Foundation	\$
LS in the Heartland, Inc.	\$	Edgerton Explorit Center	\$
merican Red Cross	\$	Elba Community Foundation Inc	\$
a State Fair 1868 Foundation	\$	YMCA OF GRAND ISLAND	\$
ka Therapeutic Riding Academy	\$	YWCA Grand Island	\$
		Total Donation Amount:	\$
<u>t Details:</u>		2	
☐ For Credit Card (Visa, MasterCard, Discover a	ccepted), please	assist donors in making their gift onlir	ne at GoBigGIVE.or
☐ Check written to Go Big GIVE should be entere			
			and industrial or obo land
ould complete ACH authorization form for nonprofit to enter chec  Cash (GBG verified by:)	and a supplied to be a supplied to the supplined to the supplied to the supplied to the supplied to the suppli	are to be delivered to headquarters.	

8:00 pm but no later than 9:00 PM May 6th

#### Reminders for Offline Donations!

- The Offline Donation Form must be filled out for all cash and check donations brought to headquarters
- Donor <u>MUST</u> include email address or email of the recipient organization
- If the organization email is used more than once the gift will not count as a unique gift
- Offline Gifts <u>will not count</u> towards incentive prizes, only match pool

\*\*A printable pdf of this will be available on the GoBigGIVE.org Toolkit\*\*

## **CHECKS TO GO BIG GIVE**

- Checks are only accepted through Go Big
   GIVE if they are dated April 1, 2024 May 2, 2024.
  - Checks dated outside this date range will not be accepted.
- How to enter checks on GoBigGIVE.org
  - Video and step by step instructions will be on Toolkit.

## **CHECK PROCESS**

- Donors will be asked to input their checks on GoBigGIVE.org.
- Nonprofits are asked not to input checks on behalf of donor.
- Retirement Distribution Checks and Checks \$5,000 (and larger) must be delivered to Go Big GIVE headquarters (Heartland United Way) by 8:00 pm on May 2, 2024.
- Written documentation from the donor must be provided if they would like their gift posted at a later date or time than it is delivered to the Heartland United Way.

Donors are strongly encouraged to go online and make an ACH donation on GoBigGIVE.org.

Any special circumstances, please contact GBG Team

## **CASH GIFTS**

- Cash brought to GBG Headquarters will not be eligible for time sensitive incentive prizes.
- Cash gifts will be eligible for match pool funds.
- Bulk offline forms with cash brought to GBG Headquarters will be counted as one gift and not be counted as unique donors.
  - Ex: If a nonprofit brings in a stack of 20 offline forms, it will be put in as one gift to the nonprofit, not 20 individual gifts.

\*If you have a donation by cash, it must be brought to Go Big GIVE Headquarters (Heartland United Way— 1441 N Webb Rd, Grand Island, NE 68803) with an offline donation form by 8:00 PM on May 2. This includes cash from fundraisers\*

# GO BIG GIVE MARKETING & FUNDRAISING

### Go Big GIVE **Print Materials**

Access design files at GoBigGIVE.org Toolkit < Nonprofits

> Table Tent | Flyer Posters | Postcard Labels



**Greater Grand Island Community Foundation** and Heartland United Way



Join us on

This 24-Hour fundraising effort will be held May 2, 2024 from midnight to 11:59 pm. Go Big GIVE is an additional way to give to over 150 local nonprofit organizations in Hall, Hamilton, Howard & Merrick Counties.

#### 24 Hours to Click & GIVE at

GoBigGIVE.org



For more information -Heartland United Way (308) 382-2675 or Greater Grand Island Community Foundation (308) 381-7767 Email: give@GoBigGIVE.org



1 DAY Click & GIVE



Learn more by visiting GoBiaGIVE.org

# MAY 2 · 24 HOURS TO CLICK & GIVE

event created to educate the

#### GoBigGIVE.org

Gifts are amplified by match pool

Donors can make an online donation on GoBigGIVE.org, give in person at the Heartland United Way (1441 N Webb Rd, Grand Island) from 8:00 AM - 8:00 PM on May 2nd, or pre-give your gift



GoBigGIVE.org

Brought to you by:







community about local charities and connect donors to over 150 local nonprofits in four counties.

#### WHY GIVE ON MAY 2ND?

#### HOW DO I GIVE?

online from April 22nd - May 1s



#### **1** day to Click & GIVE

presented by:

Heartland United Way and **Greater Grand Island Community Foundation** 



Pre-Give available from April 22 through May 1 at GoBigGIVE.org

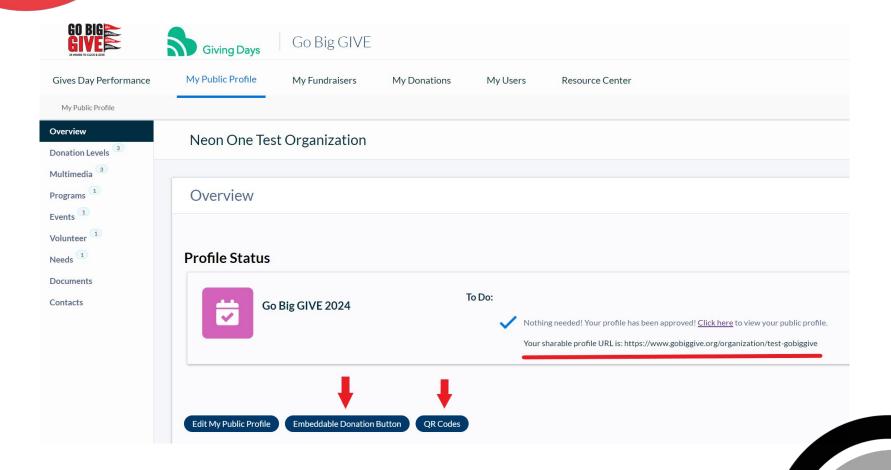
This 24-hour fundraising effort will be held Thursday, May 2, 2024 from midnight to 11:59 pm. Go Big GIVE is an additional way to give to nonprofit organizations in Hall, Hamilton, Howard & Merrick Counties. You CAN make a difference!

24 Hours to Click & GIVE at GoBigGIVE.org

- For more information call -

🜃 🤟 Heartland United Way at (308) 382-2675 or Greater Grand Island Community Foundation at (308) 381-7767

#### **QR Code**



# Nonprofit Profile Tidiness

Can Update / Modify until April 17th @ 5:00 pm

These simple edits can make your fundraising page organized, keeping all words on one page and your donors informed of your giving day goals.

- Goal: will be visible on your profile regardless of if you have set a goal or not. If you do not set a goal, your goal will display as \$0 to the public on the giving day.
- Mission Statement: maximum of 500 characters
- What will we do with the money: maximum of 500 characters.
- <u>User List:</u> Update your contact list / user list to ensure you stay in the loop and those donors that want to learn more, can.
- **Images:** 2-4 is best
- About Us: Best with a maximum of 1,000 1,200 characters. The organization's About Us section does support manual line breaks. The nonprofit and/or giving day host can add <br>
- Testimonials: Best with 1-3 quotes.
- **Keywords:** should be entered with a comma.

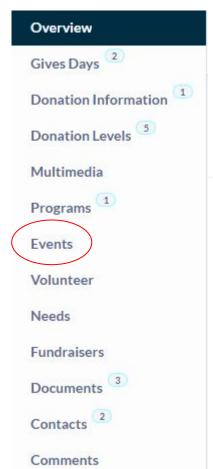
# **Hold an Event!**

Organizations can hold a pre-give or day of "event" to invite donors to your location. These events can include:

- Open House
- Coffee and Rolls
- Food Truck
- Pet a Puppy
- and more!

\*Please note: whatever you plan to do cannot impact the tax receipt that we send to donors (because it will say "no goods or services were provided in exchange for the donation")

If you have other questions, please visit the "Incentive Guidelines" on the NPO Toolkit.



#### Add your event to your Go Big GIVE profile so it can be displayed on the Go Big GIVE website

	MM/DD/YYYY	
Start Time	End Time	
Event Description		
* Virtual Event		
Virtual Event Select		

# GO BIG GIVE





#### Publishes: April 27

#### Deadline: April 15

Full
9.889" x 9.875"
+ 15,000 Digital Imp.
\$1,140

Half Horizontal 9.889" x 4.875" + 10,000 Digital Imp. \$625 Half Vertical
4.889" x 9.875"
+ 10,000 Digital Imp.
\$625

Quarter 4.889" x 4.875" + 7,000 Digital Imp. \$415

Eighth
4.889" x 2.375"
+ 5,000 Digital Imp.
\$210

\*Add color for an additional \$99

\*\*All packages include digital presence on theindependent.com



# 2024 Planning Schedule: 50 Days until Go Big GIVE!

#### **MARCH 13, 2024**

Go Big GIVE All Nonprofit Meeting (In person only, No Zoom) at 10:00 AM (Location: Tom Dinsdale Automotive Community Room - 1708 S Webb Road

#### **APRIL 17, 2024**

Nonprofit deadline is 5:00 pm to make profile edits, email in your board list, and register fundraising events.

APRIL 22, 2024 - MAY 1, 2024 at MIDNIGHT

Go Big GIVE Pre-Give

MAY 1, 2024

Go Big GIVE Pre-Give Event including drinks and appetizers sponsored by Lutz from 4:30-6:30 PM

**MAY 2, 2024 - ALL DAY** 

Go Big GIVE 24-hour Event - Thursday, May 2nd

**JUNE 12, 2024** 

Nonprofit Organization Wrap-Up & Pay-Out Meeting (Zoom only) at 9:00 AM

# **NEXT IMPORTANT DATE!**

# April 17th, 2024 at 5:00 pm.

#### Please have the following completed by this time:

- Any profile edits that you want made on your GBG Page (mission statement, goals, contact information, etc).
- Email your Board of Directors List to <a href="mailto:Give@GoBigGive.org">Give@GoBigGive.org</a> by this date to be entered in the 100% Board Challenge Prize.
- Add your fundraising events to your GBG events page by this date so our team can spotlight your events on social media and support you in attendance.

**Give@GoBigGive.org** 



# GO BIGGIVE Workshop Time!

- Make profile edits on your GBG dashboard
- Create GBG Events on your GBG dashboard
- Visit the Independent or make other marketing plans if you wish. Please visit the NPO Toolkit on GoBigGIVE.org to see what's available!
- Follow Go Big GIVE on social media / make a post that you're participating!
- Double check that you've gotten emails from us if you haven't check your spam and add us as a safe sender.
- Pick up yard signs & pennants from GBG team
- Ask questions! We're here to help!

give@gobiggive.org