

greater salina community foundation

2018 **MATCH**
MADNE\$\$



MARCH

15

TABLE OF CONTENTS



General Information..... 3

Event Details..... 4

Donation Information..... 5

Nonprofit Information..... 6

Bonus Grants/Incentives..... 7

Important Dates..... 8

Planning Checklist..... 9

Online Profile Tips..... 10

THE BASICS

Here's a quick overview of Match Madness 2018!

greater salina community foundation



MATCH MADNESS EVENT

When: Thursday, March 15, 2018

Where: Salina Fieldhouse, 140 N. 5th St.

Time: 7 a.m. to 7 p.m.

Details: The event will include giving opportunities, nonprofit booth displays, free throw shooting contests for bonus grants and more. Plus, NCAA Tournament games will be airing on TV all day!

ONLINE DONATIONS

Where: www.MatchMadnessGSCF.org

When: Thursday, March 15, 2018

Time: 12 a.m. to 11:59 p.m.

Details: Donors can conveniently give online during the giving window to any participating organization. Online gifts are subject to a credit card fee of 2.2% plus 30¢ transaction fee.

IMPORTANT LINKS

Marketing Toolkit: www.gscf.org/match-madness (Available Jan. 2018)

Online Giving Site: www.MatchMadnessGSCF.org

Nonprofit Agreement & Registration Form: bit.ly/MM18Registration

Free Throw Contest Sign Up: bit.ly/MM18FreeThrowContest

CONTACTS

Jessica Martin, Interim Executive Director

jessicamartin@gscf.org | 785-823-1800

Megan Robl, Marketing & Communications Coordinator

meganrobl@gscf.org | 785-823-1800

EVENT DETAILS

A quick snapshot of the in-person event!

greater salina community foundation

2018 **MATCH
MADNE\$\$**



**Thursday,
March 15, 2018**



**7:00 a.m.
to 7:00 p.m.**



**Salina Fieldhouse
140 N. 5th St.**



Donation Station

Foundation staff will be on site all day to assist donors and answer any questions they may have.



Nonprofit Booths

Meet nonprofit reps to learn more about their mission and work in the community.



Watch the Tourney

Stop by to catch the first round of the NCAA Tournament! We'll have games on TV all day.



Free Throw Contest

Cheer on your favorite nonprofits as they participate in a free throw contest to earn bonus grants!



Photo Booth

Stop at our #MatchMadness photo booth to share what inspires you to give to your community!



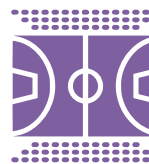
Free Snacks

Attend the event in person to enjoy free popcorn and soda as a thank you!



Food Trucks on Site

Stopping by during lunch or dinner? We'll have food trucks on site for your convenience!



Salina Fieldhouse

Take advantage of the opportunity to visit and enjoy Salina's newest downtown recreational space.

DONATION INFO

Understand the ins and outs of Match Madness to ensure success for you and your donors!

greater salina community foundation

2018 **MATCH MADNESS**



HOW IT WORKS

Donors select which organization endowment(s) to support on March 15.

100% of their in-person or online donation made on March 15 will go to the organization's **endowed fund** at GSCF.

- ▶ **All** Match Madness gifts are restricted to the **5% spendable rule**.
- ▶ These gifts go to the **principal of your endowed fund**.

Each gift will be matched proportionally up to 50%. Donations up to a maximum of \$2,000 per organization per person will be matched.

Matched dollars will be immediately available to the organization, while gifts to the organization's fund help build their endowment to meet future needs.

The **total match pool** is at least **\$75,000**. (We'll announce the final amount in mid-Dec.) No single organization is allowed to receive more than half of the total match.

WAYS TO GIVE

Donations can be made in multiple forms:

- ▶ Cash
- ▶ Check
- ▶ Credit card (in person or online)
- ▶ Stock
- ▶ Donor advised fund

Credit card gifts are subject to the following fees:

- ▶ Gifts made online - **2.2% credit card fee plus 30¢ transaction fee**
- ▶ **New:** Donors will have the option to cover the fees.

To accommodate funds and boards with out of town donors, donations from out of town donors can be collected from the organization and brought in by one person. The organization **must** bring in individual donor checks, made out to GSCF with the charity in the memo line.

OTHER NOTES

Donations are tax deductible.

- ▶ Donors will receive a receipt letter via email after the donation has been made.

All gifts are irrevocable.

NONPROFIT INFO

Find the answers to your questions here.

greater salina community foundation



ELIGIBILITY

Participating nonprofits must have an **endowed fund** with GSCF.

Organizations must complete and return the electronic Nonprofit Agreement & Registration Form no later than **December 31, 2017**.

PROMOTION

Participating nonprofits should **market the event** to their donors.

GSCF will provide a **Match Madness Marketing Toolkit** with logos and templates to help participating nonprofits market the event.

ATTENDANCE

Organizations are welcome to set up a booth at the Fieldhouse during the day to promote their organizations and partake in festivities, but **it is not required**.

NONPROFIT BOOTHS

Booth space in the Fieldhouse lobby may be reserved to display any marketing or promotional material that highlights your work in the community.

- ▶ Booth space can be reserved on the Match Madness registration form.
- ▶ GSCF will assign booth locations for nonprofits ahead of time.
- ▶ Booths do not have to have a representative present all day.
- ▶ Display **set-up** will begin at **6:30 a.m.**
- ▶ Display items must be **removed** from the Fieldhouse by **7:30 p.m.**

MATCHING DOLLARS

Nonprofits may **choose** how to receive their matching dollars earned:

- ▶ **Option 1:** Cash grant for immediate use.
- ▶ **Option 2:** Direct it to organization fund at GSCF.

This choice is indicated on the Participant Agreement and Registration form.

Donations by participating organizations to their own endowment fund **will not qualify** for the match or incentive prizes.

Organizations are allowed to provide an additional match to their donors.

BONUS GRANTS

How to earn extra cash for your organization!

greater salina community foundation



FREE THROW CONTEST

We will **not** be doing hourly drawings for bonus grants this year.

Each organization can compete for **bonus grants** by participating in a Minute-To-Win-It free throw contest at the Fieldhouse.

Nonprofit representatives will be given **one minute** to shoot **free throws**.

Every free throw made will be worth **\$10** in bonus cash.

Please sign up for an open time slot at this link: bit.ly/MM18FreeThrowContest

Invite donors, family and friends to come cheer on your representative!

- ▶ Representatives can be a staff member, board member or volunteer.
- ▶ Organizations are limited to one time slot and one representative.
- ▶ Participation is optional; sign-up **deadline is March 1**.

AWARDS

We will present the following bonus grant awards at the conclusion of Match Madness:

▶ **Most Valuable Player, \$500**

The organization who raises the most dollars for their endowment on March 15.

▶ **Most Improved, \$500**

The organization who experiences the biggest increase in number of gifts raised in 2018 over 2017. (example: 2017 = 55 gifts; 2018 = 75 gifts; score = 20) In the case of a tie, the winner will be determined by the highest percentage improvement over the previous year.

▶ **Most Spirited, \$500**

The organization who makes the greatest effort to promote Match Madness 2018. To be considered, be sure you send a copy of any and all promotional materials to the Foundation before the event and tag Greater Salina Community Foundation and #MatchMadness2018 in all of your Match Madness social media posts!

IMPORTANT DATES

greater salina community foundation

2018 **MATCH**
MADNE\$\$



NOVEMBER 29

Nonprofit Registration Opens

DECEMBER 31

DEADLINE:
Nonprofit Agreement & Registration

JANUARY 10

Nonprofit Meeting #2:
Marketing Workshop

MARCH 1

DEADLINE:
Minute-To-Win-It Bonus Grant Registration

MARCH 15

Match Madness 2018!

PLANNING AHEAD

Below is a month-by-month guide to help you prepare for Salina's biggest day of giving!

greater salina community foundation



DEC

SIGN UP

- Return your Nonprofit Agreement & Registration by **Dec. 31**. bit.ly/MM18Registration

SAVE THE DATE

- Mark **Thurs., March 15** on all calendars, including your work calendar, website, etc.
- Inform all staff, board members and other key individuals of the date and location.
- Add Match Madness to your next board meeting agenda so you can brainstorm ideas.

JAN

MAKE A GAME PLAN

- Attend GSCF's Match Madness Marketing workshop on **Wed., Jan. 10**.
- Review the Marketing Toolkit provided by GSCF and download appropriate materials.
- Develop your goals, a strategy and a timeline.
- Share key messages with your staff, board and volunteers.
- Build your social media audience and outreach plan.
- Identify key donors to engage and ask to donate on March 15.

FEB

ENGAGE & PROMOTE

- Announce your participation on your website, social media, newsletters, emails, etc.
- Incorporate the Match Madness logo and other promotional materials into your social media posts, website and other communications.
- Send personalized letters and emails to your dedicated donor base.
- Get personal - call key donors and ask them to participate.

EVENT PREPARATIONS

- Make a plan for your booth. What will you display? Who will attend the event?
- Sign up for the Minute-To-Win-It free throw shooting contest by **Thurs., March 1**.
bit.ly/MM18FreeThrowContest

MAR

IT'S GO TIME!

- Final marketing push for Match Madness 2018.
- Thurs., March 15: Match Madness!**
- Thank your donors.

ONLINE PROFILE

Here are some tips to help ensure your Match Madness profile is compelling and complete.

greater salina community foundation



ABOUT YOUR PROFILE

Match Madness donors will be directed to www.MatchMadnessGSCF.org. Each participating nonprofit has an organization profile on this website.

Make sure your organization is well-represented by fully completing the profile information on your registration form. Returning organizations may review and update their profile information from last year. Be sure to take advantage of this opportunity to tell your story to prospective Match Madness donors!

GOAL

What is your fundraising goal for Match Madness? Your profile will contain a live donation tracker, letting donors how close you are to reaching your goal. Setting a specific goal will give donors a specific target to contribute towards. (This does not include the match, only gifts to your endowment.)

SPECIFIC NEEDS

Share how you plan to you use your matching funds. Be as specific as you can. What immediate needs will the cash match help to meet?

MISSION

Let people know why you exist and what value you bring to our community.

LOGO/ GRAPHIC

Be sure to upload a logo or graphic. If you don't have a logo, upload a photo of your building or other images associated with the mission of your organization.

CONTACT INFORMATION

Confirm that your contact information is accurate and current. Include your website and social media links so donors can learn more about your work.

ADDITIONAL INFORMATION

What sets your organization apart? Use this section to share a story, describe your mission in more detail, or write a personal note to donors.