

*15 YEARS OF LOVE AND GRATITUDE*



# Nonprofit Playbook

**#MatchMadness2026**



GREATER SALINA  
community  
foundation



Thursday,  
March 12, 2026



Salina Fieldhouse  
140 N 5<sup>th</sup> St



7:00 am to 6:00 pm



## Welcome & Overview

Match Madness is Salina's biggest annual day of giving where generosity, basketball and local pride come together to make a massive impact. This playbook is your guide to rallying donors, telling your story, and making the most of this powerful day.

## Event Snapshot



**Donation  
Station**



**Nonprofit  
Booths**



**Free Snacks**



**Food Trucks**



**Nonprofit  
Networking**



**Free Throw &  
Half Court Shot  
Contests**

### 2025 Stats

- \$879,418 donated
- \$307,777 match & bonus grants
- \$1,187,195 total impact
  - 4,021 gifts made
  - 611 5<sup>th</sup> graders
  - 103 nonprofits

**Over \$7.1M raised  
since 2010!**

## How Match Madness Works

### DONORS GIVE TO YOUR FUND

#### Donors can give online, in-person, or by mail on March 12

- 100% of every gift goes directly into your organization's endowed fund at GSCF.
- All Match Madness gifts are added to the principal of your endowed fund and follow the 5% spendable rule to support long-term sustainability
- Gifts will be matched up to a maximum of \$3,000 per person per organization, or \$6,000 per household.

### MATCHING FUNDS

#### Each gift will be matched proportionally up to 50% from a \$315,000 match pool.

- Your match becomes active once your organization raises at least \$1,000, triggering a \$500 guaranteed match (50%)
- All dollars raised between \$1,000 and \$7,500 will be matched at 50%.
  - Dollars raised over \$7,500 will receive a proportional match up to 50%
- You decide how to receive your matching funds. Matching funds can either:
  - Go directly to your organization in the form of a cash grant, or
  - Be deposited into your fund at the Foundation for future use
    - Note: If your endowed fund is under the required minimum, all match dollars will automatically be added to your endowed fund.

### WAYS DONORS CAN GIVE



#### In-Person

Salina Fieldhouse  
140 N. 5<sup>th</sup> St., Salina, KS  
7 am to 6 pm

#### Online

[www.matchmadnessgscf.org](http://www.matchmadnessgscf.org)  
12 am to 11:59 pm

#### Mail

GSCF  
PO Box 2876  
Salina, KS 67402-2876

- Must be postmarked by March 12 and received by March 19

#### All donations are tax deductible. We accept:

- Cash
- Check (must be made out to GSCF, not your organization)
- Credit Card (donor has the option to cover additional fees)
- Crypto (must be initiated via GSCF's The Giving Block Platform on March 12)
- IRA Rollover
- Donor Advised Fund Grant (from GSCF or other institution)
  - Note: IRA rollover and DAF grants must be postmarked by March 12 and received by March 19.

# Nonprofit Participation Requirements

## ELIGIBILITY

### To participate in Match Madness, your organization must:

- Have an endowed fund with GSCF
- Submit your Nonprofit Registration Form by January 15, 2026
- Update your Nonprofit Portal information and Match Madness profile page
- Actively promote Match Madness to your supporters

*Note: You do not have to present to participate in Match Madness- but must be present to have a booth.*

## REGISTRATION FORM



**[www.gscf.org/matchmadness](http://www.gscf.org/matchmadness) (Due Jan. 15, 2026)**

### On the registration form your organization will:

- Acknowledge and agree to all Match Madness rules
- Determine how your organization would like to receive its matching funds & bonus prizes
  - Instant cash grant to your organization vs. Deposit into your fund at GSCF
- Sign up for the following optional activities:
  - Nonprofit Booth
  - Bill Grevas Minute to Win It Free Throw Contest, sponsored by Bennington State Bank
  - BE Wealth Half Court Shot Contest
- Order Yard Signs (free)
- Update your organization's contact information for Match Madness
  - Primary Contact (Admin for the Nonprofit Portal)
  - Secondary Contact

## NONPROFIT PORTAL



**[www.matchmadnessgscf.org/nonprofits](http://www.matchmadnessgscf.org/nonprofits)**

**Username:** \_\_\_\_\_

**Password:** \_\_\_\_\_

### In the Nonprofit portal you can:

- Update your admin and users
- Update your profile (Mission, Logo, Contact Info)
- Add photos and stories
- Set your fundraising goal
  - How much do you want to raise this year?
- Access the Marketing Toolkit
- Access Match Madness donor information and past giving history
  - Tip: This is your BEST fanbase to target for giving

# Marketing & Outreach Opportunities

## MARKETING TOOLKIT

**GSCF will provide your organization with a marketing toolkit that includes:**

- Match Madness logos and graphics (formatted for web, print, and social media)
- Social media templates you can easily customize and post
- Email templates for donor outreach and campaign updates
- Flyer templates to promote your Match Madness efforts in your community

## MARKETING WORKSHOP JANUARY 15 12-1:30 PM

### Creating a Mini-Campaign with AI + Facebook Ads

Join us for a hands-on marketing workshop designed to help participating nonprofits maximize their Match Madness impact. This session will walk you through how to build a simple but effective mini-campaign using AI tools and Facebook Ads—no advanced tech skills required.

You will learn how to:

- Use AI to brainstorm content ideas based on your target audience.
- Build a short social media campaign that drives engagement leading up to Match Madness
- Set up and run a basic Facebook Ads campaign, including audience targeting, budgeting, and boosting posts for greater visibility.
- Track results and understand what's working so you can adjust in real time.

You'll leave with ready-to-use templates, practical tips, and the confidence to promote your Match Madness fundraising like a pro.

## MATCH MADNESS PROMO VIDEO



**[www.INSERT LINK](#) (Submit by Jan. 30, 2026)**

To help amplify your organization's Match Madness campaign, we invite you to submit a short promotional video for GSCF to share across our social media platforms.

### Video Requirements:

- Deadline: January 30
- Length: Up to 60 seconds
- Content Suggestions:
  - Your organization's mission and vision
  - Your Match Madness fundraising goals
  - A brief story of impact or example of how donations make a difference
  - A clear message about why people should support you during Match Madness

### How We'll Use Your Video:

GSCF will host a virtual community-wide campaign featuring all submitted videos from February 12–March 12 across our digital platforms to increase visibility donor engagement.

*Note: This is optional and not required.*



## Nonprofit Booths

### BOOTH DETAILS



#### How to Reserve

- Reserve your booth through the Nonprofit Agreement & Registration Form (due Jan. 15)
  - Note: Booths are optional and not required to participate in Match Madness

#### Booth Details

- Booths will be located on the north side of the Fieldhouse, on the turf.
- Each nonprofit will be provided with an 8 foot table and a plastic table covering.
- GSCF will assign booth locations and share the layout with nonprofits in advance.
  - Special requests may be made if space allows

#### Booth Requirements

- A representative from your organization must be present from 7:00 AM to 6:00 PM.
- Booths must remain staffed and open for the entire duration of the event.

#### Set-Up & Tear-Down

- Set-up is available on **March 11 from 4–6 PM** and March 12 beginning at 6:30 AM.
- All booths must be fully set up by 7:00 AM on March 12.
- Booth tear-down must be completed by 6:30 PM.

#### 5th Graders

- Saline County 5<sup>th</sup> graders will visit booths between 8:30–3:00 pm.
- All 5<sup>th</sup> graders will be given a \$10 voucher to donate to any nonprofit of their choice.
  - Your organization must have a booth in order to receive 5<sup>th</sup> grader donations.

### TIPS & BEST PRACTICES



#### Top 5 Best Booth Practices

##### 1. Make Your Mission Clear.

- Use simple, readable signage and displays. Be prepared to explain your mission at a 5th-grade level (short, friendly, and easy to understand).

##### 2. Create an Interactive Experience.

- Engagement helps visitors remember your organization. Offer a simple, mission-related activity or game to draw people in (please no video games).

##### 3. Showcase Your Impact.

- Display photos, testimonials, or short stories that highlight the difference you make. Bring a one-page handout or rack card for visitors to take home.

##### 4. Bring the Right People.

- Staff your booth with friendly, energetic representatives who know your mission well.
  - Board members and volunteers are great choices!

##### 5. Capture the Moment.

- Take photos or short videos throughout the day and post them on social media. Be sure to tag GSCF so we can share your content and boost your visibility.

## Bonus Grants

### BILL GREVAS MEMORIAL FREE THROW CONTEST

Your organization can compete for up to \$150 in bonus grants by participating in a Minute-To-Win-It Free Throw contest at the Salina Fieldhouse.

- A representative from your organization will be given one minute and a rack of men's basketballs to shoot free throws.
- Every free throw made (up to 10) will be worth \$15 in bonus cash.

### BE WEALTH HALF COURT SHOT

Half Court Shot contest starts at 5:30 pm. Each nonprofit representative will be given the opportunity to shoot 2 half court shots.

- The prize for the winning shot is \$1,500.
- If there are multiple winners, a shootout will be held at the end to determine a single winner.
- If no one makes a shot, all participants will be entered into a drawing, and three organizations will be drawn to receive \$500 each.

**581**

Free Throws  
made in 2025!

#### Shooter Eligibility:

- Representatives can be a staff member, board member, or anyone that supports your organization.
  - Check KSHAA/other rules before asking a high school or college athlete.
- You may have different shooters for the free throw and half court shot contests.
- Shooters cannot represent multiple organizations.

### AWARDS

**To encourage community participation, GSCF will award two prizes based on donor count:**

#### • Most Donors – \$750

Awarded to the organization with the highest total number of donors during Match Madness.

#### • Most Improved Donor Count – \$750

Awarded to the organization with the largest increase in number of donors from 2025 to 2026.

Example:

- 2025 = 15 gifts
- 2026 = 35 gifts
- Score = +20 donors

Tie-Breaker: In the event of a tie, the winner will be determined by the highest percentage increase from 2025 to 2026.

#### Eligibility:

- Only gifts of \$10 or more count toward the donor awards.
- Donor counts will be based on the final Match Madness giving report.

## Important Dates

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**JANUARY 15**

**DEADLINE:**

**Nonprofit Agreement & Registration**

[www.gscf.org/matchmadness](http://www.gscf.org/matchmadness)

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**JANUARY 15**

**Marketing Workshop**

12:00-1:30 pm

Lunch Provided

Sign up: INSERT LINK

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**JANUARY 30**

**DEADLINE:**

**Match Madness Promotional Video**

**Free Throw/Half Court Shot Contest Sign Up**

- Register shooter and pick times
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**FEBRUARY 11-12**

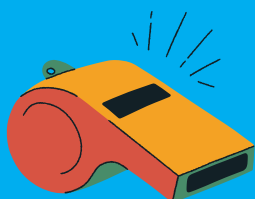
**Yard Sign Pick-Up at GSCF**

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**MARCH 12**

**MATCH MADNESS 2026**

## Coaching Staff



**Leah Wilson**

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**Michael Chambers**

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# Checklist

## DEC-JAN

### SIGN UP

- ☐ Return your Nonprofit Agreement & Registration by Jan. 15. [www.gscf.org/matchmadness](http://www.gscf.org/matchmadness)

### SAVE THE DATE

- ☐ Mark Thursday, March 12 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.
- ☐ Attend GSCF's Nonprofit Marketing Workshop on Jan. 15.

### MAKE A GAME PLAN

- ☐ Login to your Match Madness Portal and add/update users. [matchmadnessgscf.org/nonprofits](http://matchmadnessgscf.org/nonprofits)
- ☐ Download the Marketing Toolkit and appropriate materials from the Match Madness Portal.
- ☐ Develop your Match Madness marketing plan.
- ☐ Update your online profile with current information, videos and photos.
- ☐ Recruit shooters for the free throw contest and half court shot!
- ☐ Don't forget to register by Jan. 15. [www.gscf.org/nonprofitregistration](http://www.gscf.org/nonprofitregistration)

### EVENT PREPARATIONS

- ☐ Make your promotional video by Jan. 30.  
What story will you tell? Who will be in it? Where will you film?
- ☐ Sign up by Jan. 30 for a free throw and half court shot time slot (more info to follow via email).

## 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.
- ☐ Pick up and distribute your Match Madness yard signs (more info to follow via email). Feb. 11-12.

## MAR

### IT'S GO TIME!

- ☐ Final marketing push for Match Madness.- LESS THAN 2 WEEKS AWAY!
- ☐ **Thursday, March 12: Match Madness!**
- ☐ Thank your donors (email, card, phone, or text... you know your donors best!)