

2025 NONPROFIT PLAYBOOK



TABLE OF CONTENTS



General Information	3
Event Details	4
Donation Information	5
Nonprofit Information	6
Bonus Grants/Incentives	9
Important Dates	10
Planning Checklist	11

2024 STATS SHEET

NEARLY \$6M MILLION IN IMPACT SINCE 2012:

- ▶ **1,467** donors
- ▶ **634** 5th graders
- ▶ **4,127** gifts
- ▶ **635** free throws
- ▶ **1** half court shot
- ▶ **100** charities & causes
- ▶ **\$786,246** donated
- ▶ **\$320,171** match & bonus grants
- ▶ **\$1,106,417** total impact

THE BASICS



MATCH MADNESS EVENT

When: Thursday, March 13, 2025

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

Time: 7 a.m. to 6 p.m.

ONLINE DONATIONS

Where: www.matchmadnessgscf.org

When: Thursday, March 13, 2025

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

IMPORTANT LINKS

Nonprofit Agreement & Registration Form: gscf.org/matchmadness/

Online Giving Site: matchmadnessgscf.org

Match Madness Portal: matchmadnessgscf.org/nonprofits

Your Login & Password: _____

GSCF CONTACTS

Leah Wilson, Marketing & Communications Coordinator

leahwilson@gscf.org | 785-823-1800

Michael Chambers, VP of Community Impact

michaelchambers@gscf.org | 785-823-1800

EVENT DETAILS



**Thursday,
March 13, 2025**



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



**7:00 a.m.
to 6:00 p.m.**



Donation Station

Foundation staff will be available all day to assist donors and answer their questions.



Nonprofit Booths

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



Food Trucks

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



Free Snacks

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



Free Throw And Half Court Shot Contest

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

DONATION INFO



HOW IT WORKS

Donors select organization endowment(s) to support on March 13 (online, via mail, or in-person).

- ▶ **100%** of the donor's gift will go to your organization's endowed fund at GSCF.
- ▶ **All** Match Madness gifts go to the **principal of your endowed fund**, and are restricted to the 5% spendable rule.
- ▶ The match will only be effective after **\$1,000** is raised. Once **\$1,000** is raised you will receive a 50% or \$500 match.
- ▶ **ALL** matched dollars will go back into your organization's endowed fund if your fund is less than \$10,000.

2024 STAT

All gifts up to \$5,000 were matched at 50%.

All gifts over \$5,000 were matched at 31.85%.

Each gift will be matched proportionally **up to 50%** from a match pool of **\$300,000!**

- ▶ Gifts will be matched **up to a maximum of \$3,000** per person per organization or \$6,000 per household.
- ▶ No single organization is allowed to receive more than half of the total match pool.
- ▶ There is a guaranteed match of **50%** on all dollars raised between **\$1,000 and \$5,000**. Donations above **\$5,000** will receive a proportional match up to **50%**.

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

HOW TO GIVE

In-Person

- ▶ Salina Fieldhouse, 140 N. 5th St.
- ▶ 7 a.m. to 6 p.m.
- ▶ Cash, Check, Credit Card, Crypto, Donor Advised Fund, Stock, IRA rollover

Online

- ▶ www.matchmadnessgscf.org
- ▶ 12 a.m. to 11:59 p.m.
- ▶ Credit Card

Mail

- ▶ Greater Salina Community Foundation
P.O. Box 2876, Salina, KS 67402-2876
- ▶ Must be postmarked by March 13, 2025
- ▶ Cash or Check

Credit card gifts are subject to the following fees:

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

Out-of-town donors: Donations from out-of-town donors can be collected from the organization and brought to the Fieldhouse on March 13.

- ▶ The organization must bring in individual donor checks made out to GSCF with the charity's name in the memo line, along with the out-of-town donor cover sheet, available in the Match Madness Portal.

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



ELIGIBILITY

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

Organizations must complete and return the electronic Nonprofit Agreement & Registration Form no later than **January 15, 2025**.

MATCHING DOLLARS

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

- ▶ **Option 1:** Cash grant for immediate use. Only applicable if your fund has a balance of \$10,000 or higher
- ▶ **Option 2:** Direct it to organization fund (non-endowed) at GSCF.

This choice is indicated on the Nonprofit Agreement & 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.

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.
- ▶ Your organization can pre-order **yard signs** (at no cost to you) on the Nonprofit Agreement & Registration Form.
- ▶ Your organization may also submit a 60 second **Match Madness promo video** to GSCF to share on our social media outlets. (See page 8).

NONPROFIT PORTAL



Nonprofits have the ability to manage their own online profiles!

The person listed as the **primary contact** on the Match Madness Registration Form will become the admin for your organization's Match Madness Portal, if you don't already have an account.

- ▶ **Edit** your profile.
- ▶ Upload **photos** and **videos**.
- ▶ Access the **Marketing Toolbox**.
- ▶ Export **gift reports** and **donor lists** after event & for past events.
- ▶ Admins can **add other users** for your organization.

NONPROFIT INFO



EVENT ATTENDANCE

Organizations are invited to partake in the festivities at the Fieldhouse, but attendance is not required. **Optional booth space** may be reserved—see more information below.

NONPROFIT BOOTHS

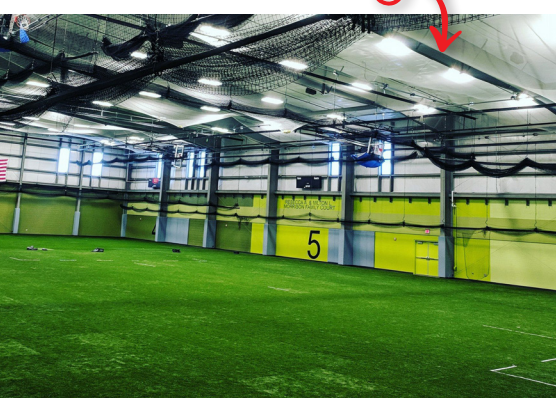
OPTIONAL

This is offered as an extra marketing opportunity. You are not required to have a booth.

GREAT NEWS! You asked for more booth space, and we got it! This year, nonprofit booths are **moving to the turf** where there will be plenty of room to display all the good work you do for our community and accomodate our spirited 5th graders!

- ▶ Reserve your booth space on the Nonprofit Agreement & Registration Form.
- ▶ GSCF will assign booth locations for nonprofits ahead of time.
- ▶ Booths must have a representative present from **7 a.m. to 5:30 p.m.**
 - ▶ Did you notice we are closing down early?
- ▶ **Set-up** will be available the evening of March 12 from 8:30-9:30 pm, and 6:30 am on March 13. (Set-up should be complete before 7 a.m. on March 13.)
 - ▶ Set-up is late, but you also get to tear down early!
 - ▶ Booths must be **torn down by 6:30 p.m.**

NEW BOOTH SPACE LOCATION!



Consider making appointments with specific donors throughout the day! Meet with them at your booth to share organizational updates and answer questions.

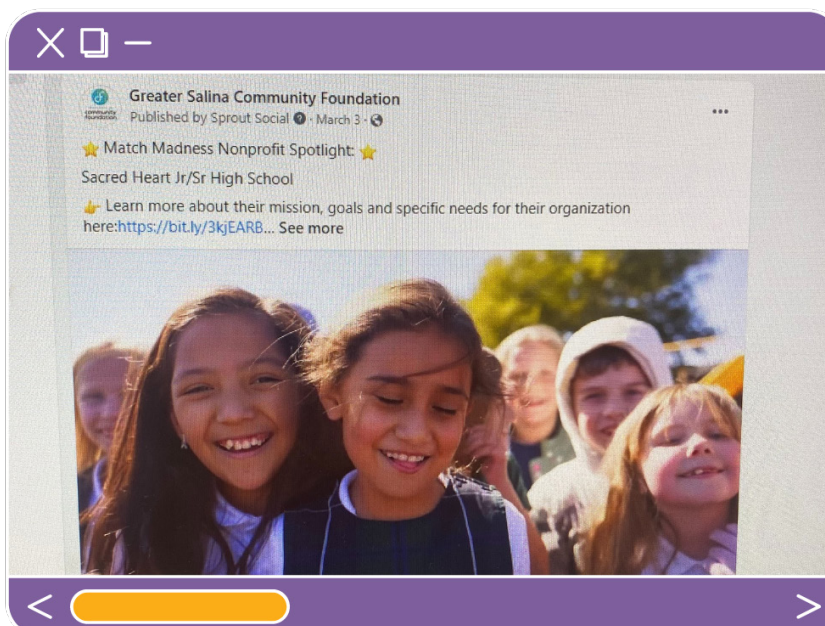
NONPROFIT INFO



MARKETING WORKSHOP JANUARY 15TH 12:00-1:30 pm

Your best donors... are your best donors!

Learn how to identify your target audience and leave with a customized (and practical) marketing plan that speaks to them.



MATCH MADNESS PROMO VIDEO OPTIONAL

This is offered as an extra marketing opportunity. You are not required to make or submit a video.

Optional promotional videos may be submitted to GSCF to share on our social media platforms.

Submit your 60 second video promoting your mission to GSCF by February 7. GSCF will send you an email with a link to submit your video online.

- ▶ Videos should be no longer than 60 seconds and should highlight your mission, fundraising goals, or any other compelling story on why people should donate to your cause!
- ▶ GSCF will **kick off a virtual campaign** on February 13, sharing all submitted videos until Match Madness on March 13.

5TH GRADERS

- ▶ Thanks to several generous donors, every 5th grader in Saline County will have the opportunity to participate in Match Madness and donate \$10.
- ▶ Students will be assigned 10-15 nonprofits ahead of time so that all nonprofits are visited equally.
- ▶ GSCF will provide bags for students to collect information from the booths. Please make sure any SWAG given is something you would normally give out. This is not a SWAG competition or trick-or-treating :)



BONUS GRANTS



BILL GREVAS MEMORIAL FREE THROW CONTEST

Sponsored by



2024 STAT

Nonprofit reps made
635 free throws for
\$6,350 in bonus grants!

Each organization can compete for **up to \$100 in bonus grants** by participating in a Minute-To-Win-It free throw contest at the Salina Fieldhouse.

Nonprofit representatives will be given **one minute** and one rack of men's basketballs to shoot **free throws**.

Every free throw made (up to 10) will be worth **\$10** in bonus cash.

- ▶ Representatives can be a staff member, board member or volunteer. (Check KSHAA/other rules before asking a high school or college athlete!)
- ▶ Organizations are limited to one time slot and one representative. Each representative is only allowed to shoot for ONE organization for the event.
- ▶ **Sign up** to participate on the Nonprofit Agreement & Registration Form. (Timeslots will be selected at a later time.)

BE WEALTH HALF COURT SHOT

Sponsored by



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 \$1,000.**
- ▶ **If there are multiple winners**, a shootout will be held at the end to determine a single winner. Please make sure your representative is available to stay for the shootout.
- ▶ **If no one makes a shot**, all participants will be entered into a drawing, and two organizations will be drawn to receive \$500 each.
 - ▶ Check KSHAA/other rules before asking a high school or college athlete
 - ▶ Organizations are limited to one representative. Each representative is only allowed to shoot for ONE organization for the event.
- ▶ **Sign up to participate** on the Nonprofit Agreement & Registration Form. (This activity is optional and not required.)

AWARDS

We will award a prize to the organization who has the highest number of donors, and a most improved prize to the organization who experiences the biggest increase in number of donors in 2025 from 2024. (example: 2024= 15 gifts; 2025= 35 gifts; score= 20) In the case of a tie, the winner will be determined by the highest percentage improvement from 2024 to 2025. Gifts must be at least \$10 to count towards the award.

- ▶ **Most Donors, First Place - \$500**
- ▶ **Most Improved, Number of Donors - \$500**

MARK YOUR CALENDAR



DECEMBER 3

Nonprofit Kickoff & Registration Open

gscf.org/nonprofitregistration

JANUARY 15

DEADLINE:

Nonprofit Agreement & Registration

gscf.org/matchmadness

JANUARY 15

Marketing Workshop

12:00-1:30 PM

Lunch Provided

FEBRUARY 7

DEADLINE:

Match Madness Promotional Video

Free Throw/Half Court Shot Contest Sign-Up

(Both items are optional)

FEBRUARY 13-14

Yard Sign Pick-Up at GSCF

MARCH 13

Match Madness 2025

PLANNING AHEAD



JAN

SIGN UP

- ☐ Return your Nonprofit Agreement & Registration by **Jan. 15** gscf.org/matchmadness

SAVE THE DATE

- ☐ Mark **Thurs., March 13** 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
- ☐ 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**. gscf.org/nonprofitregistration

FEB

EVENT PREPARATIONS

- ☐ Make your promotional video. What story will you tell? Who will be in it? Where will you film?
- ☐ Deadline for promotional video **Feb. 7**
- ☐ Sign up by **Feb. 14** for a free throw and half court shot time slot (more info to follow via email).

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. 13-14**.

MAR

IT'S GO TIME!

- ☐ Final marketing push for Match Madness.- LESS THAN 2 WEEKS AWAY!
- ☐ **Thursday, March 13: Match Madness!**
- ☐ Thank your donors