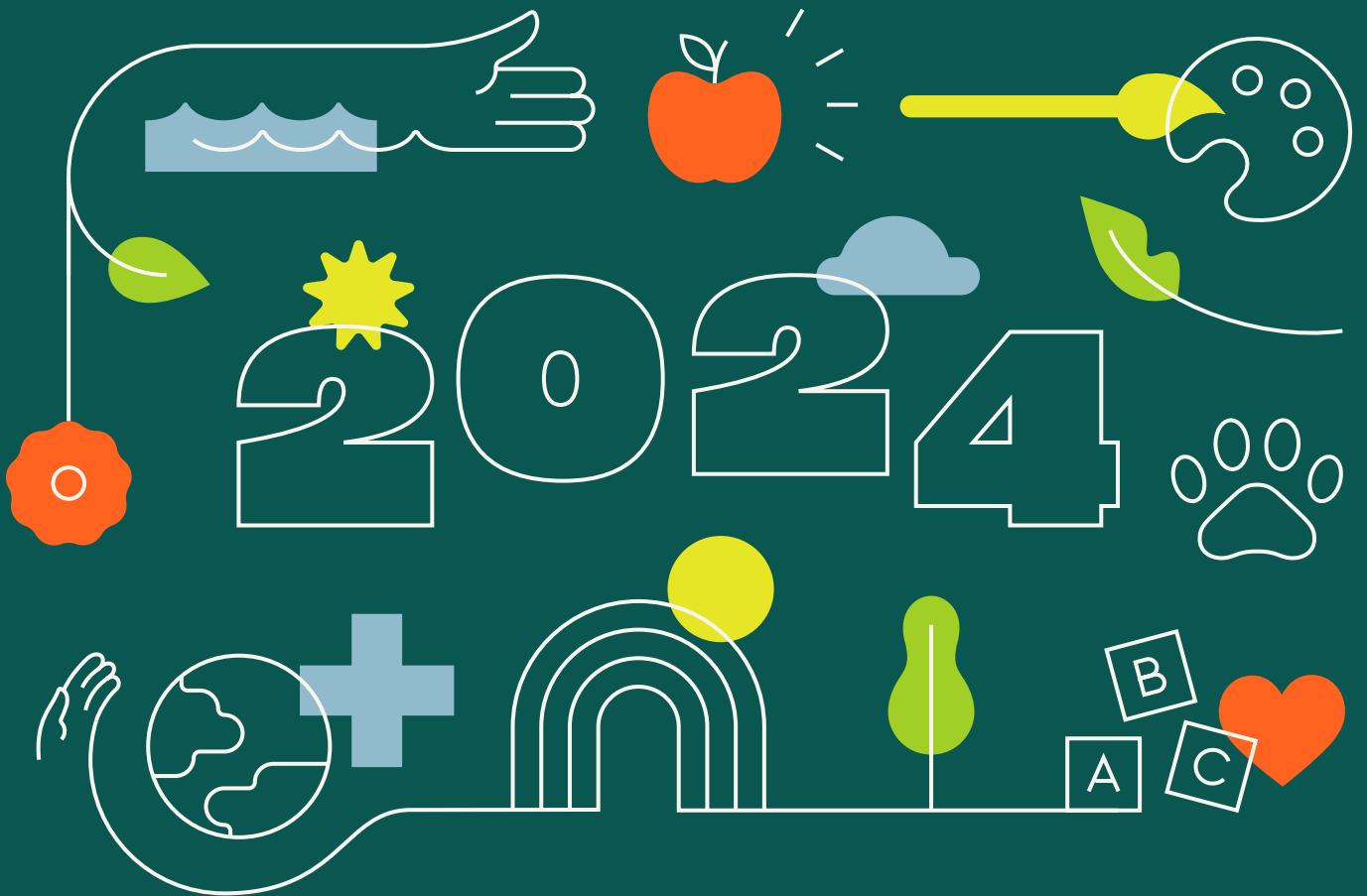


CENTRAL OREGON

gives



WELCOME GUIDE

ABOUT

Central Oregon Gives is our region's hub for end-of-year, nonprofit giving. Our digital giving platform offers a convenient clearinghouse for donors to learn about and fund 80 different nonprofits. With each donation made, the donor receives a perk such as a free cup of coffee or pint of beer, and is entered to win large prizes. The nonprofits that receive the largest amount of funding through Central Oregon Gives receive prizes of their own from anonymous matching donors.

The best thing about Central Oregon Gives is that 100 percent of a donation goes directly to the nonprofit. To ensure this, the 2.9 percent processing fee charged by our credit card processor to accept the donation is added on top of the donation amount. For example, a \$100 donation will total to \$102.90 for approval by the donor. Not a penny of these funds remain with Central Oregon Gives.



AWARDS OVERVIEW

As in years past, the top Central Oregon Gives fundraiser will earn \$15,000 in additional prize dollars. Other prizes include \$2,500 for the nonprofit that earns the most donations of \$25 or less and \$2,500 for the top earners in each of the remaining four categories.

For the second year, we are proud to announce the generous support of local business, First Interstate Bank as a category sponsor for the Education, Family & Children category. This sponsorship boosts the category prize for this category to \$5,000.

The final award your organization receives, including the pro-rata match, will be determined once all donations are tallied in January.



**TOP FUNDRAISER
OVERALL
\$15,000**



**MOST DONATIONS
OF \$25 OR LESS
\$2,500**



**TOP FUNDRAISER
PER CATEGORY**



ANIMAL WELFARE - \$2,500



ARTS & CULTURE - \$2,500



BASIC NEEDS - \$2,500



EDUCATION, FAMILY, & CHILDREN - \$5,000



HEALTH & ENVIRONMENT - \$2,500

CENTRAL OREGON



THE APPLICATION

We are seeking applications that are innovative, mission-critical and have the greatest opportunity to make an impact.

Our application process ensures that we have the most accurate information about a nonprofit. In addition, the application is a chance for our team and the donors to hear what each nonprofit is working on and how funds from this campaign can benefit the entire Central Oregon community.

Limiting the accepted applications to 80 nonprofits means that our team will have enough capacity to provide support and resources to our selected nonprofits.

Please note: There is a fee to participate to help us cover print and production costs. Packages start at \$300. See our Campaign Tips section for ideas on how to get a sponsor to cover this cost.



THE PROCESS

Once nonprofits are accepted and have confirmed participation, it's time to finalize your online and print profiles. Your online profile will include:

- 1. A PHOTO**
- 2. A LOGO**
- 3. A BRIEF DESCRIPTION**
- 4. A LINK TO YOUR NONPROFIT'S STRIPE ACCOUNT**

One of our sales reps will reach out to update your online profile and confirm your print version of your guide.

Each nonprofit will have five days before launch to review the online profile and test their Stripe link. **It's VERY important to run a test donation during this period** so we can ensure that donations are making it to the right account.

Your group will receive funds throughout the campaign. All donations are directly deposited into each nonprofit's Stripe account. Nonprofits will have access to all of their donor info in their Stripe account, including name, email and amount donated.

See offline donation section below for information on how to submit checks, cash and other types of donations.



DONOR PERKS

Each time a donation over \$25 is made the donor receives a perk such as a free cup of coffee or pint of beer, and the chance to win larger prizes being offered during that specific week of the campaign. New incentives will be added to the site each week.

Please note that only ONE donation under \$25 per person, per nonprofit, per week will be counted toward the under \$25 total for that category prize. Donors are allowed to make more donations in a week to the same nonprofit to be eligible for that week's thank you gift. Donors can also make more than one donation under \$25 to multiple nonprofits in a week.

We strongly encourage donations through the website with credit or debit cards. This helps us keep an up-to-date, accurate tally of contributions and increases the chance that all donations will be properly credited toward the valuable nonprofit prizes.

Online donors will receive an email receipt immediately after making an online donation. This email serves as the official tax receipt for the charitable gift (for IRS purposes). Online donors will not receive an acknowledgement in the mail, so they need to print or save this email for their records. It is our recommendation that you send a personal thank-you to each donor.



OFFLINE DONATIONS

If a nonprofit receives a check specifically intended for the Central Oregon Gives campaign, we will count that check toward that group's total. Central Oregon Gives does not accept checks directly.

1. Nonprofit team members can submit Offline Donations by visiting their Nonprofit Profile Page on the Central Oregon Gives site.
2. In your nonprofit's donation form, enter the amount of the Offline Donation and click the Donate Now button.
3. Then select "Nonprofit Use Only" and complete the form with the donor's first and last name and your nonprofit's contact email address.
4. In order for the Offline Donation to be processed, you must also email a photo or scanned copy of one of the following proof-of-donation documents to info@centraloregongives.com:

- a. A check payable to your nonprofit with "Central Oregon Gives" written on the memo line.**
- b. A letter of documentation written by the donor.** For example: "To whom it may concern, I wish for this donation of \$[insert dollar amount here] to be accepted as a contribution to the total amount of dollars earned by [insert non-profit name here] for the Central Oregon Gives campaign. My full name is [insert name here] and I can be contacted at [insert phone and email here] with any questions about this donation."

Offline Donations, including check documentation, must be received by Central Oregon Gives no later than Dec. 27, 2024.



CAMPAIGN TIPS

Nonprofits that actively promote Central Oregon Gives through social media, email campaigns, newsletters, word of mouth and their website have the greatest success in earning extra dollars through Central Oregon Gives above and beyond their normal end-of-year giving expectations. The Central Oregon Gives team offers a Promotional Toolkit that provides all the tools nonprofits need to blow the doors off their end-of-year giving through this campaign.

We highly encourage nonprofits to seek out a sponsor to cover the cost of the print guide. This ensures that all donations made through the Central Oregon Gives campaign go directly to your cause.

By effectively demonstrating the mutual benefits of a partnership and maintaining a professional, relationship-focused approach, you can increase your chances of securing valuable sponsorships for your nonprofit.

IDENTIFY POTENTIAL SPONSORS

It can help to identify organizations that align or have expressed interest in community involvement.

DEVELOP A COMPELLING PROPOSAL

Clearly articulate your mission statement and the impact of your work. Include data and customize your proposal for each potential sponsor.

BUILD RELATIONSHIPS

Establish a relationship with decision-makers through regular communication. What do you have in common? How can you give communication a personal touch?

SHOWCASE YOUR REACH

Share success stories and testimonials that demonstrate your nonprofit's impact.

CREATE SPONSORSHIP TIERS

Be flexible and open to customizing sponsorship packages to meet any unique needs of potential sponsors.

LEVERAGE SOCIAL MEDIA AND ONLINE PRESENCE

Show how sponsors can engage with your audience through COG.

OFFER MEASURABLE IMPACT

Update sponsors with detailed reports on how their contributions made a difference. Follow up and maintain communication to ensure sponsors feel valued and informed about the impact of their support.

SHOW APPRECIATION

Send personalized thank-you notes to show your genuine appreciation.



OTHER NOTES

Please add info@centraloregongives.com and support@centraloregongives.com to your email list and/or be sure to check your spam folder so as not to miss any important updates from the Central Oregon Gives team.

Questions? Please email info@centraloregongives.com

CENTRALOREGONGIVES.ORG



TIMELINE

JULY 5 Applications for new and returning nonprofits open.

SEPTEMBER 1 Application close.

SEPTEMBER 15 Nonprofits are notified of acceptance via email.

OCTOBER 7 Welcome Webinar, 11:00 a.m.

NOVEMBER 7 Test period for Stripe accounts begins.

NOVEMBER 13 Launch date for CO Gives! Give Guide published in Source Weekly and donation links are live.

DECEMBER 27 Final day to submit offline donations.

DECEMBER 31 Donation links will be offline at midnight; campaign ends for 2024.

JANUARY 5 Winners will be notified via phone call.

JANUARY 7 Final totals sent to all nonprofits.

JANUARY 11 Winner and final totals announced publicly at our 2024 CO Gives Wrap Party!





WHY STRIPE?

100% direct donations!

With a Stripe account, donations on the Central Oregon Gives website go directly to your nonprofit. For each donation, Stripe's transaction fee will be passed along to the supporter so your nonprofit receives 100% of each donation.

CREATING YOUR STRIPE ACCOUNT

Signing up takes 5-10 minutes, tops.

Step 1:

Go to Stripe.com's registration page: [**STRIPE.COM/REGISTER**](https://stripe.com/register)
(Already have a Stripe account? Skip to Step 3!)

Step 2:

Create your organization's account by completing the form, including bank details (routing and account numbers).

Step 3:

Book a call with our team. Be ready with your Stripe log in credentials (email & password). Stripe requires 2-step authentication to log in. This will require coordination to ensure we can quickly receive and enter the 6-digit authentication code before it expires.

Step 4:

Test your Stripe Connection. We will open up the donation links on November 7th for nonprofits to test their Stripe connection. This is crucial to ensuring we have the correct Stripe account and bank information.

WHAT'S NEXT?

As soon as the Central Oregon Gives site goes live on November 13th your organization is ready to receive direct donations. In the meantime, we'll be in touch with creative ways to help promote your nonprofit leading up to and throughout the campaign.