



## RULES/FAQ

### Nonprofit Participation

#### **What is Give Local Louisville?**

Give Local Louisville is a 24-hour, online “give day” to support local participating nonprofits doing great work in our own backyard. For one day, every dollar given to local nonprofits will be augmented through proportionate match and prize dollars contributed by the Community Foundation of Louisville; its supporting partners LG&E and KU Energy, Anthem Blue Cross Blue Shield of Kentucky, and Delta Dental of Kentucky; and a generous anonymous foundation.

#### **When is Give Local Louisville?**

Thursday, October 1, 2015, from 12:00 a.m. to 11:59 p.m.

#### **How does my nonprofit register for GLL?**

Nonprofits can register [here](#) until July 31st. The online form should take 5-10 minutes to complete. It must be completed in one session; you can't save it and return to it later. After you submit your registration, and once the registration has been approved by CFL staff, you will receive a confirmation email. It may take up to two weeks for your registration to be approved.

#### **What are the fees charged to the nonprofit?**

There is no fee charged to nonprofits to register for Give Local Louisville. A processing fee of 5-6½% will be automatically deducted from each donation. This fee includes a charge from the online payment vendor and all other associated credit card fees.

#### **Why should all nonprofit organizations participate?**

(1) Exposure to new donors. (2) Extensive PR and media to build awareness of and drive traffic to your organization. (3) No participation fee. (4) No selection process. (5) No minimum amount to be raised. (6) Funds raised are unrestricted and can be used for mission-related activities or special projects. (7) Best of all, participating nonprofits will receive additional funds from a local match pool, based on the total amount raised, and they will be eligible for special prize money.

#### **How will the proportionate match funds be calculated?**

The Community Foundation of Louisville's match pool will be distributed on a proportionate basis, based on the total amount our community raises. For example, if \$1 million is raised collectively on October 1, and a participating nonprofit raises \$100,000, or 10% of the total dollars raised, the nonprofit would receive 10% of the match pool; so, if the match pool is \$250,000, the nonprofit would receive an additional \$25,000, increasing their total funds raised to \$125,000. Please note: in order to be fair and

equitable to all participating nonprofits, we have put a cap of \$100,000 on any individual donation eligible for proportionate match dollars. This still rewards those who sought major gifts without depleting the match pool for other organizations.

**Is there a limit on the funds that will be matched?**

We have put a cap of \$100,000 on any single donation eligible for proportionate match dollars. If your organization receives a gift of \$100,001 or more, only \$100,000 of that gift would qualify for proportionate match dollars.

**What nonprofit organizations can participate in Give Local Louisville?**

Any IRS approved 501(c)(3) public charity that is located in Jefferson, Oldham, Shelby, Spencer and Bullitt Counties in Kentucky and Clark, Floyd and Harrison Counties in Indiana may participate. Additionally, if your organization is headquartered in another county, but the *majority of your work* takes place in the eight-county area, you are eligible to participate. Programs or projects that have a fiscal sponsor may participate but must register as a program of their 501(c)(3) fiscal sponsor. Only the nonprofits that have (1) completed the online registration by July 31, 2015, and (2) completed an online Nonprofit Profile by September 17, 2015, will be eligible to participate on October 1, 2015.

**Is there a limit on the total number of nonprofits that can register?**

No, there is no limit on the number of nonprofits that can register. In researching other "give days," we have found that the more nonprofits that participate, the greater the overall community and individual participant results have been.

**How will the Community Foundation of Louisville promote Give Local Louisville across the community?**

The Community Foundation of Louisville has secured over \$100,000 in in-kind media, including billboards, radio and tv spots, and printed advertisements. Our partners include Summit Media, iHeart Radio, WHAS, WLKY, Outfront Media and Louisville Magazine. Last year, with similar media sponsorship, we generated more than 3.5 million impressions for Give Local Louisville. Promotion for 2015 began in May and will continue through the event in October. Additionally, the Community Foundation promotes Give Local Louisville to its donors and friends of the foundation through its website, direct mail, electronic communications and social media channels.

**Can a nonprofit raise challenge or matching gifts?**

Yes. The Community Foundation encourages participating nonprofits to work with their board members and donors to secure their own challenge or matching gifts to triple the impact of the gifts. This *will not* reduce what your nonprofit would receive from the local match pools. If you want these matching funds to be counted toward your organization's total and to qualify for the additional proportionate match, the gift must be made with a credit card through the Give Local Louisville website before midnight on October 1, or the CFL fund holder must make the gift known to CFL staff between August 3 and September 25. Please note: in order to be fair and equitable to all participating nonprofits, we have put a cap of \$100,000 on any individual donation eligible for proportionate match dollars. This still rewards those who sought major gifts without depleting the match pool for other organizations.

**How will the prizes be awarded?**

The Prize Schedule is dependent upon the total amount of prize dollars raised and on the prize sponsor. However, we will share the Prize Schedule with all participating nonprofits by August 1, so you will have adequate time to develop a strategy.

**Can gifts be restricted to certain programs or projects?**

No, all gifts made through Give Local Louisville are unrestricted.

**Is the online giving site secure, and if yes, how will donors be informed the site is secure?**

The online giving site is secure and the Give Local Louisville website will inform donors that their personal information will be secure. In addition, the Community Foundation will provide sample messaging about the security of the Give Local site that all participating nonprofits should communicate to their donors.

**Is a solicitation permit required of each nonprofit to participate?**

No, because gifts are made to the Community Foundation of Louisville, not to individual nonprofits.

**If a nonprofit has donors that don't use web technology, how can they participate?**

All gifts must be made online with a credit card. A nonprofit could creatively assist interested donors by hosting a Give Local Louisville party at their office to assist donors in making online credit card donations.

**What can a nonprofit expect from May 6 to September 17, 2015?**

During this time, the Community Foundation will provide tools to build your website for the event and assistance with social media, marketing, customer service and technical issues. Webinars, toolkits and other resources will be shared to ensure that Give Local Louisville is a success for your organization - even if you've never participated in a match day before. You will be able to customize your nonprofit profile page and embed your personalized URL into your nonprofit's website.

**What can a nonprofit expect from September 17 to October 1, 2015?**

During this time, nonprofits should focus on donor engagement, helping donors prepare to give and encouraging them to share Give Local Louisville with their family, friends and colleagues. On October 1, 2015, the Give Local Louisville website will list all participating nonprofits. The total amount each nonprofit has raised will be shown in real time on each nonprofit's page.

**Will my organization have access to our donor information?**

In advance of October 1, each participating organization will receive a link that is specific to their organization. That link will connect to a spreadsheet that will be updated with donor information in real-time throughout the day on October 1. The spreadsheet will include all donor information.

## Donor Participation

**Who can donate during Give Local Louisville?**

Any individual, business, foundation or organization with a credit card (American Express, Discover, MasterCard and Visa), a computer or other mobile-enabled device (i.e., a computer, iPad or smartphone), and access to the Internet can donate.

**How will the Community Foundation of Louisville promote Give Local Louisville to their donors?**

The Community Foundation has already begun to promote Give Local Louisville to our donors through an advertisement in our new publication, [ForGood](#), and an insert in the donors' quarterly financial statements. In early August, the Community Foundation will begin to promote Give Local Louisville directly to our fund holders. Donors will receive a list of all participating nonprofits, and they will be guided through the process of making a gift. Fund holders will be able to designate a grant to a participating nonprofit from August 3 through September 25.

**If I am a Community Foundation of Louisville fund holder, how can I make a gift?**

Donors who wish to use their Community Foundation Donor Advised Fund or Charitable Checking Fund may do so by submitting a grant request through the [Community Foundation of Louisville](#) no later than 3:00 p.m. on September 25. Restrictions apply. See [MyFund](#) for additional details.

**What is considered an eligible gift?**

Only gifts made online on October 1, 2015, with a credit card will be accepted. Gifts by check, cash or stock cannot be accepted as a part of this event. Give Local Louisville is designed to generate new support, not to pay off existing pledges. Donations may not be used to pay for anything that might be perceived as a material benefit to the donor – including dinner tickets, membership fees, golf fees, admission tickets or other gifts. All gifts are tax deductible, irrevocable and for the unrestricted use of the nonprofits.

**Is there a minimum or maximum credit card gift?**

The minimum donation will be \$25. The maximum gift will be determined by the donor's credit card limit.

**What are the fees and process for making an online gift?**

A processing fee of 5-6½% will be automatically deducted from each donation. This fee includes a charge from our online payment vendor and all other associated credit card fees. All donors will receive an e-receipt from the Community Foundation that will serve as their tax receipt. Participating nonprofits will not have to provide a receipt to donors.

**How will donors be able to search for and donate to a nonprofit?**

Donors will be able to search for a nonprofit at [www.GiveLocalLouisville.org](http://www.GiveLocalLouisville.org). All participating nonprofits will be able to embed their Give Local Louisville webpage on the home page of their own website.

**How will a donation be reported on the donor's card statement?**

The statement will show a gift made to the Community Foundation of Louisville.

**Can donors designate how a nonprofit uses their gifts?**

Give Local Louisville gifts are considered unrestricted gifts to the nonprofit.

**Who can I contact if I have questions?**

Email: [givelocalinfo@cflouisville.org](mailto:givelocalinfo@cflouisville.org) or 502.855.6969.