



2015 GIVE LOCAL LOUISVILLE



WHAT IS GIVE LOCAL LOUISVILLE?

- Give Local Louisville is a 24-hour, online “Give Day” that supports the great nonprofits doing work in and around Louisville.
- We want to inspire thousands of people to give to the local causes they care about and to turn their collective generosity into impact for our community.



OVERVIEW

- October 1, 2015
- 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.
- Additional match and prize funds



2014 SUCCESSES

- 166 participating nonprofits
- \$1.89M raised for local organizations
- More than 2,500 distinct gifts
- \$128,000 in match and prize funds distributed



GIVE LOCAL LOUISVILLE 2015 GIVING DAY GOALS

- 300 participating nonprofits
- \$3M raised
- \$250,000 in match and prize funds, provided by CFL and our corporate and philanthropic partners
- Increased skills and capacity among nonprofits in social media and online fundraisings



WHY GIVE LOCAL LOUISVILLE?

- **Engage the entire community.** Reach more people, inviting everyone to be a philanthropist.
- **Focus on local giving.** Bring more attention to local giving. We want to raise significant funds that will do good—right here in our community.
- **Benefit from “stretch” funds.** Every gift will receive a proportionate match from a local pool of funds. And nonprofits will benefit from additional cash prizes that will be awarded throughout the day.



NONPROFIT REGISTRATION

- www.givelocalloouisville.org
- 5-10 minutes
- Must be completed in one sitting – can not be saved or edited.
- Nonprofit profiles will be approved on a rolling basis. Nonprofits will be notified of any required changes.



NEXT STEPS/TIMELINE

Nonprofit registration is open now through Friday, July 31st.

Nonprofit profiles must be completed by September 17, 2015.