



Great Give
National Alumni Association of Bethune-Cookman University
Fundraising Event

ABOUT THE EVENT

What is the Great Give Palm Beach & Martin Counties?

An online giving event that provides nonprofits the opportunity to gain exposure to -- and start relationships with -- new donors, and for people in our region to come together to raise as much money as possible for local nonprofits.

When is it?

May 3, 2016, starting at 5 p.m. until May 4, 2016, ending at 5 p.m.

Who are the Host Partners?

The Community Foundation for Palm Beach and Martin Counties, United Way of Palm Beach County and United Way of Martin County. The United Way of Palm Beach County is serving as the fiscal agent on behalf of the Host Partners.

How we make money- Online mini participation events, bonus prizes, and bonus pool percentage amount based on total amount raised.

When it's done- Done annually for 24 hours only

Incentives

- Monies collected by YOUR chapter members or donations solicited on behalf of your chapter can be credited to your chapter assessment (2016-2017)
- Life Membership (plaque or clock will be paid by Life Membership and reimbursed to Life Membership upon receipt of check from Great Give.
- First member to donate 500 dollars will receive a Visa Gift card for \$100.00

Getting Started Ideas

Mail and distribute "Save the Date cards- (Chapter cost). Deb Threet can provide contacts.

Pre-Calling (See attached script which you can modify for your chapter.)

Call Center - Host on Day of Event.

Social Media Promotion

Facebook and Twitter users may "Like" the

Community Foundation for Palm Beach and Martin Counties page so that they are aware of online mini participation prizes. Follow them to see their announcements.



Rules

1. All gifts must be made by credit or debit card on www.GreatGiveFlorida.org or by calling 1-844-GIVE-DAY (1-844-448-3329) on May 5 starting at 5 p.m. until May 6 ending at 5 p.m.
2. Only 501(c)(3) organizations that provide direct services in Palm Beach and/or Martin counties are eligible for participation.
3. Nonprofit registration is **closed** for 2015.
4. Participating nonprofits must be: (1) a tax exempt 501(c)(3) organization in good standing with the IRS; (2) provide direct services in Palm Beach and/or Martin counties; and (3) be registered with the State of Florida to solicit funds (if applicable). Visit Florida's Department of Agriculture and Consumer Services for more information about the Solicitation of Contributions Act.
5. Great Give Palm Beach & Martin Counties gifts should not be payments on existing pledges.
6. Donations may not be used to pay for anything that might be perceived as a material benefit.
7. Each gift is 100% tax-deductible and irrevocable. All donations will be granted for unrestricted use by the chosen charities but must be used to benefit Palm Beach and/or Martin counties.
8. A donor may express the desire that a gift be used for a specific program or project (in the notes field of the giving form), but it is the responsibility of the nonprofit to follow that instruction.
9. The minimum gift that will be accepted is \$10. There is no maximum per gift, nor maximum per charity.
10. A donor is defined as an individual or corporation/business. Organizations cannot donate to themselves.
11. A unique gift is defined as one gift to one organization from one donor. Multiple gifts made by the same donor to the same organization will not be counted toward these prizes.
12. Donors are encouraged to make gifts to multiple organizations of their choice.
13. Credit card donations received for Great Give Palm Beach & Martin Counties will be eligible for bonus pool funds on a pro-rated basis. No donations via check, cash or stock will be accepted.
14. For any single gift greater than \$10,000, only the first \$10,000 will be considered for bonus pool funds.
15. The percentage in which the Host Partners will allocate bonus pool funds will depend upon the total bonus pool amount as well as the total of donations raised during the event. For example, if our bonus pool is \$50,000 and the total of all eligible gifts raised during event is \$200,000, then the pro-rata bonus will be \$0.25 on the dollar. (Other markets who have had giving days typically average \$0.15-\$0.30 on the dollar.) Using



this example: If an organization raises \$5,000 during the event, they will be awarded an additional \$1,250 in bonus pool money.

16. The total fee of 6.6% credit card and processing fees will be deducted from the total amount raised for each organization. Using the example above in item 13, an organization would be awarded a grand total of \$5,920 (\$5,000 - \$330 for fees + \$1,250 for the bonus pool + any prizes awarded).
17. Each gift of \$10 or more to a different organization will be counted on the website leader board.
18. Each participating organization will receive all donor information, unless the donor has specified to remain anonymous, and a check totaling all donation(s), the bonus pool and prize money, minus applicable processing fees, from the United Way of Palm Beach County within 90 days of the end of the event.
19. Secure donations for the the Great Give Palm Beach & Martin Counties are provided through Kimbia to each donor entering their own credit card information directly on www.greatgiveflorida.org. Any third party who enters credit card information on behalf of a donor, by their actions of entering any such credit card information on behalf of a donor, has signified their agreement with the Host Partners to assume all risk of loss and any liability associated with such transaction and to indemnify each of the sponsoring organizations of the Great Give Palm Beach & Martin Counties against any and all risk of loss and any liability associated with such transaction.

GIVING

Who can donate?

Anyone with a credit card and access to the internet. You can also make a credit card donation by phone by calling 1-844-GIVE-DAY (1-844-448-3329).

What is a "unique donor"?

For the purposes of awarding prizes, a unique donor is one individual or corporation/business. Multiple donations from one donor to the same nonprofit will count as one gift. Organizations cannot donate to themselves.

What forms of donations are accepted?

MasterCard, Visa, Discover and American Express donations received through the website on the giving day will be matched from the bonus pool on a prorated basis. No donations via check, cash or stock will be accepted.

What if I accidentally contribute the wrong amount and need a refund?

If you need to request a refund, please call 1-561-375-6623 between 8:00 am and 5:00 pm, Monday through Friday. Note that refund requests for the Great Give Palm Beach & Martin Counties will only be accepted through Wednesday, May 13th, 5:00 pm.



Is my donation tax-deductible?

When donations are received through the website, a receipt is automatically generated for the gross amount of your gift and emailed to the address you provide. Your tax professional can advise you on the tax deductibility of the donation.

Will I receive a receipt for tax purposes?

Yes. You will automatically receive an emailed receipt acknowledging your gift. If you misplace the receipt, you can visit GreatGiveFlorida.org following the event and request that another receipt be emailed to you.

Can I use employer matching gifts funds?

No. The 24-hour online giving platform is not designed to accommodate matching gifts.

Is there a minimum gift?

Yes, a minimum donation of \$10 is required to qualify for bonus pool funds.

How will the donations be reported on my credit card statement?

Your credit card statement will read: United Way Palm Beach County.

May I pay a pledge with my gift?

Since the Great Give Palm Beach & Martin Counties is designed to generate new support, we are unable to accept gifts to pay off existing pledges.

May I designate how a nonprofit uses my gift?

All donations made during the Great Give Palm Beach & Martin Counties are considered unrestricted gifts to the nonprofit, other than they must be used for the benefit of Palm Beach and/or Martin Counties. However, you may express your desire that your gift be used for a specific program or project (in the notes field of the giving form).

How much of the donation will go to the nonprofit?

All donations will be paid to the chosen charity net of credit card transaction and a portion of the processing fees paid to vendors – a total of 6.6%.

Is there a fee charged for the online credit card gifts?

The gift processing fee will be 6.6% of the total funds raised, which is standard for the industry. This fee, which is charged by the online payment vendor Kimbia and credit card processing company will be deducted from each contribution. The full amount of the donation, prior to any fees being deducted, will be eligible for bonus dollars.

May I use my donation to buy event tickets, museum memberships, or other things that provide me a benefit?

No, donations may not be used to pay for anything that might be perceived as a material



benefit to the donor, advisor or other disqualified person – including dinner tickets, membership fees, golf fees, admission tickets or other gifts.

What if I can't find my favorite nonprofit on the website?

If you can't find them on the site, they may not be participating in the event this year. After the event, please encourage the nonprofit to contact us so we can be sure they are ready for next year.

NONPROFITS

What organizations are eligible for the Great Give Palm Beach & Martin Counties?

Organizations must have a current 501(c)(3) status and providing direct services in Palm Beach and/or Martin Counties.

How will the bonus dollars work?

Participating nonprofits will receive a percentage of the bonus pool money based on the amount the organization raises on that day. For example, if “ABC Nonprofit” raises 8% of the total dollars donated, “ABC Nonprofit” will receive 8% of the bonus pool. Only single gifts up to \$10,000 will count towards the bonus. For any single gift greater than \$10,000, only the first \$10,000 will count towards the bonus funds.

The bonus pool will consist of local dollars raised by the Community Foundation. ***The more money a nonprofit raises...the more bonus money they will receive.*** The United Way of Palm Beach County will issue one check to every participating nonprofit after the conclusion of the Great Give Palm Beach & Martin Counties that includes all donations, bonus pool money and any prizes won.

If I need help, whom can I contact?

Contacts:

Maxine DuPont, Fundraising Chair - Palm Beach Alumni Chapter - max53@bellsouth.net

Anthony Cochran, Fundraising Co-Chair - Atlanta Alumni Chapter - antcochr@hotmail.com

Sample Documents to Get you Started

Great Give Calling Script

Greetings,

This is _____ with Bethune-Cookman _____ (your name)
University-Palm Beach County Alumni Chapter. How are you this evening? I only want to take a moment of your time.

I am a ___(year) graduate of BCC or BCU and we want to help keep the doors open at our university. This year, our alumni chapter will be part of the GreatGive campaign where donations can be made through online contributions. I was hoping that we could count on you to help us by making a \$10.00 or more contribution which is also tax deductible. Will you help to keep the doors open for future students?

If yes, take name, amount of pledge, phone# and email address as well if one is not listed. (see attached pledge sheet)

Thank you so much and we will send you a reminder a few days before May 5



GreatGiveflorida.org pledge sheet _____ (NAME)

NAME	PLEDGE AMOUNT	PHONE#	EMAIL	CONFIRMED

Sample Documents

*Bethune-Cookman University
P.O. Box 2591
West Palm Beach, FL 33402*



Sylvia L. Howard-Gibson, President

Gordon and Doner, P.A.
4114 Northlake Blvd.
Palm Beach Gardens, FL 33404
Dear Gordon and Doner:

On May 5-6, 2015, from 5 p.m. to 5 p.m., *Bethune-Cookman University Palm Beach County Alumni Chapter* is participating in the Great Give Palm Beach & Martin Counties, a 24-hour online giving event led by the Community Foundation for Palm Beach and Martin Counties, United Way of Palm Beach County and United Way of Martin County. Great Give 2015 is designed to raise as much money as possible for local nonprofits in the allotted time as part of a nationwide program called Give Local America. This community-wide event will celebrate the spirit of giving and the collective effort it takes to strengthen our community while raising critical funds for local nonprofits. Every donation will be stretched further if you donate to our organization through www.GreatGiveFlorida.org. Your donation will go a long way in helping our alumni to raise \$50,000 to aid students at Bethune-Cookman University. Plus, gifts made that day will receive a portion of bonus funds - making your dollar go even further than it would on any other day. We hope you will consider supporting us on May 5-6, and please remember – 24-hours can change our community!

Our beloved founder, Dr. Mary McLeod Bethune, founded Daytona Normal and Industrial School (now Bethune-Cookman University) with \$1.50. We are proud of that legacy but we know today, the cost of a college education is much more. Your tax free donation can be made by using the attached link: <https://greatgiveflorida.org/#npo/bethune-cookman-university-palm-beach-county-chapter-of-the-national-alumni> beginning on May 5-6. If you are so inclined, please consider donating. If so, please contact me at pbacpres@gmail.com. You will help us to “Keep the Doors Open” for some very deserving students.

Sincerely,

Maxine DuPont, Chairperson
GreatGiveFlorida.org

Sylvia L. Howard-Gibson, President
Palm Beach County Alumni Chapter
Bethune-Cookman University

Sample Documents

Palm Beach County Alumni Chapter

*Bethune-Cookman University
P.O. Box 2591
West Palm Beach, FL 33402*



Sylvia L. Howard-Gibson, President

Mr. Nice Person
123 West Friendly Street
Any City, FL 33333

Dear Mr. Nice Person:

It is with sincere gratitude that the GreatGiveFlorida.org committee thanks you for answering the call to help Bethune-Cookman University. Your donation made a difference. Your efforts helped the Palm Beach County chapter along with and other friends and donors to raise over \$12,000 in a 24 hour period. This endeavor was a first for our chapter's involvement and we are eagerly preparing for next year.

It is only through the help of alumni and your family and friends that we are able to help the young people continue their education at Bethune-Cookman University. Over 90% of our university's attendees receive some sort of financial aid to matriculate at our university. In some way, your contribution will help a student who may have a hardship. Our National Alumni Association is an integral part in making this fundraiser a reality. Please consider joining our NAA as they move forward with other avenues to help our young people. Let us keep in mind the words of our illustrious Founder, Dr. Mary McLeod Bethune: *"I leave you a responsibility to our youth."* Thank you for accepting the challenge and preserving Dr. Bethune's commitment to our young people.

With a Willingness to Serve,

Maxine DuPont, GreatGiveFlorida.org. Chairperson

Sylvia Gibson, President, Palm Beach County Alumni Chapter

Sample Documents

Keep the Doors Open



SUPPORT BETHUNE-COOKMAN UNIVERSITY IN THE GREATGIVEFLORIDA.ORG



With your support on May 5th-May 6th, we can make a difference in the lives of present and future students attending Bethune-Cookman University. On this one day of giving we hope you will donate to the only HBCU in the group of over 300 local non-profits.

We greatly appreciate your donation!

How can you help!

By going to <https://greatgiveflorida.org/#npo/bethune-cookman-university-palm-beach-county-chapter-of-the-national-alumni> to make your online donation

Donate by calling 1-844-GIVE-DAY

Ask a friend or family member to support Bethune-Cookman University.

All donations are tax deductible.

Share the flier with your Facebook or twitter friends

Every gift will be matched with a donation from a \$550,000 pool of funds. The more we contribute the more we receive from the pool. Thank you for your support!

The Great Give.org

Website: www.GreatGiveFlorida.org

Mission: The Great Give Florida Campaign will enable alumni chapters and the National Alumni Association to solicit funds as a 501 c3 for the financial enrichment of local chapters and the NAA thereby benefitting the university.

Financial Proposal for consideration

This is a new venture for Palm Beach County Alumni Chapter in collaboration with the NAA and other alumni chapters. With this in mind, please feel free to provide your input, suggestions and ideas. Contributions from the GreatGiveFlorida.org will be channeled through Palm Beach County as the host of this fundraising event. Once the final contributions are tallied, the funds will be deposited into the NAA checking account.

- Chapter should keep an accurate record of their donations. Possibly during the NAA convention, chapter presidents of those chapters who participated can