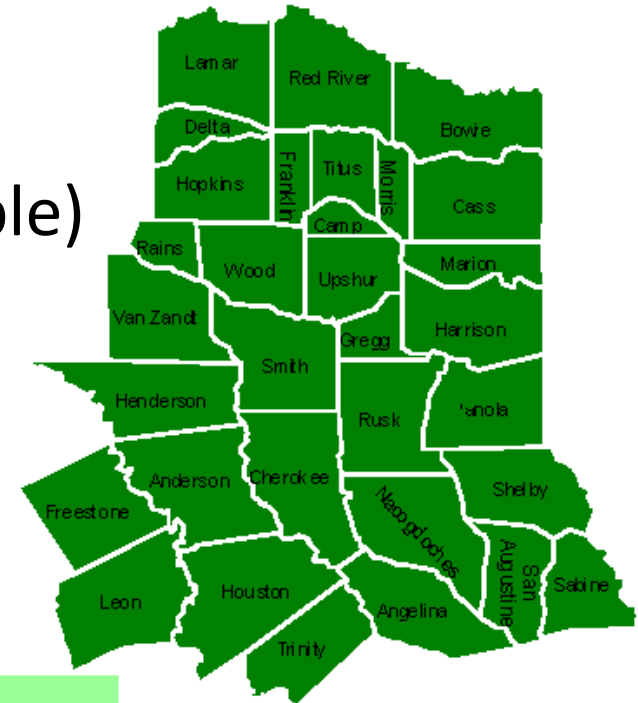


# EAST TEXAS GIVING DAY



# What is ETCF?

- Texas Non-profit Corporation
- 501(c)(3) Public Charity (tax deductible)
- Serving Individuals & Non-profits
- Serving 32 counties of East Texas
- Charitable Fund Administration



## Charitable Fund Options

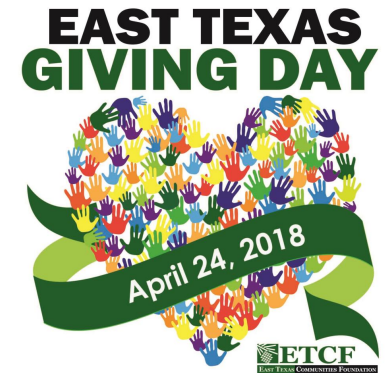
• Donor-Advised	• Donor-Designated
• Endowment	• Project
• Field of Interest	• Unrestricted
• Scholarship	

# Foundation Quick Summary



- ETCF was founded in 1989
- In 28 years...
  - \$123 million in contributions
  - \$68 million in grants
  - \$85 million assets
  - 306 charitable funds
  - ~ **\$42 million endowed (125 funds)**

# How can ETCF affect philanthropy in East Texas?



***Philanthropy builds community and changes lives.  
East Texas Communities Foundation supports philanthropy  
by offering simple ways for donors to achieve  
their charitable goals.***

- Motivate people/ organizations to increase their philanthropy
- Communicate relevant messages about philanthropy
- Provide an easy, online platform to promote giving in East Texas. [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)

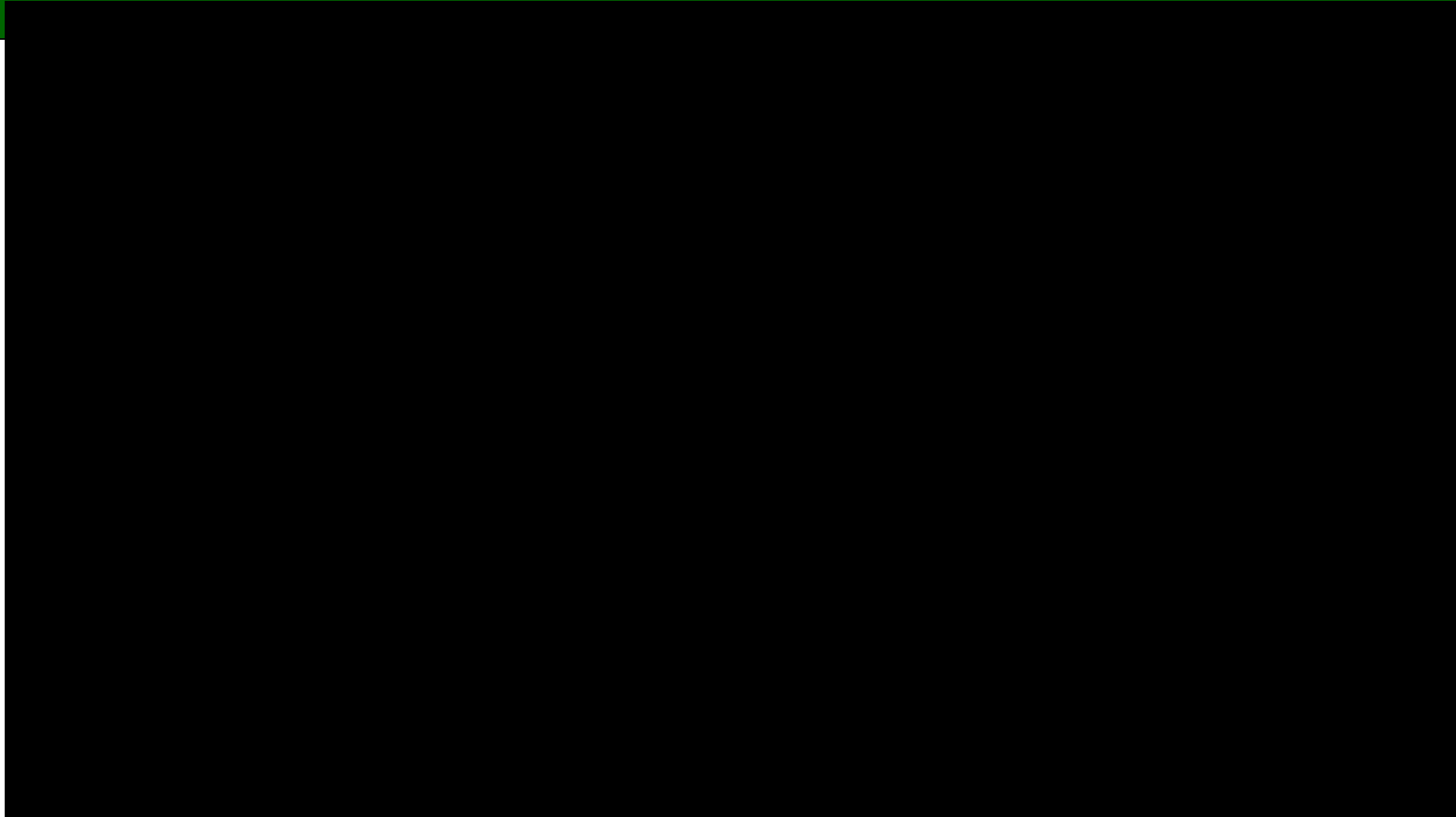
# What does ETCF do to help Donors?



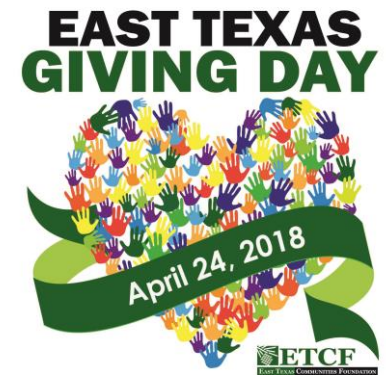
We help **donors** by making philanthropy easier

- Offer seven types of funds
- Low cost, convenient and flexible
- Philanthropy education – how and to whom

# East Texas Giving Day is....



# What is East Texas Giving Day ....



- **Regional online** giving event
- Tuesday, April 24th: 6:00 AM to Midnight
- Allows Anyone to be a philanthropist!
- Builds community

# Why Participate in East Texas Giving Day ....



- Engages donors, volunteers & board members
- Combines power of story telling and technology to promote your mission
- Celebrates donors & area nonprofits as our entire region comes together to GIVE!
- Low cost way to attract new donors



# What to Expect:



## It is...

- Exciting , unifying community event
- Opportunity to engage your base & attract new donors
- Way to convert existing donors to use online donation forms

## It is not...

- A quick fundraising fix- not a magic bullet
- Something that requires little or no marketing attention
- Not a social media strategy in and of itself

# East Texas Giving Day 2017 Stats



- **\$498,664 Total Raised**
- **29%** of donors indicated they were first-time donors
- **177** Nonprofits participated
- **32** Counties involved
- Gifts from **26 States** and **2 Countries**
- **\$172** average gift size
- **48%** Donors Covered the Fees
- **\$118,584** Matching Funds Raised by NPOs
- **45** charities with matching funds

# Who Raised What on East Texas Giving Day?



- **\$182k** raised by **61 Human Services** charities
- **\$111k** raised by **39 Education** charities
- **\$56k** raised by **20 Health** charities
- **\$49k** raised by **14 Youth Development** charities
- **\$38k** raised by **15 Arts & Culture** charities
- **\$28k** raised by **11 Animal** charities
- **\$21k** raised by **15 Community Improvement** charities
- **\$200** raised by **1 Environmental** charity

# The Big Winners on East Texas Giving Day 2017



## Most Money Raised

### 1. Promise Academy

**\$31,485**, *\$15,742 of that was matching funds, average gift size \$449*

### 2. Mentoring Alliance

**\$26,653**, *\$10,000 of that was matching funds met, average gift size \$925*

### 3. Salvation Army, Tyler

**\$23,825**, *no match, average gift size \$1,253*

# **The Big Winners on East Texas Giving Day 2017**



## **Most First Time Donors**

**East Texas Youth Orchestra, Inc**

**22**

## **Most Unique Donors**

**Humane Society's Pets Fur People**

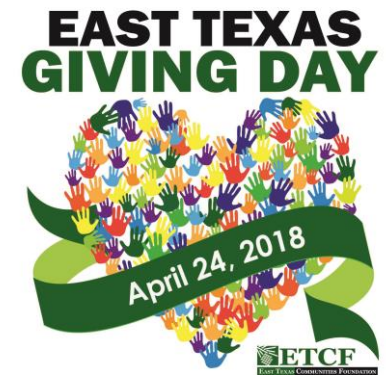
**77**

# What is New For East Texas Giving Day 2018?

**EAST TEXAS  
GIVING DAY**



# Who can participate in East Texas Giving Day?

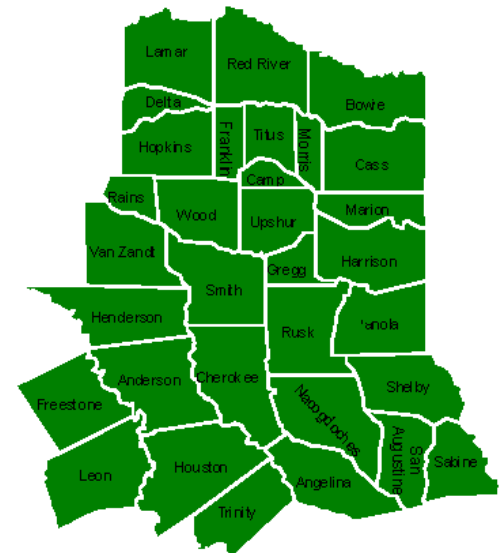


- Nonprofit 501(c)3 in good standing (public charity)
- Pay registration fee. The registration fee will be used to promote the event regionally. Fee can be paid by credit card at time of registration.

***\*Before Feb. 1<sup>st</sup> 5 pm, the registration fee is \$100***

***\*After Feb. 1<sup>st</sup> the registration fee increases to \$125***

- Nonprofit must be located in or primarily serve one of the 32 counties in ETCF service area







## *Returning Nonprofits from ETGD 2017 :*

Nonprofits have until March 7<sup>th</sup> to pay registration fee.

***You will receive email invitation to update profile.***

***Profiles can not be edited after March 29<sup>th</sup> at 5pm***

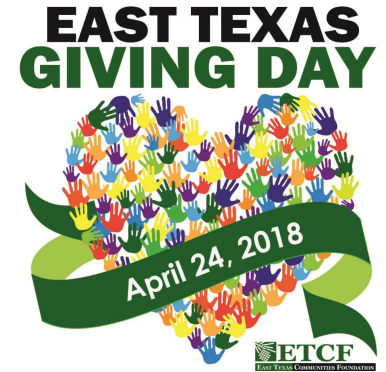
On the home page click on the **LOGIN** button, Nonprofit, to sign in





## *All other Nonprofits:*

If you did not participate in ETGD 2017 you are considered a new nonprofit & must initiate registration online before February 7<sup>th</sup> at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



- Once approved to participate, you have until March 7<sup>th</sup> to pay registration fee.
- You will receive an email that you have been approved to participate.

***Profiles can not be edited after March 29<sup>th</sup> at 5pm***

On the home page click on the **LOGIN** button, Nonprofit, to sign in

**EAST TEXAS GIVING DAY**



Powered by East Texas Communities Foundation

Search for Nonprofits

Leaderboards and Prizes

About

FAQ

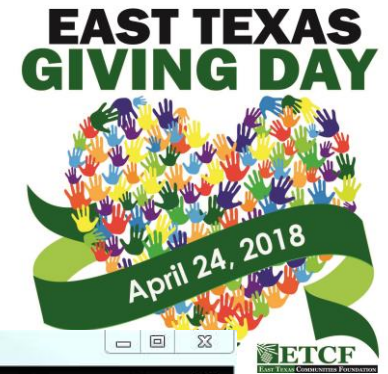
LOGIN

DONOR

NONPROFIT

WE'RE COUNTING DOWN TO

147:14:04



New nonprofits and those that did not participate in 2017  
Should **select the inquiry** button.

The screenshot shows a web browser window with the URL <https://etcf.civicore.com/index.php?action=userLogin>. The page title is "EAST TEXAS GIVING DAY". Below the title is a login form titled "Admin/Nonprofit Login" with fields for "Email" and "Password", a "Login" button, and a "Forgot Password?" link. A red oval highlights a link that says "Click here to submit an inquiry for East Texas Giving Day participation". The CiviCore logo is visible in the bottom right corner.

**Registration opens today for all nonprofits**



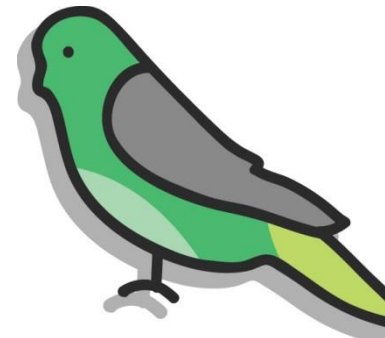
Video on “How To Complete Your ETGD Profile” is available at  
<https://www.easttexasgivingday.org/resources>



## **Early Bird Perks Club**

**Sign Up before February 1, 2018**  
To take advantage of these perks:

- Eligible for extra ETGD yard signs
- (1) East Texas Giving Day T-Shirt (While supplies Last!)
- **Registration fee of \$100\*\***
- **Chance to win \$250 Prize**



**\*\*Remember: Registration Increases to \$125 after 5 pm, February 1<sup>st</sup> !!**

# What In Store For East Texas Giving Day 2018?



- Continued partnership with Civicore
- Tuesday, April 24, 2018 Hours- 6:00 a.m. to Midnight
- Prescheduled Giving opens April 9, 2018
- Donors can search by: Name, City, Zip & Category
- Nonprofit Profile Pages- 3 tabs of NPO data including:
  - Events, Programs and Basic info such as mission, website and more
- Ability to upload video & photos to your profile page

# Customizing Your East Texas Giving Day Profile

**EAST TEXAS  
GIVING DAY**



## Nonprofit can set gift amount :

-Set gift amount specific to your organizations fundraising goals  
(shows on Giving Day on donation page, starting at Prescheduled Giving)

**All Saints Episcopal School**

**All Saints**  
EPISCOPAL SCHOOL  
Discover Your All

All Saints Episcopal School, an independent college preparatory school (3K-12), develops excellence in academics, fine arts, and athletics while encouraging students to achieve their maximum potential within an environment which embraces diversity, fosters leadership, encourages service, and nurtures spiritual growth centered upon the basic tenets of the Christian faith.

**Donation Amount**

\$99.00 Friend Circle	\$499.00 Blue and White Circle
\$999.00 Trojan Society	\$1,000.00 Capital Campaign
\$2,499.00 1976 Circle	\$4,999.00 Head of School Circle
\$5,000.00 Capital Campaign	\$9,999.00 Leadership Society
\$10,000.00 Founders	OTHER AMOUNT

\* Amount

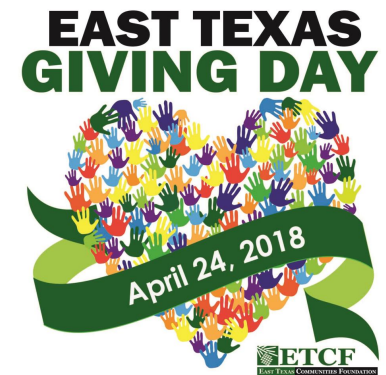
**Common Questions**

**Will I receive a receipt for my donation?**  
Yes, you will automatically receive an on-screen acknowledgment and will receive an immediate tax receipt via email at the conclusion of the donation process. Donations are tax deductible and will be granted to your chosen charity for their unrestricted use. Every charity profiled on this site has been verified as eligible to receive tax deductible contributions.

**Is there a fee on donations?**  
By selecting yes to cover the fees your donation will be increased by 5.09% (3.0% technology cost and 2.09% credit card fee or 40 cent echeck fee). If you elect to pay by echeck, your donation would still be increased by 5.09%, however any bank processing fee above

Gift Amount Default is \$50

# What is the Donation Process?



- All donations must be given through [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)
- Leaderboard provides real time tracking of gifts by organization, # of gifts and dollars raised
- Event web site provides PCI Level 1 secure transactions
- Charities receive ~94% of each dollar raised (event vendor fee of ~3.0% and credit card fees ~2.0 to 2.5%)
- Smallest donation size is \$20, there is no max
- Gift acknowledgement (tax receipts) are sent via email to donors within minutes of gift
- Charities can view and acknowledge donors during and after the event
- Organizations will receive net donations within 6-8 weeks



# Will there be incentive prizes on Giving Day?



- Prize challenges are a way to generate more dollars and create excitement!
- Examples:
  - **Early, Early Bird:** NPO who receives the 1st donation of the day
  - **Power Hours:** The most dollars raised in specific time frame
  - **Night Owl:** The most unique donors
  - **Minute to Win It:** NPO who raises the most dollars in a specific 30 minute time frame
- Prize amounts will range from \$100-\$1,000

# Prescheduled Gifts

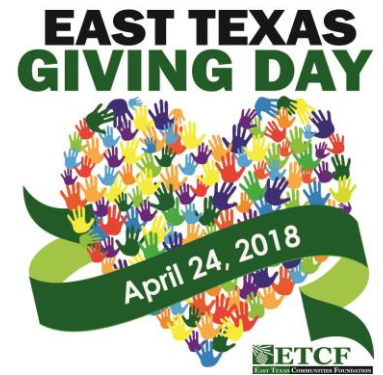


- Starting **April 9, 2018** donors can log on & make gifts prior to Giving Day!!
- Great opportunity to get Board support and donor buy-in.
- Can be promoted as “Give two ways, Now & Later”

NPO with **MOST MONEY RAISED** in prescheduled donations will receive a **\$1,000 Bonus Prize**



# Matching Funds-



- Organizations are encouraged to raise their own matching funds.
- Select a donor that typically makes significant donations & ask if you can leverage that gift for Giving Day.
- Spread the word! If you have a matching gift, share that with your other donors via emails/ newsletters & social media

NPO's that raise minimum of **\$3,000 in Matching Funds** will go into a drawing for a **\$1,000 Bonus Prize.**

*Must have commitment from donor(s) & be entered into the system by March 29, 2018.*

# Matching Funds-



Matching funds will be shown on the NPO profile page and will reduce dollar-for-dollar as gifts come in.

**EAST TEXAS GIVING DAY**  
April 24, 2018  
Powered by East Texas Communities Foundation

LOGIN \$0

Search for Nonprofits Leaderboards and Prizes About FAQs Resources

## Promise Academy

**PROMISE ACADEMY**  
AT NEW DAYS COMMUNITY CHURCH

Promise Academy cultivates wise, creative, and compassionate leaders through exemplary, Christ-centered education in North Tyler for the joy of our city and the glory of God.

We are growing!!

Our plan is to expand a grade per year. In 2017-2018, our first graders will step up to second grade! Your gifts today help us to prepare the new second grade classroom for years to come.

Join us as we serve the children and families of our city!

**\$31,485** **\$1,257**  
34 unique donors match pool  
\* Preliminary numbers

**DONATE NOW**

Facebook

Overview Programs Events

# Matching Funds-

**EAST TEXAS  
GIVING DAY**



Matches also show on the Leaderboards and will reduce dollar-for-dollar as gifts come in

## Leaderboards

**\$498,653\***

2,170 donations to 165 organizations

\* Preliminary numbers

Organizations

Prizes

All Counties ▼

All Categories

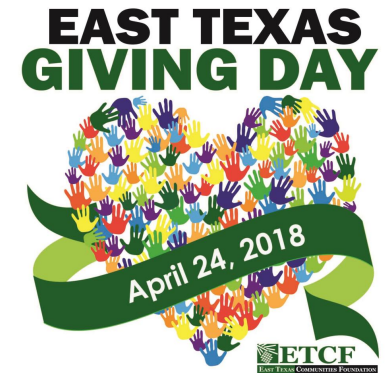
Organization	Unique Donations	Amount	Match
<a href="#">Promise Academy</a>	34	\$31,485	\$1,257
<a href="#">The Mentoring Alliance</a>	18	\$26,653	Match Funds Met
<a href="#">The Salvation Army Tyler</a>	19	\$23,825	
<a href="#">The Hospice of East Texas</a>	59	\$21,743	
<a href="#">PATH - People Attempting to Help</a>	36	\$20,133	\$5,058
<a href="#">Bethesda Health Clinic</a>	69	\$19,225	Match Funds Met
<a href="#">The Children's Park of Tyler</a>	64	\$16,366	Match Funds Met
<a href="#">Titus County Cares</a>	44	\$13,509	Match Funds Met
<a href="#">East Texas Food Bank</a>	42	\$12,799	
<a href="#">Tyler Museum of Art</a>	26	\$12,060	\$6,469

# Benefits of participating in East Texas Giving Day:



- **Capitalize on a moment in time:** one day – 18 hours and bring energy and momentum to a particular cause or organization
- **Reach younger donors:** They are more likely to give during a Giving Day to be part of a larger movement and bigger gift
- **Level the playing field:** No matter an organization's size or budget, an online Giving Day gives organizations of all shapes and sizes the ability to compete
- **Acquire new donors:** Each nonprofit will know who gave to them, so they can continue to build a relationship

# So Now What?



- **Decide:** Is this a fit with my nonprofit?
- **Get your board and leadership to commit.**
- **If you are a First Time Giving Day Nonprofit**  
Register by February 7th: [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)
- **Final day to complete registration is March 7th**
- **Create your strategy:** What? When? How? Who?
- **Events:** Notify ETCF so we can coordinate and promote
- **Promote:** Promote your participation through all available channels, Facebook, Twitter, newsletter, email, mail, event, PSA, yard signs, shoe polish, etc.
- **Like ETCF on Facebook** for up to date information:  
[facebook.com/SimplifiedGiving/](https://facebook.com/SimplifiedGiving/)

# Upcoming Webinars & Seminars

## Registration Onboarding

<https://www.easttexasgivingday.org/resources>.....Available Now

## Giving Day: Board Training Hollytree C.C.

Tuesday, February 13th .....7:30 – 9:00 a.m.

## Matching Funds Seminar- Genecov Room, Tyler Chamber Building

Thursday, February 15<sup>th</sup> .....10:00 – 11:00 a.m.

## Social Media 101 Genecov Room, Tyler Chamber Building

Tuesday, February 27th .....3:00 – 4:00 p.m.

## The Art of Storytelling Genecov Room, Tyler Chamber Building

Tuesday, March 6<sup>th</sup> .....10:00 – 11:00 a.m.

Donation Basics Video will be available online.....Tuesday, April 3, 2018

Register Online For Any of These Seminars

<http://etcf.org/giving-day/giving-day-events/>

**EAST TEXAS  
GIVING DAY**



# Important Dates:

Registration Opens to all NPOs

EastTexasGivingDay.org.....December 7, 2017

Early Bird Perks Club Ends

Register Early to take advantage of \$100 registration fee .....February 1, 2018, 5 p.m.

New Nonprofit Inquiry Phase Ends.....February 7, 2018, 5 p.m.

Nonprofit Registration Ends..... March 7, 2018, 5 p.m.

Profiles Are Locked .....March 29, 2018

Prescheduled Giving Starts .....April 9, 2018

East Texas Giving Day .....Tuesday, April 24, 2018

**EAST TEXAS  
GIVING DAY**





# Questions?

## **EAST TEXAS GIVING DAY**

