



FAQs for Nonprofit Organizations

What is Give To Lincoln Day?

Give To Lincoln Day is a 24-hour event on May 18th that encourages everyone to contribute to Lincoln and Lancaster County nonprofit organizations through www.givetolincoln.com (gifts will also be accepted offline). Give To Lincoln Day is sponsored by the Lincoln Community Foundation, in partnership with local sponsors and local nonprofit organizations. Every donation your nonprofit organization receives on Give To Lincoln Day will be increased by a proportional match from our \$350,000 challenge match fund.

What's the goal?

The vision of Give To Lincoln Day is to promote philanthropy in Lincoln and Lancaster County. There are three primary goals:

1. Introduce new donors to our nonprofit organizations.
2. Help local nonprofit organizations tell their stories and educate our community about the positive impact they have on our lives.
3. Raise a substantial amount of new money to assist the nonprofit network in our community.

Give To Lincoln Day is intended to be a bonus fundraising opportunity for local nonprofits in our community. It is not intended to replace or interfere with donors' gifts to a nonprofit organization that would be made in the regular course of charitable giving.

How does it work?

Members of our community are asked to give online donations to participating charities of their choice from 12:00am to 11:59pm on May 18th. Online donations to your organization during that 24-hour period will be updated in real time on the leader board at www.GiveToLincoln.com. You will be able to view your list of online donors on your Give To Lincoln Day platform page that you create. Offline donations will be accepted at the Lincoln Community Foundation office from 8:00am to 5:00pm on May 18th. Checks must be made to "Lincoln Community Foundation" with your nonprofit organization's name in the memo line. Nonprofit organizations will receive their donations, a proportional share of the challenge match fund, and any prizes earned approximately 30 days after the event.

All online donations on givetolincoln.com will be made to the Firespring Foundation; a 501(c)(3) tax-exempt organization which permits donors to advise a re-granting of their donations to other IRS recognized qualifying 501(c)(3) organizations. Firespring Foundation will re-grant 97.1% of each contribution to the qualifying organization as advised by the donor, retaining 2.9% plus \$.30 per transaction for credit card transaction costs.

All offline donations (cash and check) on May 18th will be made to Lincoln Community Foundation (LCF). LCF will charge the same 2.9% fee as Firespring Foundation, and direct fees received from offline gifts to discretionary funds used for community grants to local nonprofits. LCF will re-grant offline donations (minus 2.9% fee) to the designated nonprofits along with the nonprofit's portion of the challenge match pool and any prizes earned. LCF will issue tax receipts to all offline donors, and nonprofits are encouraged to send a thank you to each donor (without tax language). Offline donation detail (donor names and contact information) will be distributed to nonprofits approximately 30 days after the event.

Who is able to participate?

Nonprofit organizations recognized by the IRS as 501(c)(3) public charities located in Lancaster County that serve the people of Lincoln and Lancaster County are eligible to register for Give To Lincoln Day. (Nonprofits that have either a Lancaster County address listed on their GuideStar record or most recent Form 990 are eligible. If the GuideStar/Form 990 official address is outside Lancaster County, the nonprofit must have a physical office space in Lancaster County other than a personal residence.) Houses of worship and their foundations are excluded from participating.

Why should my nonprofit organization participate?

Give To Lincoln Day is an opportunity to...

- Participate in a visible community campaign to promote philanthropy.
- Receive a proportional share of the \$350,000 challenge match fund.
- Attract a new generation of donors to your organization.
- Raise awareness of your cause and organization's mission in the community.
- Develop online giving and a social media presence for your organization.

Who does what?

Lincoln Community Foundation's Role:

- Coordinate the Give To Lincoln Day online donation page through Firespring (www.GiveToLincoln.com).
- Provide guidance and tools for nonprofit organizations to have a successful Give To Lincoln Day.
- Provide challenge match fund for Give To Lincoln Day donations.
- Community-wide marketing and promotion of Give To Lincoln Day.

Nonprofit Organization's Role:

To make the day a success for all nonprofit organizations, we are asking you to:

- Use all proceeds to benefit programs in Lincoln and Lancaster County.
- Create a landing page for your organization using the Firespring platform.
- Broadcast the Give To Lincoln Day message using your existing communication networks (examples include, but aren't limited to: newsletters, email blasts, social media channels, etc.)
- Utilize the Give To Lincoln Day logo in all of your marketing materials. Make sure messaging is consistent with the language in this toolkit.

What are my organization's next steps?

1. Check out the Checklist for Success in the Toolkits at www.GiveToLincoln.com. This contains information on registering for Give To Lincoln Day and what to do to prepare for May 18th.
2. Decide how to help make Give To Lincoln Day a success. Each organization is asked to use their network to market Give To Lincoln Day.
3. Stay tuned! Look for regular updates from Lincoln Community Foundation about how your organization can be involved.

What were the results in 2016?

The fifth Give To Lincoln Day was held on May 26, 2016. \$3.1 million dollars was raised in just 24 hours to help our local nonprofit community. Over 14,000 donations were made to 348 local nonprofit organizations.