

community foundation for cloud county

2018 **MATCH**  
**MADNE\$\$**



MARCH  
**27**

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2018

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# THE BASICS

Here's a quick overview of Match Madness 2018!

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## MATCH MADNESS EVENT

**When:** Tuesday, March 27, 2018

**Where:** CFCC Office 201 W. 6<sup>th</sup> St., Concordia

**Time:** 7 a.m. to 7 p.m.

## ONLINE DONATIONS

**Where:** [www.MatchMadnessCloudCounty.org](http://www.MatchMadnessCloudCounty.org)

**When:** Tuesday, March 27, 2018

**Time:** 12 a.m. to 11:59 p.m.

**Details:** Donors can conveniently give online during the giving window to any participating organization. Online gifts are subject to a credit card fee of 2.2% plus 30¢ transaction fee.

## IMPORTANT LINKS

### **Nonprofit Agreement & Registration Form:**

[CommunityFoundationForCloudCounty.org/MM18Registration](http://CommunityFoundationForCloudCounty.org/MM18Registration)

### **Marketing Toolkit:**

[CommunityFoundationForCloudCounty.org/MatchMadness](http://CommunityFoundationForCloudCounty.org/MatchMadness)

### **Online Giving Site:**

[www.MatchMadnessCloudCounty.org](http://www.MatchMadnessCloudCounty.org)

## CONTACTS

### **Bob Steimel, Executive Director**

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### **Katy Kitchen, Director of Regional Affiliates**

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### **Megan Robl, Marketing & Communications Coordinator**

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# DONATION INFO

Understand the ins and outs of Match Madness to ensure success for you and your donors!

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## HOW IT WORKS

**Donors** select which organization endowment(s) to support on March 27.

**100%** of their in-person or online donation made on March 27 will go to the organization's **endowed fund** at CFCC.

- ▶ **All** Match Madness gifts are restricted to the **4.5% spendable rule**.
- ▶ These gifts go to the **principal of your endowed fund**.

**Each gift will be matched** proportionally, up to a 1:1 ratio.

**Matched dollars** will also be added to the principal of your endowed fund.

The **total match pool** is **\$30,000**.

No single organization is allowed to receive more than 20% of the total match.

## WAYS TO GIVE

**Donations** can be made in multiple forms:

- ▶ Cash
- ▶ Check
- ▶ Credit card (in person or online)
- ▶ Stock
- ▶ Donor advised fund

**Credit card gifts** are subject to the following fees:

- ▶ Gifts made online - **2.2% credit card fee plus 30¢ transaction fee**
- ▶ **New:** Donors will have the option to cover the fees.

**To accommodate funds and boards with out of town donors**, donations from out of town donors can be collected from the organization and brought in by one person. The organization **must** bring in individual donor checks, made out to CFCC with the charity in the memo line.

## OTHER NOTES

**Donations** are tax deductible.

- ▶ Donors will receive a receipt letter via email after the donation has been made.

**All gifts** are irrevocable.

# NONPROFIT INFO

Find the answers to your questions here.

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## ELIGIBILITY

Participating nonprofits must have an **endowed fund** with CFCC.

Organizations must complete and return the electronic Nonprofit Agreement & Registration Form no later than **February 15, 2018**.

Registration form: [CommunityFoundationForCloudCounty.org/MM18Registration](http://CommunityFoundationForCloudCounty.org/MM18Registration)

## PROMOTION

Participating nonprofits should **market the event** to their donors.

CFCC will provide a **Match Madness Marketing Toolkit** with logos and templates to help participating nonprofits market the event.

Marketing toolkit: [CommunityFoundationForCloudCounty.org/MatchMadness](http://CommunityFoundationForCloudCounty.org/MatchMadness)

## MATCHING DOLLARS

**Donations** by participating organizations to their own endowment fund **will not qualify** for the match.

Organizations are allowed to provide an additional match to their donors.

# IMPORTANT DATES

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**JANUARY 25**

**Nonprofit Registration Opens**

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**FEBRUARY 15**

**DEADLINE:  
Nonprofit Agreement & Registration**

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**MARCH 27**

**Match Madness 2018!**

# PLANNING AHEAD

Below is a month-by-month guide to help you prepare for our county's biggest day of giving!

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## JAN

### SIGN UP

- Return your Nonprofit Agreement & Registration by **Feb. 15**.  
[CommunityFoundationForCloudCounty.org/MM18Registration](http://CommunityFoundationForCloudCounty.org/MM18Registration)

### SAVE THE DATE

- Mark **Tues., Feb 15** on all calendars, including your work calendar, website, etc.
- Inform all staff, board members and other key individuals of the date and location.
- Add Match Madness to your next board meeting agenda so you can brainstorm ideas.

## FEB

### MAKE A GAME PLAN

- Review the Marketing Toolkit provided by CFCC and download appropriate materials.
- Develop your goals, a strategy and a timeline.
- Share key messages with your staff, board and volunteers.
- Build your social media audience and outreach plan.
- Identify key donors to engage and ask to donate on March 27.

## MAR

### ENGAGE & PROMOTE

- Announce your participation on your website, social media, newsletters, emails, etc.
- Incorporate the Match Madness logo and other promotional materials into your social media posts, website and other communications.
- Send personalized letters and emails to your dedicated donor base.
- Get personal - call key donors and ask them to participate.

### IT'S GO TIME!

- Final marketing push for Match Madness 2018.
- Tues., March 27: Match Madness!**
- Thank your donors.

# ONLINE PROFILE

Here are some tips to help ensure your Match Madness profile is compelling and complete.

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## ABOUT YOUR PROFILE

Match Madness donors will be directed to [MatchMadnessCloudCounty.org](http://MatchMadnessCloudCounty.org). Each participating nonprofit has an organization profile on this website.

Make sure your organization is well-represented by fully completing the profile information on your registration form. Returning organizations may review and update their profile information from last year. Be sure to take advantage of this opportunity to tell your story to prospective Match Madness donors!

## GOAL

What is your fundraising goal for Match Madness? Your profile will contain a live donation tracker, letting donors how close you are to reaching your goal. Setting a specific goal will give donors a specific target to contribute towards. (This does not include the match, only gifts to your endowment.)

## SPECIFIC NEEDS

Share how you plan to you use your matching funds. Be as specific as you can. What immediate needs will the cash match help to meet?

## MISSION

Let people know why you exist and what value you bring to our community.

## LOGO/ GRAPHIC

Be sure to upload a logo or graphic. If you don't have a logo, upload a photo of your building or other images associated with the mission of your organization.

## CONTACT INFORMATION

Confirm that your contact information is accurate and current. Include your website and social media links so donors can learn more about your work.

## ADDITIONAL INFORMATION

What sets your organization apart? Use this section to share a story, describe your mission in more detail, or write a personal note to donors.