

GIVE TO THE MAX DAY

FAMILY OF FUNDS

version 10.1.2024



WHAT IS GIVE TO THE MAX DAY?

Give the Max Day is Minnesota's giving holiday and is hosted through [GiveMN.org](https://www.givemn.org) to help connect donors and organizations to make Minnesota a better place. This year, Give to the Max Day is on November 21st, but you can start promoting donations through the site as early as November 1st.

Since its inception in 2009, nonprofits and schools have raised *more than \$400 million* through GiveMN.org and giving events like Give to the Max.

HOW DOES IT WORK?

By listing your fund on the GiveMN.org website, donors who want to support projects and causes on Give to the Max Day will have the ability to search and find you through the website. You will be able to see and track donations during and after Give to the Max Day.

CAN'T WE ASK FOR DONATIONS THROUGH OUR EXISTING GIVING LINK?

Yes, but if they do so those donations won't count toward your entries in the prize drawings throughout Give to the Max Day.

WHAT PRIZE DRAWINGS?

Each time a donation is made to your fund, you become eligible for \$100,000+ in prizes. Since the inaugural Give to the Max Day in 2009, GiveMN has given away more than \$2.8 million in prize grants, thanks to the support of sponsors.

Golden Tickets: These are random chance drawings. Each gift made during Give to the Max offers an opportunity to win money for the Minnesota causes they supported. If GiveMN randomly draws that donor's gift, the organization to which they donated will receive a prize grant!

These Golden Tickets include:

- **\$500 Early Giving Golden Tickets:** November 1st is the launch date for early giving for Give to the Max. Every day from November 1-20, one \$500 winner will be drawn.
- **\$500 Golden Tickets** every 15 minutes on Give to the Max Day.
- **\$1,000 Hourly Golden Tickets** on Give to the Max Day, drawn hourly.
- **\$10,000 Super-Sized Golden Ticket:** The grand prize of Give to the Max will be drawn from all gifts made during Give to the Max Day and Early Giving, from November 1-21.

Prizes for those *only* in Northwest Minnesota: This year, the Northwest Minnesota Foundation is serving as a "regional amplifier," joining with four other Minnesota Initiative Foundations with the goal of raising support and awareness throughout rural Minnesota. As such, *there will be two drawings just for those nonprofits and causes in Northwest Minnesota!* A \$75 Early Giving Boost will be drawn from donations between November 1-20 and a \$1,000 Regional Boost will be drawn from all gifts made November 1-21.

WHAT DO I NEED TO DO?

You will need to sign up and register on the GiveMN.org webpage.

We have two tools to assist you in doing this:

1. A video tutorial that demonstrates each step necessary to create a fundraiser page
2. A step-by-step Word file that likewise will take you through those necessary steps

Please note: The step-by-step directions are intended to empower fund advisors to do this work on their own. While Philanthropy Officers and Communications staff can answer questions or help address problems, NMF staff are unable to create these pages on a fund's behalf.

ARE THERE TOOLS TO HELP ME PROMOTE GIVE TO THE MAX DAY?

Yes, there are lots of tools and resources available to help you promote and prepare for Give to the Max Day!

We suggest that you visit the GiveMN.org website and explore their online resources. GiveMN.org offers several numerous resources and workbooks.

On its Workbooks and Templates page (found here: www.givemn.org/gtmd/workbooks-and-templates), you can explore online materials to support your Give to the Max Day efforts but also a number of workbooks on fundraising and stewardship.

If you keep scrolling down on that page, past the workbooks, you will find helpful links and tools related more specifically to Give to the Max Day, including suggested language and scripts.

PLEASE NOTE: As a fund of the Northwest Minnesota Foundation...

Because of the relationship between our family of funds and NMF, your page will look a bit different than what you might see otherwise on the GiveMN.org website. Your page will be established not as its own organizational page but as a “campaign” or “fundraiser” for NMF. **This will not hinder your efforts!** Your fund will be fully searchable throughout the GiveMN.org website, and you will be able to control your own page by posting your own photos and sharing about your mission and impact.

Also, please be aware that we are promoting the use of the GiveMN.org page to support the Give to the Max Day giving opportunity. Following this event, we will “hide” the fund campaign pages on the GiveMN.org site (effectively deactivating them but saving them for future use) and you should resume fundraising through your regular giving link and pages on the NMF website.

If you have any questions, please reach out to your philanthropy officer.