SC GiVE

SCGIVE.ORG

DEC. 3, 2024

2024

Participant Application Information

Stanwood-Camano's Local #GIVINGTUESDAY Event

24-hour online giving event to fund important local projects that provide basic needs and enhance the quality of life within the Stanwood-Camano community.

Presenting Partners:

SCAF
Stanwood-Camano Area Foundation

SEASIDE SERVICES
INCORPORATED • EST 2000

What is it?

SC Give is the local #GIVINGTUESDAY event for the Stanwood-Camano community, hosted by the Stanwood-Camano Area Foundation. GivingTuesday was created in New York in 2012, and has become a global movement celebrating volunteerism and generosity. More information can be found at https://www.givingtuesday.org/.

Our 24-hour event is an opportunity for local nonprofits to have a specific project funded by community donations on https://scgive.org/.

Who Is Eligible to Apply?

Nonprofit Organizations – Any active 501(c)(3) nonprofit organization with a project in need of funding that <u>directly benefits the Stanwood-Camano community</u> is eligible to apply. (Organization must be listed as active on the IRS exempt organization verification site, https://apps.irs.gov/app/eos.)

501(c)(8) and 501(c)(19) organizations may apply, but must adhere to IRS mandated expenditure responsibility requirements for non 501(c)(3) nonprofit organizations. Please download and review these additional participation requirements before applying.

Public Agencies – Public agencies such as schools, libraries, parks, fire and police departments with an unfunded project that <u>directly benefits the Stanwood-Camano community</u> may apply.

Projects must meet the following criteria to be considered:

- They must directly benefit the Stanwood-Camano community (defined by the boundaries of the Stanwood-Camano School District).
- They must be realistic and attainable. Projects must be centered around charitable activities that are consistent with SCAF's vision and mission. Funds may not be used for lobbying, influencing elections, re-granting to individuals, or for any purpose other than charitable.
- They must have experienced project staff and/or volunteers in place who can successfully implement the project.
- Fundraising budget should be $750-$7,500.

All applications will be reviewed by the Board of Trustees of the Stanwood-Camano Area Foundation, who will, at its sole discretion, select projects for inclusion. *No more than 24 projects will be chosen for participation.*

2024 SC Give Timeline

7/15/24   Application period opens
8/15/24   Application deadline
8/23/24   Selected participants notified
9/11/24   **Participant Orientation 6:00pm-8:00pm**
           (required for first-time participants* & encouraged for all)
9/18/24   **Marketing Brainstorming Session 6:00pm–8:00pm**
           (required for first-time participants* & encouraged for all)
10/01/24   Content for website due to SCAF
10/15/24   Content for social media due to SCAF
11/01/24   Marketing Kick-off
12/03/24   Giving Tuesday

SCAF's Role

SCAF provides the framework for the event as well as development & training materials for participants. Some of the things provided by SCAF include:

- Develop & maintain event website & social media (scgive.org, FB, Instagram)
- Secure sponsors for event day prizes and program costs
- Conduct orientation & marketing workshops
- Prepare participant planning guides
- Provide general marketing of event
- Monitor website and social media during event
- Process online donations
- Donation reports after the event, including contact information of donors for thank-you cards.

Participant's Role

To be successful, this event requires the full engagement of each and every organization that lists a project for funding. This is not a traditional grant program. Please read the following participation requirements carefully to be sure you are willing and able to fulfill them:

First-time participants are any first-time coordinators for an organization or any organization participating for the first time. Failure of first-time participants to attend workshops will disqualify their organization from participation in this event.

- *First-time participants: Attend an orientation session for the program that will give an overview of the mechanics of the event and how you will be expected to participate. (Encouraged for all)
- *First-time participants: Attend a marketing brainstorming workshop that will help you edit your marketing text. (Encouraged for all)
- Provide required content for the scgive.org website
- Provide content for 3 social media posts to be posted by SCAF to official SC Give FB/Instagram.
- Promote the event to your own donor base or constituency through your website, newsletters, e-mail, Facebook and other social media channels, or any other venue you may have available to you at least once a week in the four weeks leading up to the event.
- Use the SC Give logo and messaging provided by SCAF in promoting this event. (Logo will be provided)
- Include the sponsor logos whenever possible while promoting the event. (Sponsor logos will be provided)
- Complete an after-event survey within two weeks of receipt of donor list from SCAF.
- Send a thank-you note to your product donors, acknowledging their donation within two weeks of receipt of the donor list from SCAF. Official donation receipts for tax-purposes will be from the Stanwood-Camano Area Foundation and generated at the time the donation is made. Organizations do <u>not</u> send a donation receipt for donations received through the website.

Applications are due August 15, 2024.

Questions? (360) 629-6878 or director@s-caf.org