

Valley Giving Guide 2021



**Nonprofit
Quick Facts**



How it Works

What is the Valley Giving Guide?

The Valley Giving Guide is a region-wide fundraising event to bring donations and attention to the incredible nonprofits making a difference in our community. The Valley Giving Guide is a tool for local nonprofits to raise money, obtain new donors and strengthen their marketing programs. Like any tool, the more effort you put into using it, the more benefit you will receive.

What's New?

After the success of the 2020 Charitable Gift Guide, we're excited to continue to grow the event! We've rebranded as the Valley Giving Guide and nonprofits can count on more guidance and promotion from the community foundation, including:

- New Web Platform - More user friendly and more control over how your listing looks
- Marketing Materials - New name, logo and marketing materials available for use
- Detailed planning materials
- Bonus pool of matching funds
- and prizes are back!

Bonus Pool

The Bonus Pool is money from several community partners and sponsors. Every nonprofit will get the match percentage added to their total raised. For example, if the bonus pool is \$100,000 and \$1 million is raised, each nonprofit will have a 10% match added to their total.

$$\frac{\$ \text{ Raised}}{\text{Bonus Pool } \$} = \text{Match } \%$$

Prizes

To help keep momentum going throughout the month, there will be a variety of prizes to aim for. We'll have prizes for the most raised in each nonprofit category, golden ticket awards to random donations and more!

Getting Started

Eligibility

- Must be a registered 501(c)3;
- Current on tax filings;
- Current on Washington (and Oregon, if applicable) State Charitable Solicitations Registration;
- Located in Walla Walla, Columbia, Garfield or Umatilla counties; or a regional organization with a substantial presence in one of the listed counties.

Registration

Organizations that participated in the 2020 Charitable Giving Guide have automatically been added. The primary contact from last year will receive an email inviting them to log in and claim their organization's page.

Your organization can have as many users as you'd like.

Organizations that didn't participate last year will need to create a profile. Once all fields are completed your status will change to Pending Foundation Approval.

Each nonprofit will have its own page with a unique URL and space for a logo, photo carousel or video, contact information and a large area to describe the amazing work that you do. See the ***Anatomy of an NPO Profile*** (online) for an example!

Be sure to complete all of the assigned tasks on your dashboard before the registration deadline to participate.

Resources

Throughout the summer and fall we'll be hosting training events and rolling out additional resources. Marketing materials and trainings will be offered to help each nonprofit make the most out of this opportunity. Be sure to visit the website and subscribe to the email list to stay up to date!

**Your NPO
Dashboard lays
out all of the
requirements
to participate!**

Key Dates



August 1: Registration opens!

August 2: Training Session - How to register & more

Every Friday: Open "Office Hours" for questions & guidance



September 15: Training Session - Registration & Planning

September 29: Training Session - Registration, Planning & Promotion

Every Friday: Open "Office Hours" for questions & guidance



October 1: Registration closes!

October 12: Training Session - Planning & Promotion

Every Friday: Open "Office Hours" for questions & guidance



November 4: Training Session - Promotion & Navigation

November 27: Early Giving!

November 30: Giving Starts!

Every Friday: Open "Office Hours" for questions & guidance



December 1-30: Weekly Prizes and Challenges

December 31: Giving Ends! Access your donor reports and send your thank yous!

Style Guide

Colors

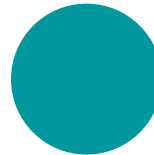
The primary colors of the Valley Giving Guide are:

VGG Aqua

CMYK: 100 0 37 13

RGB: 0 152 158

HEX: #00989e



VGG Green

CMYK: 60 0 100 0

RGB: 114 191 68

HEX: #71bf43

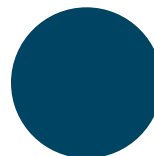


VGG Navy

CMYK: 100 61 31 37

RGB: 0 68 99

HEX: #004463



Logo

The Valley Giving Guide logo is available in various file types, full color and black and white via our Dropbox account. In addition to the logo, a graphic acknowledging the Valley Giving Guide sponsors is also included. Wherever possible, we ask you to include both the sponsor logo graphic and the Valley Giving Guide logo. Visit bit.ly/VGGMaterials to access the files.

