

Events Policy

Can a nonprofit host an auxiliary event to promote ArkansasGives?

Nonprofit organizations are welcome to have auxiliary activities to support their own local ArkansasGives efforts; for example, a watch party at your headquarters, a donation drive at a local business, etc. We ask that participating nonprofits abide by a few guidelines to keep everything running smoothly on the day of the event.

1. Please be mindful of our major statewide and regional media partners. ArkansasGives as a whole has media sponsorship agreements with several television, radio and print media companies across the state who are providing a great deal of free advertising and media coverage; **therefore, it's important that we respect these agreements and give first priority media consideration to these partners.**

Current media partners include:

- THV11 in Little Rock
- KFSM News 5 in Fort Smith/Fayetteville
- KAIT8 in Jonesboro
- iHeartMedia radio stations
- Soiree magazine
- Jonesboro Occasions magazine
- Cox Media
- Arkansas Press Association
- Arkansas Broadcast Association

You are welcome to speak to your **local media** about your event (for example, send a press release to a local newspaper or radio station in your community, etc.) – however, we ask that you not solicit official media sponsorships/partnerships that would conflict with these **major statewide partners**.

2. Remember that we cannot accept cash/checks as part of ArkansasGives. Therefore, if you plan to accept donations at your event, be sure to provide internet-enabled devices donors can use to make gifts via ArkansasGives.org. (Or direct donors to use their own mobile phones to give.)

3. Consider online security at your event. First, we're doing everything we can on our end to ensure the site is secure:

- The entire site is secured with an SSL certificate, and all communication between ArkansasGives.org and the visitor's browser is encrypted.
- Credit card transactions are processed using SSL through Authorize.net. Our website DOES NOT store any credit card information. The backend of our website only stores a transaction number that links to a record at Authorize.net (our payment processing company).

However, as an added measure of security, we advise against using a public wi-fi or other public network to connect to the internet. (For example, an open network at a store, library or community center that anyone with a wi-fi connection could join or anyone with a LAN cable could plug into.)

A better option would be to use:

- A password-protected Wi-Fi network
- A password protected mobile hot-spot
- A closed LAN network (for example, if the device is signed into your company's closed network using a password)
- A cell phone's 4G internet connection (not Wi-Fi or Bluetooth)

Any web browser will work for accessing ArkansasGives.org, but the site is optimized to work best with:

- Internet Explorer version 11 or later
- Safari
- Firefox
- Chrome

4. Donors should not receive something from your nonprofit in return for their ArkansasGives donation. For example, your nonprofit organization should not provide an event ticket, meal, premiums or other goods/services in exchange for the donation.

Here's why: As you may know, if a nonprofit gives directly to your organization and receives a benefit from your organization in return, the value of whatever you gave them must be subtracted from the amount the donor is able to deduct on their taxes. If a donor gives \$100 but receives \$50 worth of food and entertainment, he/she can't claim to have "donated" \$100. This is called a "quid pro quo," and you can read more about it on the IRS website.

When a donor gives through ArkansasGives.org, he/she will automatically receive an email receipt for tax purposes, stating that the full value of his/her donation is deductible; there is no way in our process to subtract out the value of anything your nonprofit might have given them in return for that gift.

So, it just wouldn't be fair for a donor to claim a \$100 deduction if he/she was getting something from your organization, too.

If your nonprofit is hosting an ArkansasGives activity/event, make it a free event open to the public, and simply invite everyone there to give at their own discretion, rather than making their ArkansasGives gift function as a "ticket." That way, the gift is a true donation and not being used to purchase something (i.e., the donation should not be a form of purchasing admission to the event or food/entertainment at the event).

(Note that there is an exception for very small "thank you" items whose monetary value represents an insignificant portion of the value of the donation – no greater than 2 percent of the value of the donation. Examples might include a sticker, promotional pen, etc.)