



WCCF Gives

Charity Training 2017

WCCF GIVES - SEPTEMBER 12, 2017

IN JUST ONE DAY, YOU CAN MAKE A DIFFERENCE!



Why Gives is Great!

- No overhead costs for participants
- Opportunity to focus fundraising efforts
- Reduction in year-round gift processing
- Opportunity to attract new donors
- Bonus pool and Incentives!



WCCF Gives Recap

To date, more than \$2,400,000 in grants has been awarded through *WCCF Gives*.

From 2015 to 2016, the WCCF recorded:

- A 13% increase in the total number of donors!
- Of the 103 charities participating, 33% realized both an increase in the number of donors and an increase in dollars contributed over the previous year.



WCCF Gives Solicitations

What are you telling your donors to do?

- Website Contributions
 - Online giving on www.wccfgives.org will begin at 8 a.m. and end at approximately 8 p.m.
- Check Contributions
 - All *WCCF Gives* checks contributions must be received at the Foundation office by 8 p.m. on Gives Day.



Website Contributions

What are you telling your donors to do?

- Go directly to www.wccfgives.org
- Search for “My Charity”

The screenshot shows the WCCF Gives website interface. At the top, it says "Washington County Community Foundation" and "Charity Storybook". The main header is "A Day of Giving • Sept. 12, 2017". Below this are navigation links: "DETAILS", "CHARITY SEARCH", "CHARITY BULLETIN BOARD", and "CONTACT". The "Charity Search" section is active, featuring a search bar with the text "Enter Keyword" and a "SEARCH" button. Below the search bar is a "List Charities by" section with a dropdown menu set to "Human Needs". A disclaimer at the bottom states: "This website contains an organizational snapshot, as well as links and contact information, for each of our participating charities. We have also included the tax identification number for each charity so donors wishing to review more detailed financial and governance information may access the Form 990 for that charity via www.irs.gov/efile."



Website Contributions

What are you telling your donors to do?

- Go to www.MYCHARITY.org
- Click on the WCCF Gives logo
- Include link to charity profile page www.wccfgives.org/organizations/MYCHARITY

The screenshot shows the WCCF Gives website interface for the Greater Washington County Food Bank. The header is the same as the previous screenshot. The "Charity Search" section is active, showing the "Greater Washington County Food Bank" with a "Category of Service: Human Needs". Below this are buttons for "SEARCH AGAIN" and "ADD TO MY DONATION LIST". A "Mission" section follows, stating: "To form lasting solutions to hunger insecurity through effective food distribution systems, educate and empower the needy in seeking positive lifestyle changes, and create awareness through individuals and community partners." Below the mission is a "Programs and Services" section with several bullet points. At the bottom left, there is a "Time left to donate" section with a digital timer showing 00 Hours, 00 Mins, and 00 Secs.



Website Contributions

- Donors may add one or more charities to their donation list before proceeding to checkout.

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Website Contributions

- Online donations are subject to a 3% credit card processing fee, which is charged by the credit card companies **not** the WCCF.

8



Website Contributions

- Donors may choose to remain anonymous or allow the WCCF to share their information with their chosen charities.
- The default option is to share donor information with the charities.

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Check Donations

- 47% of donors chose to give via check in 2016
- 67% of the total contributions in 2016 were made via check
- Of the gifts \$5,000 and greater, 77% were contributed by check!



Check Donations

- An official *WCCF Gives Check Contribution Form* **MUST** accompany each check.
 - A PDF of the form is available on wccfgives.org.
 - Charities may not utilize custom, agency-specific check contribution forms when soliciting *WCCF Gives* check contributions.
 - Check gifts that are accompanied by any form other than the **official** *WCCF Gives Check Contribution Form* **will not be eligible for the WCCF Gives bonus pool.**



Check Donations

- Checks must be payable to “WCCF.”
- Charities collecting checks for their donors **must deliver them to the WCCF by 5 p.m. on Sept. 11** – the day BEFORE Gives Day.
- Gifts via check will be manually entered by WCCF staff and will be included in the real-time donation totals.



Check Donations

- Please help us to reduce our processing costs.
 - The WCCF charges **no fees** to participating charities, but incurs tremendous processing costs.
 - Donors can support multiple charities with a single check. Please encourage your donors to make all of their WCCF Gives contributions with one check.
 - We prefer to issue all tax receipts electronically to donors. Charities can help by encouraging donors to provide email addresses on the check contribution form.



WCCF Gives Solicitations

- The minimum gift is \$25 per charity.
- Donors are welcome to give as much as they would like during the event, but \$10,000 per donor per charity is the maximum amount eligible for the bonus pool.
- A participating charity may not make a gift to itself through WCCF Gives.
- Contributions from supporting organizations (which have been created specifically to fundraise for a single charity) are not eligible for the WCCF Gives bonus pool.



WCCF Gives Solicitations

- WCCF Gives contributions are fully tax-deductible.
 - Please do not solicit “quid pro quo” contributions.
 - *Quid pro quo: Payment is made partly as a contribution and partly in consideration for goods or services provided to the payor by the donee organization.*
 - Examples of “goods or services” are sponsorships or event tickets.
 - Please do not use raffles or other games of chance to encourage contributions through WCCF Gives.
 - *IRS rules stipulate that raffles and other games of chance are not eligible for tax deductions.*



WCCF Gives Gift Acknowledgements

- Please do not send WCCF Gives gift tax receipts to your charity’s donors!
 - An email receipt, for tax purposes, will go to the email address provided within minutes of the online transaction.
 - The WCCF will issue either an email or hard copy tax receipt to check-writing donors as soon as possible.



Preparing for *WCCF Gives*

What can you do TODAY?

- Determine what low-cost marketing and fundraising strategies are most relevant to your charity.
- Develop a plan that will help your charity reach its individual goals.
- Incorporate *WCCF Gives* promotions into anything that has already been planned.
- Add the *WCCF Gives* logo & a link to your charity profile on www.wccfgives.org to your website and email signature.



Preparing for *WCCF Gives*

By Mid-August

- Reach out to your annual givers and most generous donors and encourage them to make their gifts on *WCCF Gives* Day.
- Discuss the advantages of online giving with your audience (emphasize that giving through www.wccfgives.org is easy, fast, and secure).
- Distribute the official *WCCF Gives Check Contribution Form* to your check-writing donors.



Preparing for *WCCF Gives*

By September 11 (The Day BEFORE *WCCF Gives* Day)

- Deliver all donor checks that have been collected by your charity to the WCCF office
- Checks must be received by 5 p.m. at the Samuel Brownlee House, 1253 Route 519, Eighty Four, PA.



50/50 Bonus Pool

Total Bonus Pool: \$100,000

- 50% will be distributed by the number of donors (\$50,000)
- 50% will be distributed by total dollar amount (\$50,000)

Note: The WCCF reserves the exclusive right to accept or refuse any WCCF Gives donation for any reason, and the WCCF reserves the exclusive right to determine the manner in which the bonus pool will be distributed.



“Donors” Bonus Pool

- The WCCF will enhance contributions by a percentage of a \$50,000 bonus pool.
- The bonus percentage will be determined by the number of donors that participate in the day of giving.

1,000 donors total = \$50/donor bonus

2,000 donors total = \$25/donor bonus

3,000 donors total = \$16.67/donor bonus

4,000 donors total = \$12.50/donor bonus

5,000 donors total = \$10/donor bonus



“Dollars” Bonus Pool

- The WCCF will enhance contributions by a percentage of a \$50,000 bonus pool.
- The bonus percentage will be determined by the total contributions received by all charities.

\$50,000 contributed = 100% bonus (dollar for dollar)

\$100,000 contributed = 50% bonus (50¢ on the dollar)

\$200,000 contributed = 25% bonus (25¢ on the dollar)

\$250,000 contributed = 20% bonus (20¢ on the dollar)

\$500,000 contributed = 10% bonus (10¢ on the dollar)



50/50 Bonus Pool

Example: Peters Township Education Foundation

- Previous Distribution Method (Pro-rated by Contributions Only)
 - 140 Donors
 - \$5,066 in Contributions
 - \$978 from the Bonus Pool
 - **\$6,044 Gives Grant Total**
- 50/50 Bonus Pool Distribution Method
 - 140 Donors
 - \$5,066 in Contributions
 - \$3,607 from the Bonus Pool (\$489 "Dollars" & \$3,118 for "Donors")
 - **\$8,673 Gives Grant Total (+\$2,629)**

◦ *Note: This illustration was created using the results of WCCF Gives 2014.*



Incentives for Increased Number of Donors

WCCF Gives is an opportunity to attract new donors and increase your charity's donor base.

But - An increase in the number of donors for your charity does not happen without effort.

# of Donors in 2016	# of Charities
101+	8
51-100	10
21-50	25
11-20	21
0-10	42



Incentives for Increased Number of Donors

To encourage *WCCF Gives* charities to develop a plan to attract new donors and increase their number of donors on the day of giving, the WCCF will be offering participating charities a chance to win one of three \$1,000 bonus incentives.



Incentives for Increased Number of Donors

To be entered into the random computerized lottery for a chance to win a bonus incentive, charities must increase their number of *WCCF Gives* donors by the following percentages:

# of Donors in 2016	Target % Increase for 2017
101+	10%
76-100	15%
51-75	20%
21-50	25%
10-20	50%

*Charities who are new to *WCCF Gives* or had less than 10 donors in 2016 are not eligible for this year's bonus incentive.



Fundraising Tips & Strategies

Connie Burd
Executive Director
Greater Washington County Food Bank

- Ranked #3 in Number of Donors in 2016
- Ranked #4 in Amount Given in 2016

Year	# Donors	Contributions	Gives Grant
2013	24	\$4,816	\$6,380
2014	83	\$22,068	\$26,211
2015	74	\$27,553	\$30,971
2016	136	\$39,371	\$44,615



Fundraising Tips & Strategies

Scott Becker
Executive Director
Pennsylvania Trolley Museum

- Ranked #2 in Amount Given in 2016
- Ranked #23 in Number of Donors in 2016

Year	# Donors	Contributions	Gives Grant
2013	29	\$22,380	\$29,652
2014	48	\$34,769	\$40,863
2015	55	\$42,343	\$46,428
2016	46	\$49,944	\$54,324



Fundraising Tips & Strategies

Tracey Crompton, Media Coordinator
Kathy Dzikowski, Treasurer
Pet Search

- Ranked #16 in Amount Given in 2016
- Ranked #19 in Number of Donors in 2016
- Placed #1 in Clicks for Cash in 2016 & 2017

Year	# Donors	Contributions	Gives Grant
2013	14	\$1,194	\$1,582
2014	17	\$1,745	\$2,053
2015	28	\$2,202	\$2,858
2016	50	\$9,436	\$10,931



Mark Your Calendar!

2017 Gives Gathering

WCCF Gives Grant Presentation Event

Thursday, October 12

Additional details to follow.



WCCF Gives Sponsors

Signature Sponsors



Community Sponsors

Alex Paris Contracting

Observer-Reporter

Washington Auto Mall

WCCF Acorn Fund



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