



## Giving Day Q & A

### What is Giving Day?

Giving Day is going to be the most generous day of the year! It's a one day event, primarily driven by digital media, that allows individuals, businesses, and the Foundation the opportunity to support nonprofit organization(s) in Johnson County that are helping meet the needs of our county. The Johnson County Community Foundation (JCCF) will lead Giving Day, promoting philanthropy broadly while supporting the designated nonprofit organizations. Giving Day will provide a platform for participating nonprofits to share their stories, connect with new donors and become skillful in digital fundraising. Giving Day will become a gateway for people to connect to causes doing good work in areas they passionately care about.

JCCF will be better positioned to further expand and strengthen our relationships and outreach to organizations and other collaborative partners. Nonprofits participating will gain knowledge that will help them build capacity for their organization, by receiving additional training in digital fundraising, stewardship and building a donor base.

### When is Giving Day?

The Giving Day will take place on the Summer Solstice, Thursday, June 21, 2018 from 12:00 am to 11:59 pm

### How much will JCCF commit for Giving Day?

JCCF has committed \$50,000 to proportionally be given as a match for funds collected from the community during a 24-hour giving period in 2018. The committed amount is from the Johnson County Unrestricted Community Impact Fund grant pool.

### What is the Johnson County Unrestricted Community Impact Fund?

The Johnson County Community Foundation makes annual grants from the Unrestricted Community Impact Fund for Community Grants to support a range of needs in the community. The flexibility of the Unrestricted Community Impact Fund allows the Foundation to respond to unexpected opportunities, creative proposals and unforeseen emergencies in Johnson County.

### How much of the money from the Johnson County Community Foundation will be given to each agency?

Matching gifts will be given proportionately based on the total amount of money raised by, and on behalf of, each organization during the JCCF Giving Day period. For example, if the total amount given by the community during the JCCF Giving Day period is \$100,000, and an organization raised \$13,000 of the \$100,000 (13%), then the organization will receive 13% percent of JCCF's \$50,000 Giving pool (\$6,500).

### Will the 2018 competitive grant cycle be different?

NO, there will **STILL** be **TWO** competitive grant cycles in 2018.

If an organization participates in Giving Day can they apply for any competitive grant cycle? No, if a nonprofit organization participates in Giving Day they will **NOT** be eligible to participate in either competitive grant cycle. The 2018 competitive grant cycles will only be open to nonprofit organizations that are **NOT** participating in Giving Day.

### Are there requirements for the nonprofits participating in Giving Day?

Yes, the Giving Day nonprofit organizations will have required meetings, a toolkit (provided by JCCF) that will outline the responsibilities of participating nonprofits, templates for successful and consistent messaging, and JCCF will provide a variety of marketing materials for the participating nonprofits to distribute. JCCF will help the organizations with resources of how to better share their mission, promote online giving and lead conversations with donors – preparing them for a one-day home run and giving them a fundraising system they can use all year long. Organizations will learn a system for attracting donors, building a sustaining a donor base and raising major gifts.

### How will people make a gift?

Individuals can make a gift by cash, check (dated 6/21/18), and by credit card at the JCCF office, or online at [www.jccf.org](http://www.jccf.org). (Gifts via mail will only be accepted if postmarked on June 21, 2018.)

### Funds raised during Giving Day are used for what?

All money raised on June 21, 2018 will be split (50/50) between the agency's endowment fund held at the Johnson County Community Foundation and the remainder will go back to the agency to support programs, services and operations of the agency.

### What if I don't have an endowment currently with the Johnson County Community Foundation?

IF no agency endowment is currently established at the Johnson County Community Foundation, the organization must commit to establish an agency endowment with a commitment to fund it with \$5,000 or the \$10,000 minimum by January of 2018. IF the fund is only established at the \$5,000 level the funds raised through Giving Day must go to meeting the minimum fund requirement of \$10,000.

### What do I need to attach with my application?

Organization's Logo

10 Photos of your agency in action

Most Recent Fiscal Year Income Statement

Complete Application & Participant Agreement due **August 25, 2017 at 5:00pm**

### What if I have a question about Giving Day who do I contact?

Feel free to contact Kim Minton, [kimm@jccf.org](mailto:kimm@jccf.org).