



## Give to the Max Day – Frequently Asked Questions

### What is Give to the Max Day?

Give to the Max Day is a day for Minnesotans to come together to raise as much money as possible for nonprofits in 24 hours – starting at midnight on November 16 through midnight on November 17.

By engaging as many donors as possible to give to their favorite Minnesota charities in one day – Give to the Max Day – GiveMN.org is showcasing Minnesota’s unparalleled generosity to the world!

### What is GiveMN?

GiveMN is a collaborative venture to transform philanthropy in Minnesota by growing overall giving and moving more of it online. GiveMN is an independent 501(c) (3) supporting organization of the Minnesota Community Foundation.

Through its engaging web platform launched in November 2009, GiveMN helps nonprofit organizations of all sizes reach new donors, increases giving through fun and engaging campaigns and significantly reduces overall fundraising costs.

GiveMN helps individuals find, learn and contribute to Minnesota and national programs, facilitates quick and easy online donations by credit card and organizes online charitable contributions in one location.

### What are the incentives offered on Give to the Max Day?

GiveMN will be offering several incentives to inspire nonprofit and donor participation in Give to the Max Day:

- A \$15,000, \$10,000 and \$5,000 prize grant will be awarded to the top three nonprofit organizations (colleges and universities excluded) which receive the *most dollars* in 24 hours during Give to the Max Day.
- **NEW THIS YEAR!** A \$15,000, \$10,000 and \$5,000 prize grant will be awarded to the top three *small* nonprofit organizations – with budgets under \$750,000 – which receive the *most dollars* on Give to the Max Day. (IMPORTANT! Nonprofits must register online to compete in this category. To register, visit: [http://blog.givemn.org/give\\_mn\\_blog/small\\_npo\\_registration/](http://blog.givemn.org/give_mn_blog/small_npo_registration/))

- **NEW THIS YEAR!** A \$15,000 and \$5,000 prize grant will be awarded to the top two Minnesota colleges or universities which receive the *most dollars* on Give to the Max Day.
- Throughout the event, an individual donor will be randomly chosen every hour to have \$1,000 given to the charity that received the donor's original donation. Nonprofits of all sizes across the state will have the chance to benefit from these random drawings.
- Like last year, we are encouraging nonprofit organizations to offer their own dollar-for-dollar matching funds on their GiveMN pages. Nonprofits who secure matching funds for Give to the Max Day will be highlighted so donors will have the opportunity to double their dollars for hundreds of featured organizations.

**Are there any other promotions associated with Give to the Max Day 2011?**

Yes. We're running a YouTube video contest this year with a prize for the video producer and a \$1,000 prize grant for the nonprofit selected by the video producer. The contest entries are due by September 30. To find out more about the contest, including how to enter, [visit the GiveMN blog](#).

**Who can participate in Give to the Max Day?**

Any individual may donate. Donations through the GiveMN.org site to nonprofit organizations are tax deductible and irrevocable (donations will not be refunded). Contributions may be made via credit and debit card only.

**What organizations are eligible to receive donations and Give to the Max Day prizes?**

Minnesota-based nonprofit organizations listed on GiveMN.org and its partner website, Razoo.com, are eligible to receive donations and prize grants.

Please note that private non-operating foundations cannot receive donations on GiveMN.org or Razoo.com and are not eligible for Give to the Max Day prizes. In addition, organizations that provide services in Minnesota – but have an EIN based in another state – can receive donations on GiveMN.org but are not eligible for Give to the Max Day prize grants.

**How much of the donation will go to the nonprofit?**

GiveMN passes on the cost of credit card transaction fees to the nonprofit organizations. This low, flat rate of 2.9% is subtracted from the nonprofit's monthly check. We are thrilled to be able to offer this great value rate through our technology partners, Razoo.com, and their partnership with U.S. Bank, which waives select fees associated with processing credit and debit cards.

**Is there a fee to participate?**

There is no fee for an organization to participate in Give to the Max Day.

**Is there a minimum donation?**

The minimum donation on GiveMN.org is \$10.

**Is there a maximum donation?**

There is no maximum donation limit on GiveMN.org.

**Is there a limit to the amount an organization can receive on Give the Max Day?**

There is no maximum amount an organization may receive.

**How can an organization receive donations?**

If you are already listed on GiveMN.org or Razoo.com, you don't need to do anything except make sure your nonprofit's profile and page is updated and motivating ([see our top 5 hints to create a great page](#)). To update your profile, make sure you first claim administrative access on GiveMN.org. To request administrative access to your nonprofit, go to <http://givemn.razoo.com/p/Claim> and register with your nonprofit's email address. If your nonprofit is not listed on GiveMN or Razoo when you do a search, please email our partner, Razoo, at [np@razoo.com](mailto:np@razoo.com) for more information on how you can get listed.

**Do you have video tutorials that explain the site and how it works?**

Yes. You can view all our videos on our [YouTube channel](#).

**How will an organization know who has donated to them?**

Organizations who have registered with GiveMN or Razoo can track donations in real time online. Nonprofits can download a detailed, constantly updated donation report at any time through their account to thank and follow-up with individual donors and tabulate donation value and number of donors. This .csv file can be used in Excel and is widely compatible with other spreadsheet applications.

**How can I find out more information about Give to the Max Day?**

[Sign up for the GiveMN e-newsletter](#) to receive updates about GiveMN and Give to the Max Day. You can also follow us on Twitter and "like" us on Facebook to stay updated. GiveMN will be hosting webinars for nonprofits to share tools, highlight matching grants and strategize together to make this day another one for the history books!

*The GiveMN Board of Directors can modify any restrictions or conditions if, in the sole judgment of the Board of Directors, such restriction or condition becomes unnecessary, incapable of fulfillment or inconsistent with the charitable needs of the community. As such, GiveMN reserves the right to deny or condition the distribution of prize grants if, in the judgment of its Board of Directors, such restriction or condition becomes necessary.*