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Give to the Max Day Set to Ignite Generosity on Nov. 17
GiveMN announces statewide roadtrip to spread the spirit on Minnesota's annual giving holiday

ST. PAUL, Minn., October 25, 2016 – Give to the Max Day, Minnesota's homegrown holiday of giving, is set to ignite generosity yet again this fall. The 24-hour online fundraiser for thousands of nonprofits and schools will take place on Thursday, Nov. 17 at GiveMN.org. Now in its eighth year, Give to the Max Day is powered by the nonprofit GiveMN.

This year, GiveMN will be spreading the spirit across Minnesota with Road to Generostiy, a 24-hour, statewide roadtrip on Give to the Max Day. The trip will kick off at midnight in Marshall, followed by stops in Minneapolis, Red Wing, Duluth, Moorhead and St. Cloud. At several stops, local nonprofits can select a staff member, board member or volunteer to participate in the Green Games, a series of recess-style competitions, for a chance to win extra money for their organization. Community members are also invited to register as attendees and celebrate giving by cheering on participants.

Since its inaugural event in 2009, Give to the Max Day has raised more than $100 million for more than 10,000 Minnesota-based causes. Event organizers work with funders and partners each year to plan Give to the Max Day as a celebration of the important work nonprofits and schools do in Minnesota communities. Last year's more than $18 million in donations came from all 50 states and 41 countries, and nearly tied an all-time record, while helping fund countless projects in every county across The North Star State.

"We see the generosity of Minnesotans year-round, but it is always amazing to see our neighbors come together on Give to the Max Day," said Jake Blumberg, executive director of GiveMN. "Each year, we are amazed to hear stories about how every dollar, whether it be $10 or $10,000, makes a real impact to so many communities across our state."

As is tradition for Give to the Max Day, nonprofits and schools will be in friendly competition for at least $150,000 in prizes, such as day-long Leaderboards and hourly Golden Ticket drawing—all made possible by GiveMN funders. Donors can begin scheduling their gifts on November 1, and all donations will count toward the Give to the Max Day total and be eligible for prizes. Interested donors can visit GiveMN.org/donate to find a cause and learn more.

In addition, organizers have added a new feature to GiveMN.org that allows donors to pay the online processing fee on behalf of their favorite causes, ensuring 100% of their intended gift goes directly to the organization. Nonprofits and schools interested in partnering for Give to the Max Day can find toolkits, video webinars and more at GiveMN.org/resources.

About GiveMN
By using technology in innovative ways, GiveMN links donors with organizations that are making Minnesota a better place. Its online giving website, GiveMN.org, enables giving anytime and anyplace,

allowing people to donate with ease and enthusiasm. GiveMN brings excitement, energy and fresh ideas to Minnesota generosity.

GiveMN is an independent 501(c)(3) nonprofit organization and an affiliate of Minnesota Philanthropy Partners. Launched in 2009 by Minnesota Community Foundation, GiveMN is supported by many generous foundation and corporate partners from every corner of the state. In addition, the people of Minnesota and users of the GiveMN.org website contribute individual gifts to support GiveMN.

Today, GiveMN serves more than 10,000 nonprofit organizations and schools across every Minnesota county and more than 3000,000 individual donors who have used GiveMN to make a difference for causes in their communities. Organizations rely on GiveMN to help shatter the old-school fundraising model and connect more givers with more causes than ever before.

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