GIVE OZARKS – May 3, 2016 / Greene County Extension Strategy

- A toolkit is available at www.giveozarks.org/tools. It includes logos and images and social media “memes” to share as part of your promotional efforts. Or you can follow Greene County Extension Council on Facebook and simply share what we post.

- Greene County Extension has $5,000 in matching dollars. All donations will go to our educational fund.

- When posting or tweeting please use #GiveOzarks to get your post or tweet to show up on the official Give Ozarks page. This will give us a larger audience.

FOR PRIZE PURPOSES, WHAT IS AN "INDIVIDUAL DONOR"?
A unique donor is an individual donor. One person giving one gift is a unique donor. One person giving three separate gifts is still one unique donor. We will use this metric for many of our prizes (both hourly and full-day cumulative) to avoid the situation where donors "shred" their donations (10 $10 donations instead of one $100 donation) to give an agency a better chance of winning a prize. If a donor gives to two separate agencies within a given hour, the donor WILL count as an individual donor for both agencies. This method serves to level the playing field among agencies, so a student's $10 gift is counted equal to a deep-pocketed donor's $1,000 gift. New donors and broad reach are top priorities for Give Ozarks Day.

IS THERE A MINIMUM DONATION?
Yes. This year's minimum donation will be $5 per gift.

WHEN CAN I GIVE?
From midnight to midnight on Tuesday, May 3. All donation portals will automatically shut down when the clock strikes 12, so be sure to get last-minute gifts in.

CAN I DONATE AHEAD OF TIME INSTEAD OF ONLINE?
Yes. Individuals who want to donate to the campaign but do not want to give online need to get checks – made out to the Community Foundation of the Ozarks -- to the Greene County Extension Center by April 28. This will make it possible for the checks to count toward the Give Ozarks totals and prizes.

LINK FOR DONATIONS ON MAY 3
On May 3, donors can log onto www.giveozarks.org to complete a basic and secure credit-card donation. All donations are tax deductible to the fullest extent allowed by the IRS. Greene County Extension volunteers and staff will be seeking online donations from midnight to midnight on May 3 at http://giveozarks.org/2016/greene-county-extension-council. Donations will support Greene County Extension educational programs that take place in the county.

HOW DID GREENE COUNTY EXTENSION DO LAST YEAR?
Last year, Greene County Extension raised nearly $4,000 as part of the Give Ozarks campaign. During the 2015 Give Ozarks campaign, over 150 participating agencies raised over $1 million.
GIFT INCENTIVES
Extension can not give incentives without removing the tax deductible nature of our gifts. See separate sheet for list of prizes. We would like to target 4:17 p.m. for gifts as well as the early morning time slot and the after midnight slot.

EXTENSION PROMOTIONAL EFFORTS – AND YOU CAN HELP!
- Flyers and signs at Master Gardener Plant Sale – April 30
- Flyers and signs at volunteer recognition event at Botanical Center – April 29
- Yard signs to all of our 8 employees and 20 council members
- Shirts to all of our 8 employees to wear
- Hourly posts about Give Ozarks on ALL of our social media outlets which, added together, have over 76,000 followers.
- Email blast out to 8,000 potential donors on May 3
- Postcard mailing to 950 donors/supporters about making a gift during GiveOzarks, May 3
- What ideas to staff/council have for the day? Do we have programs going on that day where we can promote Give Ozarks in a special way?

PRIZES OUR STAFF/COUNCIL CAN TARGET
70 prizes totaling $100,000; At least $1000 up for grabs every hour; Individual donors matter most
We want individual donors during each of the 24 hours
Can we from a team that will give:
- between 12 a.m. and 1 a.m. (first hour of Give Ozarks)
- 5 a.m. to 6 a.m. – agency with most individual donors
- Time stamped at 4:17 p.m. -- $2000 gift
I will be attending the Home Stretch event for a $500 prize and one other council member can join me.

HELP US SHARE VIA SOCIAL MEDIA
Whether you use email, Facebook, Twitter or something else, we have memes to share and a YouTube video of testimonies about Extension. Find relevant posts on our Greene County Extension Facebook page or at http://giveozarks.org/2016/greene-county-extension-council.

Use #GiveOzarks on all posts.
Theme: Improving People’s Lives. Can you post about how Extension has improved your life?

THANK YOU NOTES
I have signed up with ePreciate which will provide an electronic thank you to all of our donors. However, council members will still want to write, sign and send thank you notes at the end of the month to our donors.

MOST IMPORTANTLY
Please donate. If you plan to give to Greene County Extension this year please do it during GiveOzarks. This especially goes for council members and staff, all of whom we anticipate will donate as a sign of support for the mission of Greene County Extension.
Thanks to our generous sponsors, the CFO is thrilled to have more than $100,000 in prizes allotted to give to nonprofit participants on and following Give Ozarks Day.

**Luck of the Draw Prizes**
During 12 of the 24 hours, any agency receiving one or more ONLINE donations will be eligible for a $1,000 prize. Each individual/unique donor counts as one “ticket” in a random draw. An agency can win twice on the day; after that a second agency will be drawn. A donor making multiple donations to the same agency in an hour will only be counted once. A donor can give to multiple agencies in the same hour and count for each.
Total: $12,000

**Golden Tickets**
Two prizes per hour: $2,500 for Springfield and Regional each draw
Works just like Luck of the Draw but will focus on seven key hours. The Golden Tickets will have two prizes at $2,500 each (Springfield and regional agencies split).
Total: $35,000

**Lezah & Ron Stenger Family Quick Start (Extension focus time)**
The agency that has the most ONLINE unique/individual donors in the first hour of the giving day (12:01 a.m. per Give Ozarks time stamp) will receive a $2,000 prize.
Total: $2,000

**Conco Companies Night Owl**
The agency that has the most ONLINE unique/individual donors in the 3 a.m. hour will receive a $2,000 prize.

**Med-Pay, Inc. Big Finish**
Agency that receives most ONLINE unique/individual donors in the last hour of the giving day (ending at 11:59 p.m.)
Total: $2,000

**Early Bird (Extension focus time)**
Agency that receives most ONLINE unique/individual donors in the 5 a.m. hour will receive a $2,000 prize

**Rock Around the Clock**
Agency that receives most ONLINE unique/individual donors between Midnight and Noon.
Total: $2,000

**SFC Bank Homestretch Prizes (David is attending / Need one more)**
Each agency that attends the SFC Bank Homestretch will have a ticket in a drawing. Two $500 prizes will be drawn between 4 and 6:30 p.m. Need not still be present at the event to win.
Total: $1,000
**105.9 KGBX Media Prize**  
Agencies that receive the most ONLINE unique/individual donors during 7-8 a.m. hour and the 8-9 a.m. hour.  
Total: $2,118; each prize is $1,059

**417 Magazine Media Prize (Log on and be ready to give / Extension focus)**  
Operates like “Luck of the Draw” prizes: each individual/unique donor counts as one “ticket” in a random draw based on donations timestamped at 4:17 p.m. Announced first at 417 Magazine’s Facebook page.  
Total: $2,000

**KY3 Primetime Prize**  
Agency that receives the most ONLINE unique/individual donors between 7 p.m. and 10 p.m.  
Winner will be announced first after 10 p.m. on KY3 and at www.ky3.com.  
Total: $2,000

**CUMULATIVE PRIZES:**  
**Money in the Bank**  
Highest cumulative dollar total raised that day. CFO endowment matches will NOT be included, but pre-loaded gifts and day-of checks/cash will count, as long as they are delivered to our office by 5 p.m. on Thursday, May 5.

Small Agency – Budget of less than $250,000  
• $2,500 – agency with the largest daily total  
• $1,000 – agency with the second largest daily total  
• $500 – agency with the third largest daily total  
Total: $12,000

Pack the House  
Prizes for agencies with the largest total number of ONLINE individual/unique donors in their budget size. This will NOT include preloaded or postloaded checks/gifts.  

Small Agency – Budget of less than $250,000  
• $1,500 – agency with the largest daily total  
• $1,000 – agency with the second largest daily total  
• $750 – agency with the third largest daily total  
Total: $10,000

**SPIRIT Award (Any Extension ideas / What can Council or staff do?)**  
Most creative overall marketing campaigns as judged by a CFO committee.  
1st – $1,500  
2nd – $1,000  
3rd – $500  
Total: $3,000

Awarded retroactively (will not count towards day of matches)