The Biggest Online Giving Event in the World

Live Event Sponsorship
The vision of GiveMN is to be the destination for charitable giving in the state of Minnesota and the most dynamic giving marketplace in the country.

GiveMN is a collaborative venture to grow charitable giving in Minnesota and move more of it online. Since its launch, GiveMN has facilitated more than $30 million in gifts to Minnesota nonprofit organizations.
Give to the Max Day

• A day for Minnesotans to come together to raise as much money for nonprofits as possible.

• Creates fun and engaging ways for all Minnesotans to learn about critical issues impacting our state – and inspires people to give.

• The biggest online giving event in the world.

How can Give to the Max Day benefit you?

• Position company as an innovative industry leader, distinctively committed to serving the needs of the community

• Bring business, marketing and foundation efforts together

• Reach new target audiences in a fun and engaging way

• Increase brand loyalty

“It's a cutting-edge idea. When people talk to me about community fundraising, I tell them to look at Minnesota. It's the gold standard.”

– Beth Kanter
Social Media Expert
Beth’s Blog
Results

- $10 million raised for Minnesota nonprofits
- 42,624 donors participated in event
- $188 average gift size
- 3,663 nonprofits participated
- $2,741 average gifts raised per nonprofit

Demographics

- 169 million media impressions
  - Broadcast media: 11.9 million
  - Print media: 23.5 million
  - Online media: 128 million
- 8:29 minutes average time on site, Give to the Max Day
- $157 average donation
- 53:47 male/female ratio of visitors
- 30-55 years average age
- $59,000 average household income
- 12.5% have household incomes exceeding $100,000
- 1,800 Twitter followers
- 2,600+ Facebook fans
- 26,000 e-newsletter subscribers
- 3.3 million GiveMN views since launch in November 2009

For every dollar invested in the 2010 Give to the Max Day event, $38.75 was returned to Minnesota nonprofits.

*Deeper coloring indicates higher volume donations*
Note: We also benefited from donated advertising from the Initiative Quarterly, TPT, Comcast, and Kare 11.
Live Online Video Coverage by The UpTake.org
- 12 hours of live online interviews with MN nonprofit leaders and performances by local artists/musicians
- Over 82 nonprofit organizations featured throughout the day

Celebrity PSA Video
- Engaged famous Minnesotans such as Vikings players, Miss Minnesota, news anchors and Louis Anderson, to promote Give to the Max Day

Social Media Outreach
- Blogging: reached out to key local and national blogs, which mentioned or posted about Give to the Max Day
- Facebook
- Twitter: organized a Tweetup and participated in a local, popular Tweetchat
- YouTube: Promotional and training videos

55.4% of nonprofits said “social media worked best for promoting Give to the Max Day.”
2011 Give to the Max Day

By engaging more than 40,000 donors to give to their favorite Minnesota charities in one-day—Give to the Max Day 2011—GiveMN will try to break its own record for the biggest, best, online giving event, showcasing Minnesota’s unparalleled generosity to the world.

Incentives

Nonprofit Incentives:
• Grant prizes for the organizations—both large and small—earning the most donations.

Donor Incentives:
• Matching grant opportunities highlighted (more than $4 million available in 2010)
• “Golden Tickets” – hourly drawing of donation receipts – recipient nonprofit wins a $1000 grant
• Video contest for donor-created fundraising videos. Top videos win grants for the featured nonprofit.

Partners

[Logos of various partners]
Help engage donors and nonprofits across Minnesota—and the world—through live online video coverage of the biggest day of giving in the world. The Uptake will cover the Give to the Max Day live event at the Mall of America which will feature celebrity and musical appearances, nonprofit and donor interviews, in-depth discussions with local philanthropy experts as well as live coverage of regional giving events from around Minnesota.

**Gold Sponsor**

$5,000

- Once-per-hour pre-recorded 30-second video commercial
- “Billboard” at the beginning and end of coverage segments that contains company logo and a 10-second message
- Logo on Give to the Max Day website
- Text advertisement on Give to the Max Day blog
- Social Media Promotion
- Up to 8 sponsorships available

**Silver Sponsor**

$2,500

- “Billboard” at the beginning and end of coverage segments that contains company logo and a 10-second message
- Logo on Give to the Max Day website
- Text advertisement on Give to the Max Day blog
- Up to 4 sponsorships available

**Bronze Sponsor**

$1,000

- Logo on Give to the Max Day website
- Text advertisement on Give to the Max Day blog
- Up to 5 sponsorships available
2011 Live Event Sponsorship

Livestream: GTMD2!

Watch live streaming video from TheUptake2 at livestream.com
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