



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 ^{NOV.}DAY ₁₆
TO THE MAX

giveMN.org

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.

"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

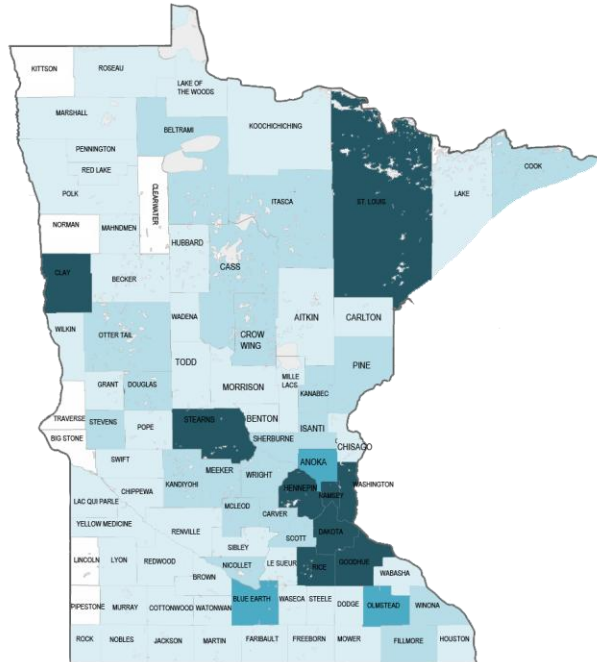
How can Give to the Max Day benefit you?

- 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

Fast Facts: 2010 Give to the Max Day

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



*Deeper coloring indicates higher volume donations

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

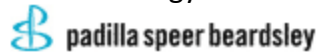
For every dollar invested in the 2010 Give to the Max Day event, \$38.75 was returned to Minnesota nonprofits.

give DAY NOV. 16
TO THE MAX

giveMN.org

Media Coverage

Our PR strategy was led by



Plus Local Community Coverage In:

Alexandria	Fergus Falls	Orono
Anoka	Grand Rapids	Owatonna
Askov	Hastings	Park Rapids
Austin	Hibbing	Pequot Lakes
Belle Plaine	Houston	Pine City
Bemidji	Hutchinson	Plymouth
Bloomington	Isle	Red Wing
Bovey	La Crescent	Redwood Falls
Brainerd	La Crosse, Wisc.	Rochester
Brooklyn Center	Lake City	Sandstone
Burnsville	Lindstrom	Sartell
Cambridge	Little Falls	Spring Grove
Cannon Falls	Luverne	St. Cloud
Chisholm	Maplewood	St. Croix Valley
Chokio	Marshall	St. Joseph
Circle Pines	Mille Lacs County	St. Louis Park
Coon Rapids	Minneapolis	St. Paul
Crosslake	Minnetonka	St. Peter
Detroit Lakes	Montevideo	Thief River Falls
Duluth	Moose Lake	Towers
Eagan	Morris Mountain	Virginia
Eden Prairie	Lake	Wahpeton
Edina	New Hope	Wayzata
Ely	New Ulm	Winthrop
Faribault	Northfield	Zumbrota



About.com

830 WCCO
NEWS RADIO

KARE 11

MINNESOTA PUBLIC RADIO

THE HUFFINGTON POST

THE CHRONICLE OF PHILANTHROPY
THE NEWSPAPER OF THE NONPROFIT WORLD



MINNEAPOLIS ST. PAUL BUSINESS JOURNAL

5 EYEWITNESS NEWS

MinnPost.com

StarTribune



AP Associated Press

PIONEER PRESS



TwinCities BUSINESS

Winner of 7 Public Relations Society of America Awards for "Best Campaign"

Note: We also benefited from donated advertising from the Initiative Quarterly, TPT, Comcast, and Kare 11.

Social Media Coverage

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.”



give NOV.
DAY 16
TO THE MAX

giveMN.org

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.

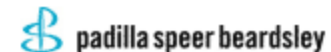
Donor Incentives:

- 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



MINNESOTA COMMUNITY FOUNDATION



2011 Live Event Sponsorship

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

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The screenshot shows the giveMN.org website interface. At the top left is the giveMN.org logo with the tagline "Click. Contribute. Change Your World." To its right are two main navigation buttons: "donate >" with the subtext "Find and support your favorite causes" and "fundraise >" with the subtext "Start raising money for worthwhile causes". A search bar on the right contains the text "Search for a cause" and a magnifying glass icon. Below the navigation is a large green banner for "give DAY NOV. 16 TO THE MAX". To the right of the banner is a digital timer showing "00:00:00" with labels for "hours", "mins", and "secs" under the respective digits. Below the banner, statistics are displayed: "42,585 Donors*" and "\$8,100,810.49 Donated". A stylized city skyline is visible in the background. At the bottom of the page, a "Livestream: GTMD2!" banner is partially visible, along with a viewer count of "558" and a YouTube logo.

The screenshot shows a live stream video player. The video title is "LIVE on The UpTake 2" with the URL "http://theuptake.org". The video frame shows a woman standing behind a table with two microphones, gesturing with her hands. The "THE UPTAKE" logo is visible in the top right corner of the video frame. Below the video frame is a control bar with a play button, a "LIVE" indicator, and "VIDEOS" and "SHARE" options. At the bottom of the player, there is a link: "Watch [live streaming video](#) from [theuptake2](#) at [livestream.com](#)".



Contact Us



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