*Thank you for selecting Razoo as your partner to launch your upcoming giving event. Below is a worksheet of elements we need to collect from you to create your pre-event giving site on Razoo. To help us launch pages in a timely manner, please submit only finalized versions rather than draft versions of content. If you have any questions, please contact Claire Moore at* *Claire@razoo.com* *or 202-684-7547.*

The pre-event page prepares your nonprofits for success by equipping them with helpful resources for marketing and promoting the giving day.

**Pre-event assets:**

Landing Page Copy

* Title: 99% Media Day
* 1 paragraph explaining the event and why nonprofits and donors should participate:

Ex: Give to the Max Day is a one-day fundraising event on November 9, 2011 that will unite local Maryland, Virginia and Washington, DC communities to support nonprofits serving the area. Our goal is to get thousands of local residents to support their favorite regional charity, raising millions in donations and grants in just 24 hours!

Ex: **What if you could shape Park City's future in a single day?**

With Live PC Give PC, you can. On 11.11.11, our community will come together for 24 hours of unprecedented giving.  It's one extraordinary day to support the organizations that make Park City special.  And it's your chance to make a real impact - every donation you make gives your favorite organization the chance to win matching grants and prizes.

**What does media mean to you?**

**Join us for a 24 hour fundraising event on February 15, 2011 to support and strengthen independent media outlets—the media for the 99%. Our goal is to raise $500,000 to support independent media makers of all platforms during the 2012 election year, making it possible for these outlets to continue to tell the stories that matter for the 99%. This is your chance to support media that covers stories vital to you. Join us to help your favorite media outlet raise money, connect with new audience, and win matching grants or prizes on this exciting day.**

* Messagebox to nonprofits:

Ex: Join Live PC Give PC and connect with donors who love your cause.

Our toolkit provides templates and tips from email blasts to event booths – we've made it easy and fun for you to spread the word. (link to nonprofit toolkit)

**Join 99% Media Day and engage your audience as donors in a new way. Our toolkit provides templates and tips, from email blasts to sample tweets, to make it quick and easy for you to spread the word.**

* Messagebox to donors:

Ex: Commit to give on 11.11.11 and connect with causes you care about.

You can search the list of participating nonprofit organizations and find the causes you love. (link to search scoped to only participating nonprofits).

**Commit to give on February 15 and support the media that informs and engages the 99%. You can search the list of participating media outlets for your favorite organization, or simply contribute to our pool of matching grant funds.**

* Explain how the event works (url for a youtube or vimeo video, or text):

Ex: On November 17th, the Lexington community will come together for 17 hours of generosity. From 7am-11:59pm a share of every donation made to local nonprofits will be matched with a pool of $50,000 in funds provided by the Lexington Community Foundation. In addition, the top three organizations that receive donations from the greatest number of unique donors will receive bonus grants of $2500, $1500 and $1000 respectively.

Ex: Video created by Park City: http://vimeo.com/29732423

On February 15, independent media outlets from around the country will come together to increase their reach and raise funds to support coverage of issues vital to the 99% during this election year. From 8 am ET-11:59 pm PT, your contributions will help the organizations you rely win matching grants and other prizes.

* Presented By: Sentence about the organization(s) behind the event:

Ex: NevadaGIVES goal is to build a vibrant, effective and growing philanthropic community that improves the quality of life for all Nevadans.

**The Media Consortium, a national network of over 50 independent media outlets, is dedicated to supporting a vibrant independent press that informs and engages communities around the country.**

E-mail sign up for those who want to receive updates and reminders

* Username and password for email marketing tool (constant contact/mail chimp):

*(If you do not currently use an email-marketing tool, we can create a form to collect contact information. Please provide an e-mail address to receive the e-mail sign up information.)*

**Need to create a form—but we already have contacts from tmc members who have signed up. Email should go to Joellen@themediaconsortium.com**

Rules and Prizes

Ex: http://livepcgivepc.razoo.com/p/rules-prizes

* Which nonprofits are eligible to participate?

**Any member of the Media Consortium can participate.**

* Prizing structure and amount(s)?

**TBA**

Links

* To the Foundation’s website:

www.themediaconsortium.org

* To sponsor(s) website(s):
* Facebook fan page (optional):
* Twitter hashtag (optional):

#99mediaday

* Blog (optional):

Please provide a thumbnail image and text description to appear when someone links to the pre-event page from their facebook status.

Ex: When you type, [www.razoo.com](http://www.razoo.com) into your facebook status, it pre-populates the Razoo logo and “Raise money online for your nonprofit or charity. Create an online fundraising page for your campaigns and events, or donate to any US registered nonprofit.”