



The Community Foundation's The Big Payback - May 3, 2016

WHAT IS THE BIG PAYBACK?

The Big Payback is a 24-hour, online giving event to increase philanthropy in the 40 counties served by The Community Foundation of Middle Tennessee. The goal is simple - inspire Middle Tennesseans to come together, show their pride in their community, and contribute to the life-changing work of local nonprofit organizations. This collaborative, inclusive event will shine a spotlight on LOCAL giving and will create a new sense of energy around philanthropy. It will touch the lives of virtually every person in Middle Tennessee, be they recipients of services/programs or those who provide them through work/leadership in the nonprofit sector.

Hourly prizes will generate excitement throughout the 24-hour event given to nonprofits garnering the most gifts in an hour and/or those raising the most money in that hour. A leaderboard, with different tracks for small nonprofit and large, will help each organization and their supporters track their progress in real time! It will be FUN!

WHEN WILL THE BIG PAYBACK TAKE PLACE?

The Big Payback is on May 3, and the clock starts at 12. a.m. Donations will be accepted in a 24-hour period through our secure website; through authorized, secure giving forms on participating nonprofits' websites; and partnering sponsor websites.

HOW DOES IT WORK?

As the name implies, the idea behind The Big Payback is two-fold: 1) to encourage people who can help to invest in the organizations that do help, and 2) to help our community understand that there will be a

palpable, measurable, local return on investment from their support of this effort and these local nonprofits.

Every gift will benefit our community and will be amplified with incentive prizes for participating nonprofits. The Community Foundation is seeking local sponsorships to provide support and encouragement for the nonprofits which choose to participate.

WHAT ARE THE BENEFITS OF PARTICIPATING FOR MIDDLE TENNESSEE NONPROFITS?

There are numerous benefits for participating in The Big Payback, including: extensive training opportunities to help build capacity and learn new ways to engage donors; the opportunity to grow donations during a relatively quiet time of year; extensive publicity; and the opportunity to vie for prizes to augment the money they themselves raise over the 24 hours.

WHAT NONPROFIT ORGANIZATIONS ARE PARTICIPATING IN THE BIG PAYBACK?

Thanks to GivingMatters.com, The Community Foundation is already poised to have more than 1,400 Middle Tennessee nonprofits participate in this day. Additional Middle Tennessee nonprofits have ample time and assistance to complete GivingMatters.com profiles and become eligible. Local Schools and Religious Institutions are also welcome. All will complete registration by March 18 and can engage in an array of trainings for the event. Tools are available to all the participating nonprofits; as are strategies on promoting this event, fundraising tips, messaging training, social media training, and more.



TheBigPayback.org #BigPayback



Presented by The Community Foundation of Middle Tennessee