



# GIVE CONNECT IMPACT

## THE BASICS

**Giving Period:** Beginning **November 26, 2012**, at 12:00 am MT and ending **January 15, 2013**, at 11:59 pm MT, Engineers Without Borders USA Headquarters and EWB-USA Chapters will set out to raise more than half a million dollars.

**Fundraising Incentives:** We decided to put the FUN in FUNdraising by incorporating the following fundraising incentives:

1. *Donation Match:* For every dollar a donor contributes (either to the EWB-USA General Fund or to an EWB-USA Chapter's General Fund), 50 cents of the match will follow the donation and 50 cents will go to the EWB-USA General Fund. Donations will be matched until the matching funds run out.

EWB-USA HQ will decide which donations will be matched based on the donation's timestamp. A credit card donation is time stamped once the transaction has been completed. A check or stock donation is time stamped once the donation has been processed by EWB-USA HQ.

2. *Campaign Prizes:* EWB-USA HQ will award the chapter with the most money raised (not including matching funds) \$5K and the chapter with the highest number of donations \$5K.

To be eligible for campaign incentives:

- A donation must be made between November 26, 2012, at 12:00 am MT and January 15, 2013, 11:59pm MT.
- A donation must be greater than or equal to \$5.

In the event of a tie, prize recipients will be chosen based on which chapter raised the most money or had the highest number of donations first according to the timestamp within EWB-USA HQ's records. In the event of the same chapter qualifies to win both prizes, EWB-USA HQ will award the prize for most money raised to the 1st place chapter with the most money raised and the prize for the highest number of donations to the 2nd place chapter with the highest number of donations. EWB-USA HQ is not responsible for, nor is it required to count, in its sole and absolute discretion, late, lost, misdirected, unlawful or illicit donations, and donations achieved through means displaying unsportsmanlike conduct or in a manner inconsistent with the 2012 Campaign Rules. Unsportsmanlike conduct includes a chapter soliciting a single donor to make multiple small donations only to increase the number of donations to win the 5K prize of the greatest number of donations. If EWB-USA HQ believes a chapter has displayed unsportsmanlike conduct, EWB-USA has the sole and absolute discretion to disqualify a chapter from the campaign incentives.

**Prize Tracking:** EWB-USA HQ will post weekly on myEWB-USA.org the top 10 chapters with the most money raised to date and the top 10 chapters with the highest number of donations. The 5K prize recipients will be announced on myEWB-USA.org on March 15, 2013, as well as in the March membership e-newsletter.

### Matching Funds: TBA

EWB-USA HQ is currently raising as much money possible for a matching pool. EWB-USA HQ will announce how much money will be available to match donations on November 15, 2012.

*Current matching partners include:* CH2M Hill, CDM Smith, AECOM, EWB-USA Board of Directors, Chase Giving, Pentair, and Haskell.

**How to Give:** For donations to be eligible for the match, they must be made in one of 3 ways:

- **Credit Card:** <http://www.ewb-usa.org/2012giving> – EWB-USA General Fund  
<http://www.ewb-usa.org/donate/individual-fundraising> - Chapter General Fund
- **Check:** All check donations must be accompanied by an official 2012 campaign mailer (sent by EWB-USA HQ) or downloadable Campaign Donate By Mail Form. (Official form available online on November 26, 2012).
- **Stock:** Information on how to make a stock donation can be found at <http://www.ewb-usa.org/donate/gift-of-stock>.

**Gift Reports:** 2012 Year-end Campaign gifts will be shown on the standard gift reports on [myEWB-USA.org](http://myEWB-USA.org). EWB-USA HQ will update the gift reports weekly. By approximately March 15, 2013, gift reports will identify the gifts that have been matched.

## HOW TO SET UP YOUR ONLINE CAMPAIGN FOR YEAR-END



1.

### CREATE YOUR PAGE

Tell the story of why YOU are fundraising for EWB-USA and personalize your page with pictures and videos.



2.

### SET YOUR GOAL

Whether you're fundraising for a specific chapter, project type or the sustainable fund, set a challenging yet achievable goal.



3.

### TELL EVERYONE

Share your EWB-USA fundraising campaign with your family, friends, co-workers, etc. to reach your goal!

Chapters are responsible for setting up their own online giving campaigns(s) using Fundraise for EWB-USA. Anyone can set up a Fundraise for EWB-USA campaign, including chapter members, friends and family. Campaigns can raise money for a specific Chapter General Fund, Project Type (these funds are used for EWB-USA program expenses based on project type), or the EWB-USA General Fund. There is no limit to the number of fundraising campaigns that can fundraise for a specific chapter, project type, or the EWB-USA General Fund.

Benefits to participating in the Fundraise for EWB-USA campaign:

1. You can easily share your fundraising campaign via social media and email.
2. You can tell your personal EWB-USA story. Why do you volunteer? How is your chapter changing lives?
3. You can track your campaign's progress online.\*

\*donation by mail or stock cannot be tracked through Fundraise for EWB-USA.

**IMPORTANT:** Make sure the "Funds Support" section on your campaign page is correct. If this section is not correct it will raise money for another chapter, a project type fund, or the EWB-USA General Fund. It is very important that you have this section filled out correctly.

Example fundraising campaign page:

The screenshot shows a web browser window displaying a fundraising page for EWB-USA. The page title is "FUNDRAISE FOR EWB-USA WALK FOR WATER MISSOULA". The fundraiser is Rachel Tillman, a Senior at Big Sky High School. The fundraising goal is \$1000, and the total raised is \$2000. The total number of donors is 26. The start date is 07/31/2012 and the end date is 12/01/2012. The funds support the Montana State University Chapter. A "DONATE NOW!" button is prominently displayed. A message from Rachel Tillman is included, along with a photo of her walking. A progress bar shows the campaign is 100% funded, with a target of \$2,000. Social media links for Facebook, Twitter, and LinkedIn are provided. The page also includes a "Share your goal with your friends!" section and a "DONATE NOW!" button.

## HOW THE CAMPAIGN WORKS

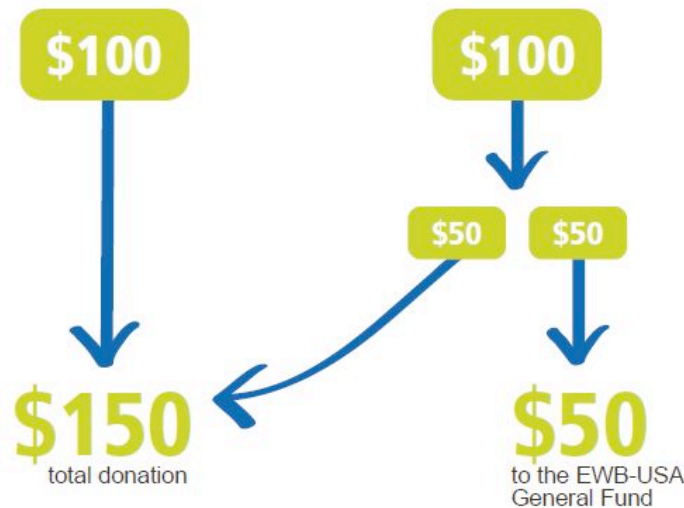
- Time is of the essence! We want to raise as much money as possible from November 26, 2012, at 12:00 am MT to January 15, 2013 (11:59pm MST)!
- Chapters must set up their own giving pages on Fundraise for EWB-USA to receive online (credit card) donations to a chapter's general fund.
- EWB-USA will mail the official EWB-USA year-end mail solicitation to the full EWB-USA mailing list.
- Donations made on <https://ssl.charityweb.net/ewbusa> or any other EWB-USA online giving sites are **NOT** eligible for matching or incentives ... you must use the Fundraise for EWB-USA website!
- Only checks accompanied by the official year-end mailing piece will be eligible for the match. Official year-end mailing piece includes the solicitation mailed by EWB-USA HQ and the downloadable Campaign Donate By Mail form.
- EWB-USA HQ will **NOT charge an administration fee** to donations or matching funds.

## HOW THE MATCH WORKS

# HOW IT WORKS:

## THE DONATION

## THE MATCH



- EWB-USA will match all donations dollar for dollar up to \$10,000 per chapter or until the matching funds run out.
- For every dollar a donor contributes (either to the EWB-USA General Fund or to an EWB-USA Chapter's General Fund), the match will provide 50 cents that will follow the donation and 50 cents that will go to the EWB-USA General Fund.

**EXAMPLE A:** If Sally gives \$1,000 online through on a Fundraise for EWB-USA campaign page for EWB-USA University of Florida Chapter, the University of Florida Chapter's General Fund will receive \$1,500 (Sally's original donation plus then 50 cents of every dollar from the matching funds) and EWB-USA will receive \$500 (50 cents of every dollar from the matching funds).

**EXAMPLE B:** If Hank gives \$100 online at <http://www.ewb-usa.org/2012giving>, the EWB-USA General Fund will get \$200 (Hank's \$100 + the match of \$100).

## **YEAR-END CAMPAIGN Q&A**

**Q: If a donor gives on our chapter's website will it be matched?**

**A:** No. Only donations made through the website <http://www.ewb-usa.org/2012giving> or a [Fundraise for EWB-USA](#) giving page will be matched. Donations will be matched until matching funds run out.

**Q: Our chapter raised \$10,000 through the website <http://www.ewb-usa.org/2012giving>. We thought we would get \$5,000 from the match but we only got \$2,500. What's the deal with that?**

**A:** EWB-USA will only match up to \$10,000 per chapter or until the matching funds run out. In this scenario, the matching funds ran out before the chapter's match could be met. It is best to encourage your donors to make donations early in order to maximize this matching opportunity.

**Q: Can a donor give me a check to send in and have it matched?**

**A:** Yes, but the check must be accompanied by an official year-end mailer. Only donations made through the website <http://www.ewb-usa.org/2012giving>, [Fundraise for EWB-USA](#), mailed with an official Year-end Campaign brochure, or a gift of stock will be matched. Motivate your donors to give as soon as possible to be eligible for the match. Remember: Giving online is the fastest way to give. Encourage donors to give through your campaign on [Fundraise for EWB-USA](#).

**Q: Can a donor give to a specific chapter project through the campaign?**

**A:** No. Year-end campaign donations can only be made to a chapter's General Fund, which can then be used where the money is needed most by the chapter; including projects.

**Q: I have multiple donors that want to pool their donations and give at the same time in one lump sum. We need more time to get their money in. Can we have an extension?**

**A:** It is always best to have individuals make their donation as soon as possible because donations will no longer be matched when the January 15, 2013 (11:59pm MST), deadline passes or the matching funds have run out--whichever comes first.

**Q: When will the donations be available for chapters to use?**

**A:** EWB-USA HQ will process all donations (both online and through snail mail) as fast as possible. Chapter donations will be made available ASAP, but **the matching funds will not be available until March 15, 2013.**

**Q: Our chapter raised the exact same amount as the chapter who won the \$5K prize for most dollars raised. Why did the other chapter win the \$5K prize and not my chapter?**

**A:** If two chapters raise \$1,000 by the end of the campaign. The winning chapter will be the chapter which raised \$1,000 first according to the timestamps. The same idea applies to the number of donations contest.