



# ENGINEER CHANGE

## YEAR-END CAMPAIGN GUIDELINES

**Giving Period:** Beginning December 2, 2013, at 12:00 am MST and ending January 15, 2014, at 11:59 pm MST, Engineers Without Borders USA Headquarters and EWB-USA Chapters will set out to raise \$600,000.

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

- **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 timestamped once the transaction has been completed. A check or stock donation is timestamped once the donation has been processed by EWB-USA HQ.

- **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 December 2, 2013, at 12:00 am MST and January 15, 2014, 11:59pm MST.
- 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 that 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 2013 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 to the [2013 Year-End Campaign Chapter Resource Folder](#) 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 in the March issue of the View From HQ 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 December 2, 2013, when we kick off the campaign.

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

- **Credit Card:** <http://www.engineer-change.org>– EWB-USA General Fund  
<http://www.ewb-usa.org/get-involved/fundraise> - Chapter General Fund
- **Check:** All check donations must be accompanied by an official 2013 campaign mailer (sent by EWB-USA HQ) or downloadable Campaign Donate By Mail Form. (Official form available online on December 2, 2013, in the [2013 Year-end Campaign Chapter Resource Folder](#)).
- **Stock:** Information on how to make a stock donation can be found at <http://www.ewb-usa.org/donate/give-stock>.

Cash donations are not accepted during the Year-end Campaign. It is never wise to send cash via the mail. If you receive a cash donation, you'll need to change it into a cashier's check and follow the protocol for Check gifts.

**Gift Reports:** 2013 Year-End Campaign gifts will be detailed on the monthly gift reports located under the [My Chapter tab>Chapter Gifts](#) on [myEWB-USA.org](http://myEWB-USA.org). By approximately March 15, 2014, gift reports will identify the gifts that have been matched. Note that only chapter officers have access to download these reports from myEWB-USA.org.

## YEAR-END CAMPAIGN GIVING PAGES



1. Create Your Page



2. Set Your Goal



3. Spread the Word

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 or the EWB-USA General Fund. There is no limit to the number of fundraising campaigns that can simultaneously fundraise for a specific chapter or the EWB-USA General Fund.

### Benefits to participating in Fundraise for EWB-USA campaigns:

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.\*

\*donations by mail or stock cannot be tracked through [Fundraise for EWB-USA](#).

**IMPORTANT: Make sure the “Funds Support” section on your Fundraise for EWB-USA 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 [Fundraise for EWB-USA](#) campaign page:

## FUNDRAISE FOR EWB-USA

HOME > DONATE

Log in

### CLEAN WATER FOR CAMEROON

**FUNDRAISER**  
Cameroon Water

**FUNDRAISING GOAL**  
\$10000

**TOTAL RAISED**  
\$2373

**TOTAL NUMBER OF DONORS**  
20

**START DATE**  
11/16/2012

**END DATE**  
06/01/2014

**FUNDS SUPPORT**  
WASHINGTON DC PROFESSIONAL CHAPTER

**DONATE NOW!**

Share your goal with your friends!

[f](#) [t](#) [in](#)

**A MESSAGE FROM CLEAN WATER FOR CAMEROON**

**Mbohkop Water and Health Project**

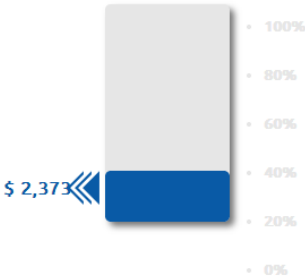

**Empowering a Rural Community to Build Sustainable Water Infrastructure and Improve Health**

**About the Project:** Nestled in the mountains of Northwest Cameroon, Mbohkop is a remote village of about 2000 people. Mbohkop is home to four different tribes, each with their own language, and three major religions. This diverse community supports itself through subsistence farming and herding livestock. However, Mbohkop's progress is impeded by a lack of access to the basic necessities of life – clean water, proper sanitation knowledge and infrastructure, electricity and safe shelters.

The community of Mbohkop recognizes that clean drinking water is its primary need. Currently, women and children walk several hours to fetch water from rivers and streams. Consumption of this unsafe water leads to many diseases, and a high rate of infant mortality and morbidity. Moreover, the cost of treating these waterborne diseases contributes to the cycle of poverty that afflicts the region.

The community of Mbohkop has partnered with the Engineers Without Borders – DC Professional chapter to implement infrastructure that meets these needs. The principal objective of EWB-DC's project is to reduce waterborne diseases by providing the community with clean water, sanitation, and health education. The first step is to improve the water quality by installing a potable water system and implementing a water storage/distribution system. During assessment and implementation, community understanding of disease transmission and prevention will be promoted through a health and hygiene campaign. In the future, EWB-DC would like to improve sanitation in the community by installing ventilated and flood-resistant pit latrines.

**How you can help:** Donate today -- whether \$5 or \$500, you're changing someone's life. And spread the word on Facebook, Twitter and LinkedIn!



\$ 2,373

Last updated: 01/15/2013

## HOW THE CAMPAIGN WORKS

- Time is of the essence! We want to raise as much money as possible from December 2, 2013, at 12:00 am MST to January 15, 2014 at 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 to access the matching funds!
- All check donations must be accompanied by an official 2013 Year-End Campaign mailer (sent by EWB-USA HQ) or a downloadable Year-End Campaign Donate By Mail Form, which will be available on December 2, 2013 in the [2013 Year-End Campaign Chapter Resource Folder](#).
- EWB-USA HQ will NOT charge an administrative fee to process donations or matching funds.

## HOW THE MATCH 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 Hank gives \$1,000 online through 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 (Hank's original donation plus 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 [www.engineer-change.org](http://www.engineer-change.org), 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 [www.engineer-change.org](http://www.engineer-change.org) 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 [www.engineer-change.org](http://www.engineer-change.org). 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 [www.engineer-change.org](http://www.engineer-change.org), 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 [Fundraise for EWB-USA](#) campaign.

**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 for 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, 2014 (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 approximately March 15, 2014.

**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.