

The Columbia Community Band CoMoGives Campaign Band Member Information

What is CoMoGives?

It's a publication, accompanied by a website, or vice versa, whose primary goal is to facilitate year-end giving to a cross-section of Columbia/Boone County nonprofit organizations. A copy of the printed CoMoGives guide is inserted in the Thursday, December 1, 2016, issue of the Columbia Tribune. Approximately 13,000 other copies are distributed in storefronts and offices throughout Columbia. It's a catalog of local nonprofits. Donors can select one, two, or multiple organizations and make a donation with an easy credit card transaction at the secure www.comogives.com website December 1-31, 2016. (see <https://comogives.com> for more information)

What does CCB get from participation in CoMoGives?

- 100% of donations go to your organization—minus credit card fees
- Exposure to larger community from 50,000 Tribune print guides and CoMoGives website
- Bonus Challenge Grants: additional funding available in addition to donations
 - Matching/Challenge Grants from CFCM Community Foundation of Central Missouri
 - \$1,000 Highest total dollar amount of donations
 - \$2,000 Highest number of unique donors
 - \$2,000 Highest number of unique donors under age 35
 - \$1,000 Highest number of larger gifts (\$250 and up)
 - \$1,000 Highest total dollar amount of donations by first year participating organization
 - \$1,000 Highest total dollar amount of donations by organization not providing premiums
 - Plus \$500 Second Place finishers in all categories

Why is participating SO important?

Last year the "We Always Swing" Jazz Series was a first-year participant. It received over \$30K from 177 donors. It also won three Challenge Grants, receiving an additional \$2000 for the largest number of unique donors. Similarly, the Columbia Chorale received over \$3000 through donations and Challenge Grants.

How does it work?

Giving Window for campaign starts 12:00 AM Dec 1st (Thursday) and ends 11:59 PM Dec 31st (Saturday).

1. Citizens review paper guide and/or website
2. They select their nonprofit(s) on the website
3. They choose their donation amount(s) and payment method – minimum is \$10 but \$25 is suggested
4. They complete their donation transaction on the CoMoGives.com website
5. The donor receives an email, tax-usable, receipt

Only donations made within these parameters count for the campaign—with matching gift exceptions.

What do individual band members need to do?

- Mid November you will receive a copy of the printed guide. You can have more than one to distribute to family and friends.
- You will be receiving some information on how we can use Social Media to promote campaign via our new Facebook Business page.

We have learned from others local organizations that the most successful participants have worked to promote the campaign using social media and personal contacts. If we are as successful as the Chorale or Jazz Series, we will have more funding for things like scholarships, endowment funds, and advertising/promotions.