

# The Rules

## General Eligibility for All Prizes

1. To participate in Roanoke Valley Gives day nonprofit organizations must meet the following eligibility requirements:
  - a. Eligible organizations are defined as any organization qualified by the IRS as a 501(c)(3).
  - b. Government agencies are not eligible to participate.
  - c. Organizations must be located and serving in one of the following areas: cities of Roanoke and Salem, counties of Botetourt, Craig, Franklin, and Roanoke.
  - d. Organizations must be registered on the Roanoke Valley Gives website by **February 1, 2017**.
2. To qualify for any prize or incentive funds of any kind nonprofit organization must:
  - a. Must have an approved and completed Roanoke Valley Gives day profile by **March 1, 2017**. Each participating organization's profile page must include the following information by 4:00 p.m. on March 1, 2017:
    - i. Your organization's logo (known as a medium avatar in the system)
    - ii. A summary and description of your organization's purpose and programs
    - iii. And updated donation box (the default language included in the Click & Pledge template "donate for" must be eliminated or updated with relevant information).
    - iv. Your organization can not be listed in more than THREE search categories (i.e. Animals, Community Development & Civic Affairs, Education)
    - v. Your Click & Pledge account must be set to the appropriate time zone (Eastern Standard Time, EST)

## General Rules & Information

3. Roanoke Valley Gives day begins on March 15, 2017 at 12:00AM and ends at 11:59 PM on March 15, 2017.
4. Gifts received prior to March 15, 2017 at 12:00 AM will not be counted toward the day's totals in terms of prize calculations; unless the gift(s) are "scheduled" gifts to be posted through your organization's profile page at <https://rvgives.givebig.org> on March 15, 2017.

5. All Roanoke Valley Gives donations must be made online through the Roanoke Valley Gives website (<https://rvgives.givebig.org>) by credit or debit card ONLY. (Visa, MasterCard, Discover or American Express.)
6. Donors who enter their own credit or debit card information directly on the Roanoke Valley Gives website are entering his/her data into a secure web portal provided by Click & Pledge. Sponsors of Roanoke Valley Gives assume no liability for credit/debit card information or related information provided by the donor to a third party (e.g. organization staff member or volunteer).
7. Donors are encouraged to make gifts to multiple organizations of their choice. Each unique gift to a different organization will be counted on the "Most dollars raised" leaderboard.
8. Each gift is tax deductible and irrevocable. All donations will be for unrestricted use by the chosen charities unless otherwise specified on the participating organization's profile page.
9. All donations (not including incentive prizes/grants) are typically paid to the chosen charity within 2 business days after the conclusion of the event by TransFirst. Each organization will then receive a statement from TransFirst at the beginning of the following month indicating the organization's credit card fees and processing fees which will be debited from the organization's TransFirst account on the 10<sup>th</sup> of the following month. It is important that all nonprofits maintain an appropriate balance in its respective TransFirst account to cover the organization's credit card fees and processing fees.
10. A minimum donation of \$10 is required. There is no maximum per donation, nor maximum per charity.
11. Organizations cannot donate to themselves.
12. Donations may not be used to pay for anything that might be perceived as a material benefit to the donor including memberships, admission tickets, payments for tuition, payments for event tickets, etc.
13. Foundation for Roanoke Valley's Administrative Fund is not eligible to receive a giving day grant or prize.
14. One organization can win grants from multiple leaderboards.
15. Donors who opt to make a donation anonymously **will not** be eligible for Golden Ticket Prizes because we will be unable to announce a winner should they be chosen.
16. Prizes that are periodically announced throughout the day are final only after verification by Foundation for Roanoke Valley.
17. Some prizes are calculated by counting the number of unique donors to an organization. A unique or distinct donor is defined as a single individual or entity that made his/her donation online via the [rvgives.givebig.org](https://rvgives.givebig.org) website and is identified via a unique email

address. For purposes of awarding prizes, multiple donations from unique email to the same nonprofit will count as one gift.

18. Golden Tickets are limited to one per donor.
19. Power Hour prizes are awarded to the nonprofit that receives the most donations or most unique donors during a specified time period. Power Hour prizes are limited to one per organization.
20. Incentive funds are exclusive to qualifying nonprofits. Foundation for Roanoke Valley reserves the right to verify qualifying information and revoke, change or award prizes at its discretion.
21. All time-specific prizes are calculated using time-stamped data via Click & Pledge and verified by the Foundation.
22. In the event of a tie for an incentive prize, the prize amount will be split evenly among the organizations that tie.
23. Incentive pool prizes/grants will be distributed via check to the winning organization the week of April 17, 2017.
24. As with all grants awarded by Foundation for Roanoke Valley, giving day grants are awarded at the discretion of Foundation for Roanoke Valley's Board of Directors. The Board may withhold funds if it believes a participating organization violated the mission, values and guidelines of Foundation for Roanoke Valley and Roanoke Valley Gives.

## The Prizes

Thanks to generous philanthropic partnerships, you can bring even more money to your organization on Roanoke Valley Gives day with the following prizes. Determination of all prize winners will be made solely by the Foundation.

### **Leaderboard Categories**

#### **Most Dollars Raised**

Donations reflected in this leaderboard include all donations received via an organization's Roanoke Valley Gives day campaign beginning on March 15, 2017 at 12:00AM and ending at 11:59 PM on March 15, 2017. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

**First Place:** \$10,000 prize to the nonprofit with the most dollars raised

**Second Place:** \$5,000 prize to the nonprofit with the second most dollars raised

**Third Place:** \$2,500 prize for the nonprofit with the third most dollars raised

*Updated 2/8/17*

### **Most Unique Donors**

Donations reflected in this leaderboard include the total number of unique donors that have made his/her donation via an organization's Roanoke Valley Gives day campaign beginning on March 15, 2017 at 12:00AM and ending at 11:59 PM on March 15, 2017. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

A unique or distinct donor is defined as a single individual or entity that made his/her donation online via the [rvgives.givebig.org](http://rvgives.givebig.org) website and is identified via a unique email address. For purposes of awarding prizes, multiple donations from one unique email to the same nonprofit will count as one gift.

First Place: \$10,000 prize to the nonprofit with the most unique donors

Second Place: \$5,000 prize to the nonprofit with the second most unique donors

Third Place: \$2,500 prize for the nonprofit with the third most unique donors

### **Small but Mighty - Most Dollars Raised**

To be eligible to participate in the Small but Mighty – Most Dollars Raised leaderboard an organization must:

- Submit an electronic copy of their respective organization's most recent annual operating budget to Carly Oliver ([carly@foundationforroanokevalley.org](mailto:carly@foundationforroanokevalley.org)) by 4:00 p.m. on December 19, 2016.
- Not exceed \$800,000 in total expenses based on the organizational budget submitted to the Foundation for consideration.
- Add a special "keyword" to its respective Roanoke Valley Gives profile page. Foundation staff will notify eligible organizations by January 6, 2017, and will provide further instructions.

Donations reflected in this leaderboard include all donations received by eligible organizations via an organization's Roanoke Valley Gives day campaign beginning on March 15, 2017 at 12:00AM and ending at 11:59 PM on March 15, 2017. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

**First Place:** \$5,000 prize to the nonprofit with the most dollars raised

**Second Place:** \$2,500 prize to the nonprofit with the second most dollars raised

**Third Place:** \$1,500 prize for the nonprofit with the third most dollars raised

### **Golden Tickets**

Throughout Roanoke Valley Gives, Golden Tickets will be awarded on an hourly basis to spur more giving. During specified times, as outlined below, a donor will be randomly selected during that hour and that donor's gift to a nonprofit will be enhanced by \$500. The \$500 Golden Ticket will be paid to the nonprofit the week of April 17, 2017. The Golden Ticket prize will not be counted towards the final total dollars raised by any nonprofit that receives the enhancement. Golden tickets are limited to ONE per donor.

#### **Golden Tickets:**

**3:00 – 3:59 a.m.**

**5:00 – 5:59 a.m.**

**7:00 – 7:59 a.m.**

**8:00 – 8:59 a.m.**

**9:00 – 9:59 a.m.**

**10:00 – 10:59 a.m.**

**11:00 – 11:59 a.m.**

**2:00 – 2:59 p.m.**

**3:00 – 3:59 p.m.**

**4:00 – 4:59 p.m.**

**8:00 – 8:59 p.m.**

**9:00- 9:59 p.m.**

**10:00 – 10:59 p.m.**

**\*\*\*Please note this is a tentative schedule of prizes and subject to change.**

---

### **Power Hours**

Power Hours reward the nonprofit with the most unique donors or the nonprofit that receives the most donations in any given hour. For selected hours, the nonprofit with the most donors or the nonprofit that receives the most donations will be awarded \$1,000. A unique or distinct donor is defined as a single individual or entity that made his/her donation online via the [rvgives.givebig.org](http://rvgives.givebig.org) website and is identified via a unique email address. For purposes of

*Updated 2/8/17*

awarding prizes, multiple donations from one unique email to the same nonprofit will count as one gift. The Power Hour prize will not be counted towards the final total dollars raised by any nonprofit that receives the enhancement. Power hour prizes are limited to ONE per organization.

**Power Hours:**

**12:00 – 1:00 a.m. Midnight Madness**

**Most number of unique donors**

**2:00 – 5:00 a.m. Night Owl**

**Most dollars received**

**6:00 – 7:00 a.m. Sunrise Special**

**Most number of unique donors**

**12:00 – 1:00 p.m. Lunch Break**

**Most dollars received**

**5:00 – 7:00 p.m. Dinner Bell Prize**

**Most dollars received**

**11:00 – 11:59 p.m. Finish Line Prize**

**Most dollars received**

**\*\*\*Please note this is a tentative schedule of prizes and subject to change.**

---

**Additional Incentive Prizes**

**100% Board Giving Challenge**

Get every current board member of your nonprofit organization to make a donation to your organization's Roanoke Valley Gives profile page beginning on March 15, 2017 at 12:00AM and ending at 11:59 PM on March 15, 2017, and your organization will receive an entry to win a \$1,500 incentive prize. (Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).)

*Updated 2/8/17*

Your organization MUST complete the following items by 4:00 PM on March 16, 2017:

- 1) Send an email to Carly Oliver ([carly@foundationforroanokevalley.org](mailto:carly@foundationforroanokevalley.org)) certifying that your organization achieved 100% board giving as described above; AND
- 2) Send an electronic copy of your current board list to Carly Oliver ([carly@foundationforroanokevalley.org](mailto:carly@foundationforroanokevalley.org)) for the Foundation's verification process.

A winner will be randomly selected and announced at the Roanoke Valley Gives Awards Breakfast.

### **Roanoke Valley Gives Video Challenge**

The purpose of the RVG Video Challenge is to encourage each participating nonprofit to showcase its great work and let the community know why it should support you on Roanoke Valley Gives Day.

Participating organizations competing for the RVG Video Challenge must be registered to participate in Roanoke Valley Gives by February 1, 2017 AND should have a completed profile page (refer to page 1 of this document - numbers 1 and 2) by 4:00 PM on March 1, 2017. In addition, the organization must follow the video requirements below:

- Be no more than 30 seconds in length.
- Feature the Roanoke Valley Gives logo (provided in the Nonprofit Toolkit located at <https://rvgives.givebig.org>. We want the community to know that your marketing efforts are part of Roanoke Valley Gives.
- Mention "Roanoke Valley Gives is an initiative of Foundation for Roanoke Valley
- Include the Roanoke Valley Gives website – <https://rvgives.givebig.org>. Let folks know where they can support you on March 15, 2017.
- Post your organization's video on Facebook with Foundation for Roanoke Valley tagged in the post AND include the hashtag #rvgvideochallenge17 between March 8, 2017 and March 15, 2017. You can certainly share your organization's video on your website, other social media outlets and email.

A winner will be selected by a Foundation committee and announced at the Roanoke Valley Gives Awards Breakfast.

**Award of 1988**

This incentive prize will be awarded to the nonprofit that receives the 1,988<sup>th</sup> donation during Roanoke Valley Gives day beginning March 15, 2017 at 12:00AM and ending at 11:59 PM on March 15, 2017.

Please contact Foundation for Roanoke Valley at 540.985.0204 or [carly@foundationforroanokevalley.org](mailto:carly@foundationforroanokevalley.org) with questions regarding these grants and prizes.