

# 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, 2018**.
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, 2018**. Each participating organization's profile page must include the following information by 4:00 p.m. on March 1, 2018:
    - 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 TWO 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 14, 2018 at 12:00AM and ends at 11:59 PM on March 14, 2018.
4. Gifts received prior to March 14, 2018 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 14, 2018.

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. 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.
8. 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 TSYS. Each organization will then receive a statement from TSYS 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 TSYS account on the 10<sup>th</sup> of the following month. It is important that all nonprofits maintain an appropriate balance in its respective TSYS account to cover the organization's credit card fees and processing fees.
9. A minimum donation of \$10 is required. There is no maximum per donation, nor maximum per charity.
10. Organizations cannot donate to themselves.
11. Organizations cannot make a donation on behalf of a donor in lieu of a gift of cash or check.
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. Golden Tickets are limited to one per donor.
18. Power Hour prizes are awarded to the nonprofit that receives the most donations during a specified time period. Power Hour prizes are limited to one per organization.

19. 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.
20. All time-specific prizes are calculated using time-stamped data via Click & Pledge and verified by the Foundation.
21. In the event of a tie for an incentive prize, the prize amount will be split evenly among the organizations that tie.
22. Incentive pool prizes/grants will be distributed via check to the winning organizations the week of April 16, 2018.
23. 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**

#### **Overall Most Dollars Raised**

Donations reflected in this leaderboard include all donations received via an organization's Roanoke Valley Gives day campaign beginning on March 14, 2018 at 12:00AM and ending at 11:59 PM on March 14, 2018. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

To be eligible to participate in Overall Most Dollars Raised leaderboard an organization must:

- Submit an electronic copy of their respective organization's most recent annual operating budget to Beth Kelley ([beth@foundationforroanokevalley.org](mailto:beth@foundationforroanokevalley.org)) by 4:00 p.m. on December 19, 2017.
- Complete the online google form located in the nonprofit toolbox by 4:00 PM on December 19, 2017.
- Additional criteria will be determined after review of all participant organizational budget information.

- Add a special “keyword” to its respective Roanoke Valley Gives profile page. Foundation staff will notify eligible organizations by January 12, 2018, and will provide further instructions.

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

### **Small Leaderboard - Most Dollars Raised**

Donations reflected in this leaderboard include all donations received by eligible organizations via an organization’s Roanoke Valley Gives day campaign beginning on March 14, 2018 at 12:00 AM and ending at 11:59 PM on March 14, 2018. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

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

- Submit an electronic copy of their respective organization’s most recent annual operating budget to Beth Kelley ([beth@foundationforroanokevalley.org](mailto:beth@foundationforroanokevalley.org)) by 4:00 p.m. on December 19, 2017.
- Complete the online google form located in the nonprofit toolbox by 4:00 PM on December 19, 2017.
- To determine the Leaderboard categories, we reviewed the financial information that was submitted for each organization and determined thresholds that divided the Leaderboards into three similar-sized buckets. The Small Leaderboard consists of organizations that have revenues or expenses below \$200,000.
- Add a special “keyword” to its respective Roanoke Valley Gives profile page. Foundation staff will notify eligible organizations by January 12, 2018, and will provide further instructions.

**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:** \$1,000 prize for the nonprofit with the third most dollars raised

### **Medium Leaderboard - Most Dollars Raised**

Donations reflected in this leaderboard include all donations received by eligible organizations via an organization's Roanoke Valley Gives day campaign beginning on March 14, 2018 at 12:00 AM and ending at 11:59 PM on March 14, 2018. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

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

- Submit an electronic copy of their respective organization's most recent annual operating budget to Beth Kelley ([beth@foundationforroanokevalley.org](mailto:beth@foundationforroanokevalley.org)) by 4:00 p.m. on December 19, 2017.
- Complete the online google form located in the nonprofit toolbox by 4:00 PM on December 19, 2017.
- To determine the Leaderboard categories, we reviewed the financial information that was submitted for each organization and determined thresholds that divided the Leaderboards into three similar-sized buckets. The Medium Leaderboard consists of organizations that have revenues or expenses between \$200,001 and \$1 million.
- Add a special "keyword" to its respective Roanoke Valley Gives profile page. Foundation staff will notify eligible organizations by January 12, 2018, and will provide further instructions.

**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:** \$1,000 prize for the nonprofit with the third most dollars raised

### **Large Leaderboard - Most Dollars Raised**

Donations reflected in this leaderboard include all donations received by eligible organizations via an organization's Roanoke Valley Gives day campaign beginning on March 14, 2018 at 12:00 AM and ending at 11:59 PM on March 14, 2018. Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).

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

- Submit an electronic copy of their respective organization's most recent annual operating budget to Beth Kelley (beth@foundationforroanokevalley.org) by 4:00 p.m. on December 19, 2017.
- Complete the online google form located in the nonprofit toolbox by 4:00 PM on December 19, 2017.
- To determine the Leaderboard categories, we reviewed the financial information that was submitted for each organization and determined thresholds that divided the Leaderboards into three similar-sized buckets. The Large Leaderboard consists of organizations that have revenues or expenses that exceed \$1 million.
- Add a special "keyword" to its respective Roanoke Valley Gives profile page. Foundation staff will notify eligible organizations by January 12, 2018, and will provide further instructions.

**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:** \$1,000 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 16, 2018. 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:**

**Schedule of prizes TBD.**

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

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### **Power Hours**

Power Hours reward 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. 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:**

**Schedule of prizes TBD.**

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

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**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 14, 2018 at 12:00AM and ending at 11:59 PM on March 14, 2018, and your organization will receive an entry to win a \$1,000 incentive prize. (Eligible donations MUST be made via [rvgives.givebig.org](http://rvgives.givebig.org).)

Your organization MUST complete the following items by 4:00 PM on March 15, 2018:

- 1) Send an email to Beth Kelley ([beth@foundationforroanokevalley.org](mailto:beth@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 Beth Kelley ([beth@foundationforroanokevalley.org](mailto:beth@foundationforroanokevalley.org)) for the Foundation's verification process.

A winner will be randomly selected and announced at the Roanoke Valley Gives Awards Event. Winner MUST be present to receive award.

**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, 2018 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, 2018. 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 14, 2018.
- Post your organization’s video on Facebook with Foundation for Roanoke Valley tagged in the post AND include the hashtag #rvgvideochallenge18 between March 8, 2018 and March 14, 2018. 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 Event.