



The Community Foundation's The Big Payback - May 2, 2018

WHAT IS THE BIG PAYBACK?

The Big Payback is a 24-hour, online giving day to increase philanthropy in the 40 counties served by The Community Foundation of Middle Tennessee. The goal is simple - inspire Middle Tennesseans to come together, show their pride in their community, and contribute to the life-changing work of local nonprofit organizations. This collaborative, inclusive event shines a spotlight on LOCAL giving and creates a new sense of energy around philanthropy. It touches the lives of virtually every person in Middle Tennessee.

Hourly prizes will generate excitement throughout the 24-hour event given to participants garnering the most gifts in a selected time period and/or those raising the most money in that period. A leaderboard, with different tracks for small, medium and large nonprofits, helps organizations and their supporters track progress in real time. It is FUN!

WHEN WILL THE BIG PAYBACK TAKE PLACE?

The Big Payback is on May 2, and the clock starts at midnight. Donations will be accepted in a 24-hour period through the secure website, TheBigPayback.org.

HOW DOES IT WORK?

As the name implies, the idea behind The Big Payback is two-fold: 1) to encourage people who can help to invest in the organizations that do help, and 2) to help our community understand that there will be a palpable, measurable, local return on investment from their support of this effort and these local nonprofits.

Every gift benefits our community and is amplified with incentive prizes for participating nonprofits. The Community Foundation seeks local sponsorships to provide support and encouragement for nonprofits, schools, and religious institutions that participate.

WHAT ARE THE BENEFITS OF PARTICIPATING?

There are numerous benefits for participating in The Big Payback, including: extensive training opportunities to help build capacity and learn new ways to engage donors; the opportunity to grow donations during a relatively quiet time of year; extensive publicity; and the opportunity to vie for prizes to augment the money they themselves raise over the 24 hours.

WHAT ORGANIZATIONS ARE PARTICIPATING IN THE BIG PAYBACK?

The 1,650 nonprofits profiled on GivingMatters.com are eligible to participate and additional Middle Tennessee nonprofits have ample time and assistance to complete GivingMatters.com profiles and become eligible. Local schools and religious institutions are also welcome to register. Tools are available to all the participating organizations, as are strategies on promoting this event, fundraising tips, messaging training, social media training, and more.



THE FRIST FOUNDATION

TheBigPayback.org #BigPayback



Presented by The Community Foundation of Middle Tennessee