



## The Big Payback - May 6-7, 2020

### WHAT IS THE BIG PAYBACK?

The Big Payback is an exciting 24-hour window when Middle Tennessee comes together to contribute to the life-changing work of local nonprofit organizations. It was created by The Community Foundation of Middle Tennessee as a way to increase philanthropy in the 40 counties of Middle Tennessee and to galvanize the community to “give back” in a big way. This giving day shines a spotlight on LOCAL giving and creates a new sense of energy around generosity.

It is the prime time during the year to give, because every gift made to participating organizations could be boosted by cash prizes. Prizes can be won based on the most donations in a selected time period, the most money raised, the specific time a gift was made, and more. A leaderboard is displayed on [TheBigPayback.org](http://TheBigPayback.org) with different categories for small, medium, and large nonprofits to help organizations and their supporters track progress and join in on the fun in real time.

### WHEN WILL THE BIG PAYBACK TAKE PLACE?

The Big Payback begins at 6:00pm on May 6, 2020 and continues until 6:00pm on May 7. Donations are accepted during this time through the secure website, [TheBigPayback.org](http://TheBigPayback.org).

### HOW DOES IT WORK?

Nonprofits participating in the giving day are listed on [TheBigPayback.org](http://TheBigPayback.org) on pages which have their mission statement, social media links, pictures, videos, etc. Donations received during the giving day must be made through the nonprofit’s designated page in

order to count towards their total and to contribute to helping the organization win prizes. Nonprofits are encouraged to campaign: send email blasts, post on social media, plan events — whatever it takes to motivate their base to support them during the giving day! Donors can spread the word too, and even create their own online fundraising campaigns so they can encourage their network to give.

### WHAT ARE THE BENEFITS OF PARTICIPATING?

The benefits are many: extensive training opportunities, a chance to let new donors learn about your organization, the opportunity to grow donations during a relatively quiet time of year, free marketing materials, extensive publicity, and the opportunity to vie for prizes to augment the money raised during the giving day.

### WHAT ORGANIZATIONS ARE PARTICIPATING IN THE BIG PAYBACK?

Nonprofit organizations, schools, and religious institutions located in the 40 counties served by The Community Foundation of Middle Tennessee are welcome to register for The Big Payback. Nonprofits must have complete and up-to-date profiles on [GivingMatters.com](http://GivingMatters.com) in order to participate. If a nonprofit does not have a GivingMatters profile, they will need to reach out to [givingmatters@cfmt.org](mailto:givingmatters@cfmt.org) about creating one by March 10. Tools such as social media messaging, logos, toolkits, training opportunities, and more are available to all participating organizations.



THE FRIST FOUNDATION

[TheBigPayback.org](http://TheBigPayback.org)

#BigPayback



Presented by The Community Foundation of Middle Tennessee