



Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

Spring2ACTion Value Statement 2018

ACT for Alexandria is excited to once again host the 8th Annual Spring2ACTion, a 24-hour online event on April 25 that encourages donors to contribute to Alexandria's nonprofit organizations, through www.Spring2ACTion.org. Last year, Spring2ACTion raised \$1,592,459 in just 24 hours for 158 nonprofit organizations and awarded nearly \$45,000 in additional prizes. Funds raised supported a wide range of projects in Alexandria, including animal welfare, arts and culture, education, the environment, health and human services, youth, volunteerism and more!

The success of Spring2ACTion is due to several months of intensive staff time and coordination by ACT staff to provide:

- A custom-designed Spring2ACTion platform
- Print and online marketing materials
- Training Sessions for nonprofit organizations and their fundraisers
- Solicitation of substantial financial support from business and community partners
- Staff administrative and operations support
- Day of the event coordination
- Prize money (*Not subject to transaction fees)

ACT partners with GiveGab, our giving day platform which is a safe, secure and reliable platform with several unique features, including mobile responsiveness on each page, seamless transactions and donation processing, matching grant tracking, donor reports, individual "free agent" fundraiser pages, customized leader boards, and outstanding technology support.

To provide these valuable services, GiveGab retains a platform fee of 2% of each contribution and ACT charges a 2.1% event management fee. In compliance with industry standards for online payment processing systems, GiveGab also collects a 2.2% credit card (3.5% for American Express) fee plus \$.30 per transaction. With the GiveGab and ACT fees combined, the total percentage deducted from each donation is 6.3% - 7.6% + \$.30 per transaction. Donors always have the option to cover all fees on behalf of the organization and historically 65-75% of donors cover fees, resulting in the nonprofit receiving even more funds for their programs.



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Nonprofits can also win additional prizes and leverage matching funds which are not subject to fees. This year, nonprofit participants can win \$45,000+ in additional prizes, and ACT has added even more prizes to ensure all organizations have the chance to win.

Spring2ACTion garners significant exposure for our nonprofits as one of the most widely recognized community events in Alexandria. In 2017, the Spring2ACTion website had more than 60,000 visitors, 250,000 page views and 9,000+ donors gave to the 158 nonprofits. We expect exposure to grow this year giving our nonprofits access to more donors and opportunities to raise money for the important work they do every day.

For questions about Spring2ACTion, please contact Brandi Yee at brandi.yee@actforalexandria.org or 703-739-7778 or visit www.Spring2ACTion.org.