

Develop Your Plan for S2A Success



Spring 2 ACTION

Alexandria's Giving Day

Presented by ACT for Alexandria

March 5, 2019



Agenda

- Welcome & Introductions
- 2019 Sponsors
- Prizes & Rules
- Business Fundraisers
- Upcoming Dates
- Develop Your Plan for S2A Success– Susan Kelly



Let's Get to Know Each Other

- Name
- Organization
- Prize Giveaways



Spring2ACTion 2019 Sponsors

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Power Hour Prize Sponsor



Early Giving Sponsor



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ACTion Hero Sponsor

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Prizes for Spring2ACTion

- Prizes Awarded for 1st- 5th Place on Leaderboards for Most Dollars, Most Donors, and Free Agent Fundraisers
- Power Hours - \$500 awarded for most dollars and most donors during 11am - noon, 3-4pm, 7-8pm, and 10-11pm
- Early Bird Prizes- \$500 awarded for most dollars and most donors from March 27 - April 9 and Midnight - 8am on April 10
- ACTion Hero Prizes- \$100 awarded for randomly drawn hourly prizes from 10am - 10pm
- Holy Cow - \$500 Awarded to the organization with the most customer mentions on April 10 (25 cents too!)

**Organizations are only eligible to win two power hour prizes. Only gifts made online and through Donor Advised Funds at ACT for Alexandria are eligible for Leaderboard Prizes. Only gifts made online are eligible for Power Hour, Early Bird, and ACTion Hero prizes.*



Business Fundraiser Pilot

- New this year!
- Engaging local businesses to support Spring2ACTion by encouraging their employees, customers, vendors (stakeholders) to give
- Leaderboard will track percentage of employee giving and dollars raised
- Will announce businesses at March 19 training and via weekly newsletter
- More donors giving back to participating nonprofits!



Upcoming Dates

Add your events to the [Spring2ACTion Events page!](#)

Month of March - Yates Give Your Two Cents Benefits Spring2ACTion – *take a photo and tag @Spring2ACTion, #yatesgy2c and #Spring2ACTion for chance to win prizes*

March 8 - Deadline: Nonprofit Registration Closes*

March 19 - Last Chance Q&A and Materials Pick-Up & Final Steps to Success Webinar

March 27 – Kick-off Early Giving at Lena's Pizza– *mention Spring2ACTion*

March 27 - April 9 - Early Giving for Spring2ACTion

April 10 - Spring2ACTion – Alexandria's Giving Day!

May 3 - Spring2ACTion Celebration

May 7 - Harness Your Spring2ACTion Donors to Build a More Robust Fundraising Program with Susan Kelly