



Inspire. Build. Transform.

Advance Giving: May 1 – 14, 2019

What is Advance Giving?

It's the 14-day period (between May 1 and 11:59 PM EST on May 14) when you can start fundraising for Horizons Giving Day. Advance Giving is designed to help you build momentum leading into Horizons Giving Day on May 16 – and to capture your donors at whatever time is most convenient for them. Last year, Horizons affiliates and Horizons National brought in more than \$400K before Horizons Giving Day began!

How to make the most of Advance Giving

- Combine it with an existing event and make a specific ask for Horizons Giving Day
- Promote it on social media
- Attend community events, take photos, promote Horizons Giving Day on social media, and collect donations
- Reach out to local television and radio stations and ask them to promote Horizons Giving Day
- Host an event or events
- Engage board members, parents, teachers, your host school community, and volunteers in reaching out to peers for donations

Two ways to submit Advance Gifts

Online: Horizonsgivingday.org will begin accepting online donations at 12:00 AM on May 1, 2019.

Offline: Input all offline gifts using the form provided by Give Gab on Horizonsgivingday.org.

ALL OFFLINE GIFTS MUST BE ENTERED BY 11:59 PM on May 14 to be eligible for prizes!

Prize for Advance Gifts

- Awarded to the affiliate that raises the most money through the Advance Giving period from May 1 through May 14, 2019
- All online gifts made before 11:59 PM on May 14 and offline donations entered into Give Gab by 11:59 PM EST on May 14, 2019 are eligible
- Winner will be announced by 10 AM on May 15, 2019



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What gifts qualify for Advance Giving?

Gifts made with the intent to support your program's Horizons Giving Day fundraising count as Advance Gifts and qualify you for the Advance Giving prize. These gifts include:

- Sponsorships for your program's participation on Horizons Giving Day
- Gifts made to support your individual fundraisers
- Gifts given at an event where you promoted Horizons Giving Day and collected money specifically for the purpose of Horizons Giving Day
- Match challenges made to support your Horizons Giving Day fundraising efforts

What gifts DO NOT qualify for Advance Giving?

Gifts you would have received whether or not you participated in Horizons Giving Day do not count as advance gifts and do not qualify for the Advance Giving Prize. Some examples:

- Grants that come in during the advance giving period – but were not solicited for Horizons Giving Day
- Annual gifts that were not a result of Horizons Giving Day solicitation
- Event revenue from a non-Horizons Giving Day event (such as a gala, a run, or a dinner)