



BONUS & PRIZE POOL SCHEDULE

The Community Foundation of Louisville has secured over \$340,000 for the Bonus & Prize Pool.

BONUS POOL

The \$180,000 Bonus Pool will be distributed equally among nonprofits that reach certain fundraising/donation tiers:

| | | |
|-----------------|----------------------------|-------------------------|
| Tier #1: | Secure 25 unique donations | equal split of \$60,000 |
| Tier #2: | Secure 50 unique donations | equal split of \$60,000 |
| Tier #3: | Secure 75 unique donations | equal split of \$60,000 |

*A "Unique Donation" is defined as one gift of \$10 or more to one organization from one donor. Anyone who attempts to game the system runs the risk of being caught in our audit. Prizes may be withheld if unique donations can't be verified.

STRATEGIC PRIZES

| | | |
|----------------------------------|-----------------------------------------------------------------------------------------------------|---------|
| Early Bird | First single online donation of \$500 or more | \$1,000 |
| Up All Night | Most unique donations between 2 – 4 AM | \$1,000 |
| Morning Rush | Most unique donations between 5 – 8 AM | \$1,000 |
| Mid-Morning Break For It | Randomly drawn from donations over \$250 between 9 – 11 AM | \$1,000 |
| Afternoon Drive | Most unique donations between 4 – 6 PM | \$1,000 |
| Dinner Time Delight | First single online donation of \$500 or more at 6 PM | \$1,000 |
| Evening Break For It | Randomly drawn from donations over \$250 between 7 – 9 PM | \$1,000 |
| Late Night Push | Most unique donations between 10 – 11:59 PM | \$1,000 |
| Far & Wide | Nonprofit with donations from the most states, or the first to receive donations from all 50 states | \$1,000 |
| Louisville's Greatest Day | To the organization that receives the donation that surpasses last year's \$4.6 million mark | \$1,000 |
| Social Media Star | Nonprofit with the most creative posts around #GiveForGoodLou leading up to and on the giving day | \$1,000 |
| P2P Powerhouse | Nonprofit that raises the highest dollar amount through the P2P fundraising feature | \$1,000 |
| Match Maker | Nonprofit that fulfills the most matching donations (in dollars raised) on their profile | \$1,000 |

DELTA DENTAL® **GOLDEN TICKETS & SMILE PRIZES**

Delta Dental will be Making Smiles Happen with \$30,000 in **Golden Tickets** on September 13. Every hour of the 24-hour give day plus six extra times during the midday nonprofit rally, a lucky donation will be randomly selected to receive a Golden Ticket and \$1,000 will be added to the donation. That means a donation as little as \$10 can become \$1,010!

New this year, Delta Dental is adding *additional* prizes for organizations who provide human oral health care. There will be four \$1,000 **Smile Prizes** selected every six hours and one \$5,000 **Smile Power Prize** selected at the end of the day among eligible nonprofits. These prize funds must be used for a human oral health care program.

For each drawing, a random number generator will select a donation from all donations received during the designated time period. Community Foundation staff will announce the winning nonprofits and donors on social media channels throughout the day.

*Organizations cannot win more than one Golden Ticket throughout the day. Organizations must be present at the Midday Nonprofit Rally to win one of the six designated Golden Tickets awarded during that timeframe. An organization cannot win more than one Smile Prize throughout the day. An organization could win a Golden Ticket and a Smile Prize.

GRAND PRIZES

Grand Prizes will be awarded for **Most Dollars Raised** in three income sizes of nonprofits. Most Dollars Raised is sponsored by Harshaw Trane. 

Any organization that secures a match must be able to provide proof (copy of the check, or deposit receipt of cash or check) of that match if requested by CFL. Any organization that is a finalist for a Grand Prize for Most Dollars Raised will need to provide this information on September 14. *The Community Foundation of Louisville reserves the right to withhold any prizes when matches cannot be verified.

| <i>Size determined by IRS Form 990 income</i> | Micro Nonprofits (under \$49K) | Small Nonprofits (\$50K - \$250K) | Medium Nonprofits (\$251K - \$1.5M) | Large Nonprofits (over \$1.5M) |
|---------------------------------------------------|------------------------------------------|---------------------------------------------|-----------------------------------------------|------------------------------------------|
| First Place | \$3,500 | \$3,500 | \$3,500 | \$3,500 |
| Second Place | \$2,000 | \$2,000 | \$2,000 | \$2,000 |
| Third Place | \$1,500 | \$1,500 | \$1,500 | \$1,500 |
| Fourth Place | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| Fifth Place | \$500 | \$500 | \$500 | \$500 |

Grand Prizes will also be awarded for **Most Unique Donations*** in three income sizes of nonprofits. *A "Unique Donation" is defined as one gift of \$10 or more to one organization from one donor. Anyone who attempts to game the system runs the risk of being caught in our audit. Prizes may be withheld if unique donations can't be verified.

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| Third Place | \$1,500 | \$1,500 | \$1,500 | \$1,500 |
| Fourth Place | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| Fifth Place | \$500 | \$500 | \$500 | \$500 |

SOUTHERN INDIANA PROPORTIONATE MATCH POOLS



The Community Foundation of Southern Indiana is offering a \$20,000 proportionate match for Southern Indiana-based participating nonprofits based in Clark and Floyd counties.



The Bales Foundation is offering a \$10,000 proportionate match to organizations based in Clark, Floyd, and Harrison counties.



Horseshoe Foundation is offering a \$10,000 proportionate match to organizations based in Floyd county.

Organizations based in these counties will be eligible to receive a proportionate share of the these match pools based on their overall amount of dollars raised, excluding other bonus or prizes they may receive. (e.g. 5% of the funds raised in S. Indiana = 5% of the corresponding proportionate match pool.)

ADDITIONAL PRIZE NOTES:

- Prize awards are subject to audit and will be finalized no later than September 20 at 5 PM.
- Prizes may be revoked or withheld if donations or matches can't be validated or if donations do not qualify as "Unique Donations," including falsifying donor email addresses or matches.
- A "Unique Donation" is defined as one gift of \$10 or more to one organization from one donor. Anyone who attempts to game the system runs the risk of being caught in our audit.
- In the event of ties, prizes will be split.
- Nonprofits can only win one Golden Ticket prize throughout the day.
- Nonprofits must be tabling or performing at the Midday Nonprofit Rally to win one of the Golden Tickets designated for the Rally.
- Nonprofits can only win one Smile Prize throughout the day.
- A nonprofit can win one Golden Ticket and one Smile Prize.
- Community Foundation of Louisville fundholder distributions count towards the Bonus Pool and Grand Prizes, but are not eligible for Golden Tickets or time-based strategic prizes.
- Nonprofits selected their size category at registration and their size was validated against the organization's 990.

OUR BONUS & PRIZE POOL SPONSORS:



As of September 10, 2018. Subject to change.