

## BE GENEROUS, BE ENGAGED, BE COMMITTED

\$400,301 in three years! That's a lot of giving! The fourth annual Give to Grow Match Day will take place on November 29, 2019. Three years ago, when planning this event, there were many nervous people. Would people give? Would people come out? Would the nonprofits benefit by being a part of GSCF? Then two years ago, we wondered if it would be successful for the second year? Last year, the same questions. This year, GSCF is setting the bar to be the biggest day of all! There are 46 different charitable organizations to choose from. Everyone can find one or more that you support and believe in.

Let me review the what's and the why's of Give to Grow Match Day.

- A giving day is when generous sponsors come together to host a 24-hour event where organizations and individuals focus on widespread fundraising.
- People can donate to nonprofits every day of the year, right? There are many factors at play here, but a combination of city-wide advertising and a sense of urgency, competition and community seems to be the key to why Give to Grow has been, and continues to be, so successful.
- Aside from providing a platform for donations, Give to Grow Day offers a lot of free advertising and promotion. The Greater Sabetha Community Foundation wants the event to be as successful as possible to uphold our mission of *Giving Today, Growing Tomorrow*. But in doing so, GSCF is providing free promotion for all participating organizations. It's truly a win-win.
- Giving days also provide your nonprofit with a great excuse to ask for money. It's not annoying or desperate, either, because it's all part of the larger event—it has context. Something along the lines of: "Give to Grow Day is coming soon! Come visit our booth to help the community unite for a greater cause!" will yield far better results than your individual organization asking for money out of the blue.
- People, and especially passionate donors, are very competitive by nature, and Give to Grow Day encourages a healthy competition among charities. The live leaderboard will rank which organizations are out-fundraising others. If a donor is passionate about a cause, they're going to do everything in their power to make sure the organization they care about is at the top of that leaderboard. There will be a name drawn every half hour to give an additional \$50 to the donor's favorite charity. And 75 donors will win a GSCF grocery tote bag at the walk-in site at 919 Main Street.
- There is a sense of urgency created by the offering of \$15,000 in matching funds to give an element of time-sensitivity and makes people remember the donation clock is ticking.
- Finally, Give to Grow Day harnesses all the altruistic energy of the community into a cohesive, one-day event. People love feeling like they're a part of something bigger, and this designated fundraising event creates a feeling that it is more than writing a check on a random day ever could. The energy of Give to Grow Day is palpable. Donors feel valued, impactful and united with their community as a whole.

Whatever the reason for Give to Grow Day's effectiveness, the end goal is the same: to promote a community that is generous, engaged and committed to investing in its future. So, whether you have been a giver every year or just one year, get involved and remember that your charitable contribution is an investment your community will cherish.