



# GiveBigNRV: Experience the Joy of Giving

[cfnrv.givebig.org](http://cfnrv.givebig.org)

GiveBigNRV is an initiative of:



## What is GiveBigNRV?

GiveBigNRV is a website designed to encourage charitable giving in the New River Valley and to promote the dozens of nonprofit organizations serving our region. Started in 2014 in celebration of the Community Foundation of the New River Valley's (CFNRV) 20<sup>th</sup> anniversary, the website allows donors to give easily and securely online to their favorite nonprofit organization or to any of the CFNRV's endowed funds. The site is powered by Click & Pledge, an internationally-known software company based in Blacksburg.

## How do I give to a specific organization through GiveBigNRV?

Nonprofit organizations can register to have a profile page on the GiveBigNRV website. Any organization classified as a 501c3 or a unit of government (such as a library) that serves the NRV is eligible to be on the website. The organization can then solicit online contributions through that profile page with the donation being deposited directly into the organization's bank account. The CFNRV does not collect money on behalf of other organizations; it simply hosts the website and publicizes it. Over 100 different nonprofit organizations are on the site.

## How does the CFNRV use GiveBigNRV for online giving?

Each of the CFNRV's endowed funds has a unique profile page on the GiveBigNRV website so that our donors may give easily to their fund of choice. Using the GiveBigNRV home page and marketing efforts, we can highlight specific funds or initiatives that we want people to support. In 2018, we'll be promoting The Fund for the NRV and the four initiatives associated with it.

## What is the Annual Giving Day?

Although the GiveBigNRV site is active year-round, we encourage charitable giving by hosting an online giving day each April. For a full 24 hours, donors are encouraged to give a minimum of \$10 to the organization or fund of their choice. The CFNRV broadly promotes the giving day, and individual nonprofit organizations are responsible for promoting their particular profile pages. To incentivize this, the CFNRV offers grants and prizes to organizations on the giving day based on the amount of money they raise, the number of unique donors to their page, and more. The 5<sup>th</sup> Annual GiveBigNRV Giving Day will be held Wednesday, April 18, 2018.

## Have the giving days been successful?

Absolutely! Just take a look at how it's grown since 2014!

	2014	2015	2016	2017
<b>Total Raised</b>	\$39,863	\$108,640	\$217,885	<b>\$220,192</b>
<b>Total Number of Causes Supported</b>	67	76	88	<b>115</b>
<b>Total Number of Gifts</b>	421	969	1,438	<b>1,794</b>
<b>Total Grants Offered</b>	\$5,818.18	\$8,618.18	\$12,200	<b>\$14,000</b>

Several organizations have made the Annual Giving Day a key part of their fundraising efforts. In 2017, for example, the Floyd Center for the Arts raised a total of \$23,225!

### How is the Annual Giving Day promoted?

The CFNRV does broad-based marketing for the Annual Giving Day through the following channels:

- Advertisement in the March/April issue of NRV Magazine
- Press releases/articles in local papers (Roanoke Times, Virginian Leader, Southwest Times)
- Advertisements on all six Cumulus Radio stations
- Television coverage (The 2016 giving day was featured on WSLS 10, WDBJ7, WFXR 27)
- Social Media – Facebook, Twitter
- CFNRV print newsletter (1,300 recipients)
- CFNRV email newsletter (2,500 recipients)
- Banners in downtown Christiansburg, Radford, and other localities
- Advertisement on a Blacksburg Transit bus beginning in late March

### Why does GiveBigNRV need sponsors?

The Annual Giving Day is successful because nonprofits are competing for additional grants and prizes from the CFNRV. For example, in 2017 the Floyd Center for the Arts (aka the Jacksonville Center) won a \$1,500 grant for having the most unduplicated donors on the giving day. Offering grants like this motivates participating organizations to publicize GiveBigNRV, leading to much needed donations for those organizations even if they don't win the grant. In addition to grants based on money raised and number of donors, the CFNRV began offering an event grant in 2015 to the organization with the most attendees at a GiveBigNRV-branded event. The Montgomery County Emergency Assistance Program won the \$3,000 event grant in 2017 and raised an additional \$6,294 from online contributions in just 24 hours.

### How are sponsors recognized?

All sponsors are recognized on the GiveBigNRV and CFNRV websites and via social media. Additional benefits are offered based on sponsorship level and include special recognition in print marketing, the ability to sponsor a specific giving day grant, sponsor's logo featured on giving day flyers and promotional materials, and more. With thousands of people listening to the radio, seeing the print ads, and visiting the GiveBigNRV website, sponsorship is a great way for businesses to get recognition while giving back to the community. Review the 2018 Sponsorship Opportunities form for details.

### What support does the CFNRV provide to participating nonprofits for the giving day?

In addition to broad marketing, the CFNRV provides extensive benefits and technical support to organizations participating in the giving day including:

- Reduced processing and transaction fees through Click & Pledge
- In-person training sessions and a webinar to help organizations build or update their profile pages
- Detailed instructions with links to online tutorials on profile page requirements and features
- Regular email updates on new GiveBigNRV features, grants, and sponsors
- Online promotion through the CFNRV website for GiveBigNRV-branded events
- Social media tips and tutorials
- Promotional tools including sample press releases, graphics, and talking points
- Day-of technical support through Click & Pledge to address issues promptly

### What can I do to make the 5<sup>th</sup> Annual GiveBigNRV Giving Day on April 18<sup>th</sup> a success?

- Encourage nonprofit organizations that you are involved with to register with GiveBigNRV and raise money for their missions through [cfnrv.givebig.org](http://cfnrv.givebig.org).
- Promote giving on April 18<sup>h</sup> through your personal and professional networks via phone, email, and social media.
- Take a look at the CFNRV website in April 2018 for a list of GiveBigNRV events throughout the region.
- Make a contribution to **The Fund for the NRV** which helps underwrite the materials and the extensive staff time the CFNRV devotes to making the giving day a success!



The Fund  
for the **NRV**

Want to learn more? Visit [cfnrv.givebig.org](http://cfnrv.givebig.org), or contact the CFNRV at 540.381.8999 or at [cfnrv@cfnrv.org](mailto:cfnrv@cfnrv.org)