

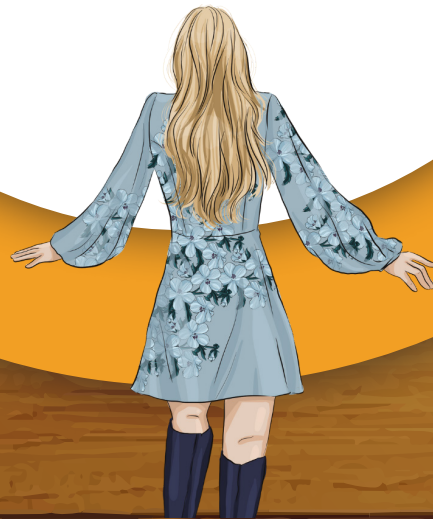
13

greater salina community foundation

2024 **MATCH**  
**MADNE\$\$**



13



NONPROFIT PLAYBOOK

# TABLE OF CONTENTS

13



<b>General Information</b> .....	<b>3</b>
<b>Event Details</b> .....	<b>4</b>
<b>Donation Information</b> .....	<b>5</b>
<b>Nonprofit Information</b> .....	<b>6</b>
<b>Bonus Grants/Incentives</b> .....	<b>9</b>
<b>Important Dates</b> .....	<b>10</b>
<b>Planning Checklist</b> .....	<b>11</b>

## 2023 STATS SHEET

OVER \$4.8 MILLION IN IMPACT SINCE 2012!

- ▶ **1,044** donors
- ▶ **423** 5th graders
- ▶ **3,170** gifts
- ▶ **582** free throws
- ▶ **6** half court shots
- ▶ **93** charities & causes
- ▶ **\$641,556** donated
- ▶ **\$306,476** match & bonus grants
- ▶ **\$948,032** total impact



## MATCH MADNESS EVENT

**When:** Thursday, March 21, 2024  
**Where:** Salina Fieldhouse, 140 N. 5<sup>th</sup> St.  
**Time:** 7 a.m. to 7 p.m.

## ONLINE DONATIONS

**Where:** [www.matchmadnessgscf.org](http://www.matchmadnessgscf.org)  
**When:** Thursday, March 21, 2024  
**Time:** 12 a.m. to 11:59 p.m.

## IMPORTANT LINKS

**Nonprofit Agreement & Registration Form:** [gscf.org/matchmadness/](http://gscf.org/matchmadness/)  
**Online Giving Site:** [matchmadnessgscf.org](http://matchmadnessgscf.org)  
**Match Madness Portal:** [matchmadnessgscf.org/nonprofits](http://matchmadnessgscf.org/nonprofits)  
**Your Login & Password:** \_\_\_\_\_

## GSCF CONTACTS

**Michael Chambers, Vice President of Community Impact**  
[michaelchambers@gscf.org](mailto:michaelchambers@gscf.org) | 785-823-1800  
**Jessica Martin, President & Executive Director**  
[jessicamartin@gscf.org](mailto:jessicamartin@gscf.org) | 785-823-1800

# EVENT DETAILS

13



**Thursday,  
March 21, 2024**



**Salina Fieldhouse  
140 N. 5<sup>th</sup> St.**



**7:00 a.m.  
to 7:00 p.m.**



## Donation Station

Foundation staff will be available all day to assist donors and answer their questions.



## Nonprofit Booths

Meet nonprofit reps to learn more about their mission and work in the community.



## Food Trucks

Stopping by during lunch or dinner? We'll have food trucks on-site for your convenience!



## Free Snacks

Attend the event in person to enjoy free popcorn and soda as a thank you!



## Free Throw And Half Court Shot Contest

Cheer on your favorite nonprofits as they participate in a free throw and half court shot contest to earn bonus grants!

# DONATION INFO

13



2024 MATCH MADNESS

## HOW IT WORKS

**Donors** select organization endowment(s) to support on March 21 (online, via mail, or in-person).

- ▶ **100%** of the donor's gift will go to your organization's endowed fund at GSCF.
- ▶ **All** Match Madness gifts go to the **principal of your endowed fund**, and are restricted to the 5% spendable rule.
- ▶ The match will only be affective after **\$1,000** is raised. Once **\$1,000** is raised you will receive a 50% or \$500 match.
- ▶ **ALL** matched dollars will go back into your organization's endowed fund if your fund is less than \$10,000.

## 2023 STAT

All gifts up to \$5,000 were matched at 50%.

All gifts over \$5,000 were matched at 44%.

**Each gift will be matched** proportionally **up to 50%** from a match pool of **\$313,000!**

- ▶ Gifts will be matched **up to a maximum of \$3,000** per person per organization or \$6,000 per household.
- ▶ No single organization is allowed to receive more than half of the total match.
- ▶ There is a guaranteed match of **50%** on all dollars raised between **\$1,000 and \$5,000**. Donations above **\$5,000** will receive a proportional match up to **50%**.

**Matched dollars** will be immediately available to the organization, while gifts to the organization's endowed fund help build their endowment to meet future needs.

## HOW TO GIVE

### In-Person

- ▶ Salina Fieldhouse, 140 N. 5th St.
- ▶ 7 a.m. to 7 p.m.
- ▶ Cash, Check, Credit Card, Crypto, Donor Advised Fund, Stock, IRA rollover

### Online

- ▶ [www.matchmadnessgscf.org](http://www.matchmadnessgscf.org)
- ▶ 12 a.m. to 11:59 p.m.
- ▶ Credit Card

### Mail

- ▶ Greater Salina Community Foundation  
P.O. Box 2876, Salina, KS 67402-2876
- ▶ Must be postmarked by March 21, 2024
- ▶ Cash or Check

**Credit card gifts** are subject to the following fees:

- ▶ Gifts made online - **2.2% credit card fee plus 30¢ transaction fee**
- ▶ Donors have the option to cover credit card fees.

**Out-of-town donors:** Donations from out of town donors can be collected from the organization and brought in by one person.

- ▶ The organization must bring in individual donor checks, made out to GSCF with the charity's name in the memo line, along with the out-of-town donor cover sheet, available in your Match Madness Portal.

## OTHER NOTES

**Donations** are tax deductible.

- ▶ Donors will receive a **receipt letter via email** after the donation has been made.
- ▶ **All gifts** are irrevocable.

## 2023 STAT

318 donors live outside of Salina.

72 donors are out of state.



## ELIGIBILITY

Participating nonprofits must have an **endowed fund** with GSCF.

Organizations must complete and return the electronic Nonprofit Agreement & Registration Form no later than **January 15, 2024**.

## MATCHING DOLLARS

Nonprofits may **choose** how to receive their matching dollars earned:

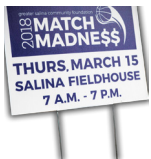
- ▶ **Option 1:** Cash grant for immediate use. Only applicable if your fund has a balance of \$10,000 or higher
- ▶ **Option 2:** Direct it to organization fund (non-endowed) at GSCF.

This choice is indicated on the Nonprofit Agreement & Registration Form.

**Donations** by participating organizations to their own endowment fund will **not qualify** for the match or incentive prizes.

Organizations are allowed to provide an additional match to their donors.

## PROMOTION



Participating nonprofits should **market the event** to their donors.

- ▶ GSCF will provide a **Match Madness Marketing Toolkit** with logos and templates to help participating nonprofits market the event.
- ▶ Your organization can pre-order **yard signs** (at no cost to you) on the Nonprofit Agreement & Registration Form.
- ▶ Your organization may also submit a 60 second **Match Madness promo video** to GSCF to share on our social media outlets. (See page 8).

## NONPROFIT PORTAL



Nonprofits have the ability to manage their own online profiles!

The person listed as the **primary contact** on the Match Madness Registration Form will become the admin for your organization's Match Madness Portal, if you don't already have an account.

- ▶ **Edit** your profile.
- ▶ Upload **photos** and **videos**.
- ▶ Access the **Marketing Toolbox**.
- ▶ Export **gift reports** and **donor lists** after event & for past events.
- ▶ Admins can **add other users** for your organization.



## EVENT ATTENDANCE

Organizations are invited to partake in the festivities at the Fieldhouse, but attendance is not required. Optional booth space may be reserved—see more information below.

## NONPROFIT BOOTHS

**Optional booth space** in the Fieldhouse lobby may be reserved to display any marketing or promotional material that highlights your work in the community. A representative from your organization must be present the whole time.

### OPTIONAL

This is offered as an extra marketing opportunity. You are not required to have a booth.

- ▶ Reserve your booth space on the Nonprofit Agreement & Registration Form.
- ▶ GSCF will assign booth locations for nonprofits ahead of time.
- ▶ Booths should have a representative present from **7 a.m. to 7 p.m.**
- ▶ **Set-up** will be available the afternoon of March 20 or at 6:30 a.m. on March 21. (Set-up should be complete before 7 a.m. on March 21.)
- ▶ **Plan to stay until 7 p.m.** Display items must be **removed** that evening.

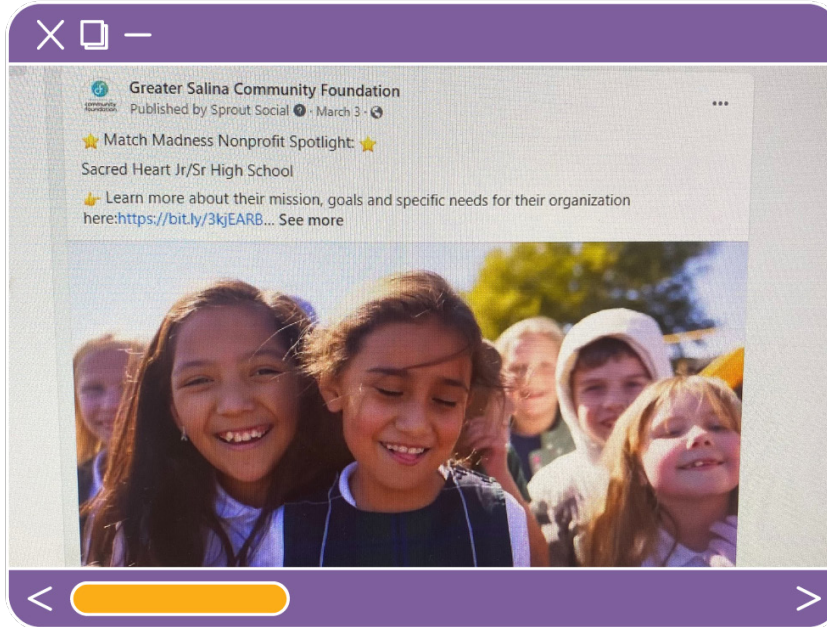
**Consider making appointments with specific donors throughout the day! Meet with them at your booth to share organizational updates and answer questions.**



## MARKETING WORKSHOP JANUARY 19TH 12:00-1:30 pm

Presented by Taylor Schwartz, Assistant Professor of Marketing, KWU.

Learn how to tell your story and about an opportunity to be paired up with KWU students to create a marketing campaign.



## MATCH MADNESS PROMO VIDEO OPTIONAL

This is offered as an extra marketing opportunity. You are not required to make or submit a video.

**Optional promotional videos** may be submitted to GSCF to share on our social media platforms.

**Submit your 60 second video promoting your mission** to GSCF by February 16. GSCF will send you an email with a link to submit your video online.

- ▶ Videos should be no longer than 60 seconds and should highlight your mission, fundraising goals, or any other compelling story on why people should donate to your cause!
- ▶ GSCF will **kick off a virtual campaign** on February 21, sharing all submitted videos until Match Madness on March 21.

## 5TH GRADERS

- ▶ Thanks to several generous donors, every 5th grader in Saline County will have the opportunity to participate in Match Madness and donate \$10.
- ▶ Students will be assigned 10-15 nonprofits ahead of time so that all nonprofits are visited equally.
- ▶ GSCF will provide bags for students to collect information from the booths. Please make sure any SWAG given is something you would normally give out. This is not a SWAG competition or trick-or-treating :)





# BONUS GRANTS

13



## BILL GREVAS MEMORIAL FREE THROW CONTEST

*Sponsored by*



2023 STAT

Nonprofit reps made  
582 free throws for  
\$5,820 in bonus grants!

## BE WEALTH HALF COURT SHOT

*Sponsored by*



## AWARDS

Each organization can compete for **up to \$130 in bonus grants** by participating in a Minute-To-Win-It free throw contest at the Salina Fieldhouse.

**Nonprofit** representatives will be given **one minute** to shoot **free throws**.

Participants will get to shoot the whole rack of men's basketballs.

**Every free throw made** (up to 13) will be worth **\$10** in bonus cash.

- ▶ Representatives can be a staff member, board member or volunteer. (Check KSHAA/other rules before asking a high school or college athlete!)
- ▶ Organizations are limited to one time slot and one representative. Each representative is only allowed to shoot for ONE organization for the event.
- ▶ **Sign up** to participate on the Nonprofit Agreement & Registration Form. (Timeslots will be selected at a later time.)

Each nonprofit representative will be given the opportunity to shoot 2 half court shots AFTER completing their free throws.

- ▶ **The prize for the winning shot is \$1,300.**
- ▶ **If there are multiple winners**, there will be a shootout held at 6:30 pm. Please make sure your representative is available to return to the fieldhouse at this time in the event of multiple winners.
- ▶ **If no one makes a shot**, all participants will be entered into a drawing, and two organizations will be drawn to receive \$650 each.
  - ▶ Check KSHAA/other rules before asking a high school or college athlete
  - ▶ Organizations are limited to one representative. Each representative is only allowed to shoot for ONE organization for the event.
- ▶ **Sign up to participate** on the Nonprofit Agreement & Registration Form. (This activity is optional and not required.)

We will award first and second place prizes to the organizations who have the highest number of donors, and a most improved prize to the organization who experiences the biggest increase in number of gifts raised in 2023 from 2022. (example: 2022= 55 gifts; 2023= 75 gifts; score= 20) In the case of a tie, the winner will be determined by the highest percentage improvement from 2022 to 2023.

- ▶ **Most Donors, First Place - \$500**
- ▶ **Most Improved, Number of Donors - \$500**

# MARK YOUR CALENDAR

13



**NOVEMBER 28**

**Registration Open**

[gscf.org/nonprofitregistration](https://gscf.org/nonprofitregistration)

**JANUARY 15**

**DEADLINE:  
Nonprofit Agreement & Registration**

[gscf.org/matchmadness](https://gscf.org/matchmadness)

**JANUARY 19**

**Marketing Workshop**

Presented by: Taylor Schwartz, Assistant Professor of Marketing, Kansas Wesleyan University

**12:00-1:30 PM**

**FEBRUARY 16**

**DEADLINE:  
Match Madness Promotional Video  
Free Throw/Half Court Shot Contest Sign-Up**

(Both items are optional)

**FEBRUARY 29-  
MARCH 1**

**Yard Sign Pick-Up at GSCF**

**MARCH 21**

**Match Madness 2024**



## JAN

### SIGN UP

- Return your Nonprofit Agreement & Registration by **Jan. 15** [gscf.org/matchmadness](https://gscf.org/matchmadness)

### SAVE THE DATE

- Mark **Thurs., March 21** on all calendars, including your work calendar, website, etc.
- Inform all staff, board members and other key individuals of the date and location.
- Add Match Madness to your next board meeting agenda so you can brainstorm ideas.
- Attend GSCF's Nonprofit Marketing Workshop on **Jan. 19**.

### MAKE A GAME PLAN

- Login to your Match Madness Portal and add/update users. [matchmadnessgscf.org/nonprofits](https://matchmadnessgscf.org/nonprofits)
- Download the Marketing Toolkit and appropriate materials from the Match Madness Portal.
- Develop your Match Madness marketing plan.
- Update your online profile with current information, videos and photos.
- Recruit shooters for the free throw contest and half court shot!
- Don't forget to register by **Jan. 15**. [gscf.org/nonprofitregistration](https://gscf.org/nonprofitregistration)

## FEB

### EVENT PREPARATIONS

- Make your promotional video. What story will you tell? Who will be in it? Where will you film?
- Deadline for promotional video **Feb. 16**.
- Sign up by **Feb. 16**, for a free throw and half court shot time slot (more info to follow via email).

### ENGAGE & PROMOTE

- Announce your participation on your website, social media, newsletters, emails, etc.
- Incorporate the Match Madness logo and other promotional materials into your social media posts, website and other communications.
- Send personalized letters and emails to your dedicated donor base.
- Get personal - call key donors and ask them to participate.

## MAR

### IT'S GO TIME!

- Pick up and distribute your Match Madness yard signs (more info to follow via email). **Feb. 29-March 1**.
- Final marketing push for Match Madness.
- Thursday, March 21: Match Madness!**
- Thank your donors.