Whitefish Community Foundation

GREAT FISH community challenge & fun run

AN ANNUAL GIVING-CAMPAIGN
BENEFITING FLATHEAD VALLEY NONPROFITS
DESIGNED TO MULTIPLY YOUR GIFT!

GIVE WHERE YOU LIVE
Linda Engh-Grady

President
linda@whitefishcommunityfoundation.org
Whitefish Community Foundation Staff:

Linda Engh-Grady, President  
linda@whitefishcommunityfoundation.org

Daria Perez, Vice President, Finance and Operations  
daria@whitefishcommunityfoundation.org

Lynnette Donaldson, Director of Program and Outreach  
lynette@whitefishcommunityfoundation.org

Madeline Axtell, Donor Services Associate  
ma@whitefishcommunityfoundation.org

Jill Seigmund, Grants and Programs Associate  
jill@whitefishcommunityfoundation.org

Linda Hobbs, Special Projects  
whitefish@whitefishcommunityfoundation.org
CONGRATULATIONS!

- MISSION **AWARENESS** CAMPAIGN TO HELP YOU RAISE MONEY

- ENCOURAGE DONORS TO GIVE DURING THE CAMPAIGN AND HELP YOU RECEIVE A PERCENTAGE MATCHING GRANT FROM THE COMMUNITY FOUNDATION
Early Bird Award

Whitefish Dog Park
Important Dates

- Great Fish Challenge Launch Party August 5 at Glacier Bank in Whitefish
- Great Fish 5K Fun Run and Community Celebration September 11 at Depot Park
- Giving campaign ends September 17 at 5:00 pm
- Great Fish Community Challenge Awards Event October 25 at the O’Shaughnessy Center
Launch Party August 5th

- Glacier Bank of Whitefish 5:30 – 7:00 p.m.
- Food and Drink – sponsored by Glacier Bank
- $1,000 in incentive grants will be awarded by drawing
Great Fish Community Challenge

SIMPLIFY - MULTIPLY

- Concept is a community-wide campaign that inspires people to give
- Nonprofits work to raise as much as possible between August 5th and September 17th
- Donors can make one donation and give to multiple charities
- Donations can be made by filling out an official donor form accompanied by a check, online, or in person
Great Fish Community Challenge brought to you by:

WHITEFISH
COMMUNITY FOUNDATION
Giving Together for the Flathead Valley
Campaign Administrative Cost

$265,000

$5,000/nonprofit x 53 nonprofits = $265,000
Total sponsorship support: $24,000
Expense Breakdown
What do we do?

- Website/Software
  - Online e-commerce portal
- Marketing/Advertising/Printing Mailing Brochure
- Events
  - Launch, Fun Run, Awards Event
- Staff Time
- Gift Processing, Mailing
- Incentive Grants & Special Awards
Incentive Grants & Special Awards

- Each week we will award the Biggest Catch for the most donors $500 –
- $250 Grant will be drawn at each of the Donation Stations.

**New This Year** – We will award many of special awards and incentives at the Fun Run and Community Celebration. The List is on the Dates Card. Awards will be made during the entertainment.

**SPECIAL AWARDS** presented at the Great Fish Awards Event

- Corporate Citizenship Award: $2,500 to nonprofit of choice
- Russ & Mary Jane Street Community Service Award: $2,500
- Doris Schumm Community Spirit Award: $2,500
- Connie Heckathorn Cheers for Volunteers $2,500
- Jean Howard Memorial Award: $5,000
Great Fish Award
$7,500 Great
Biggest Catch

- Calculated from Friday to Thursday of that week
- FOR INCENTIVE GRANT PURPOSES, A UNIQUE DONOR IS A HOUSEHOLD
- *PLEASE*, do not solicit donations from multiple members of the same household in an attempt to win the weekly Biggest Catch Award
- We anticipate well over 5,000 gifts
DARIA PEREZ
Vice President, Finance and Operations
daria@whitefishcommunityfoundation.org
How the Match Works:

- It is not a $1 to $1 or a 50% Match. Do not promote it incorrectly.
- It is a **PERCENTAGE** and we will match on the first $20,000 raised by each nonprofit.
- $5,000 floor on the Challenge.
- The Match Fund starts at $200,000.
- Match will be calculated at the end of the campaign and announced at the awards event October 25th!
# Example match calculation

**Match Formula:**

\[
\text{Match} = \frac{\text{Total Match Pool}}{\text{Total eligible amount raised}} = \text{Match \%}
\]

<table>
<thead>
<tr>
<th>NONPROFIT</th>
<th>AMT RAISED</th>
<th>AMT ELIGIBLE FOR MATCH</th>
<th>MATCH %AGE</th>
<th>TOTAL MATCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORG 1</td>
<td>$25,000</td>
<td>$20,000</td>
<td>31%</td>
<td>$6,200</td>
</tr>
<tr>
<td>ORG 2</td>
<td>$10,000</td>
<td>$10,000</td>
<td>31%</td>
<td>$3,100</td>
</tr>
<tr>
<td>ORG 3</td>
<td>$50,000</td>
<td>$20,000</td>
<td>31%</td>
<td>$6,200</td>
</tr>
<tr>
<td>ORG 4</td>
<td>$15,000</td>
<td>$15,000</td>
<td>31%</td>
<td>$4,650</td>
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<tr>
<td>TOTALS</td>
<td>$100,000</td>
<td>$65,000</td>
<td></td>
<td>$20,150</td>
</tr>
</tbody>
</table>

Total eligible for match: $65,000
Total Match Pool: $20,150

Match = $20,150 / $65,000 = 31%
# History of the match

<table>
<thead>
<tr>
<th>YEAR</th>
<th># OF ORGS</th>
<th>TOTAL RAISED</th>
<th>AMOUNT MATCHED</th>
<th>MATCH ELIGIBLE</th>
<th>TOTAL MATCH POOL</th>
<th>MATCH % AGE</th>
<th>MAX MATCH AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>32</td>
<td>$903,939</td>
<td>$15,000</td>
<td>$392,902</td>
<td>$207,701</td>
<td>53%</td>
<td>$7,982</td>
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<tr>
<td>2016</td>
<td>40</td>
<td>$1,150,524</td>
<td>$15,000</td>
<td>$586,405</td>
<td>$322,523</td>
<td>55%</td>
<td>$8,250</td>
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<tr>
<td>2017</td>
<td>45</td>
<td>$1,602,742</td>
<td>$20,000</td>
<td>$848,875</td>
<td>$407,460</td>
<td>48%</td>
<td>$9,600</td>
</tr>
<tr>
<td>2018</td>
<td>50</td>
<td>$1,905,479</td>
<td>$20,000</td>
<td>$920,617</td>
<td>$468,931</td>
<td>51%</td>
<td>$10,200</td>
</tr>
<tr>
<td>2019</td>
<td>55</td>
<td>$2,271,611</td>
<td>$20,000</td>
<td>$990,081</td>
<td>$485,140</td>
<td>49%</td>
<td>$9,800</td>
</tr>
<tr>
<td>2020</td>
<td>56</td>
<td>$2,643,108</td>
<td>$20,000</td>
<td>$1,073,566</td>
<td>$601,254</td>
<td>56%</td>
<td>$11,200</td>
</tr>
</tbody>
</table>
Ways TO GIVE:

- CHECKS
- CREDIT CARD  (you pay fees)
- STOCK
- IRA ROLLOVER
- THROUGH A FOUNDATION
- THROUGH A DONOR ADVISED FUND
- CASH....
Ineligible Gifts:

- Tuition payments
- Pledges of any kind – bikeathon, hikeathon, walkathon, etc.
- Tickets sales - wine dinners, other events
- Silent auction proceeds
- Grant money
- Bake sale proceeds
- Gifts given in exchange for benefit
- Gifts given in lieu of volunteer hours
- Donations made outside of Challenge period
- Holding charity events to raise money for the Great Fish Challenge is prohibited – any ticketed event, gala, auction, etc.
DURING THE CAMPAIGN

- Community Foundation processes all gifts and sends the donors a tax receipt.
- You have access to your Fund through an online portal and you can check it daily for information about who has donated to you. It will have addresses and names of your donors so that you can personally thank them.
- A Leader Board is maintained and updated daily to show how much each organization has raised and how many donations they have received – this is a manual upload...
FUND PORTAL

- Different site than grant application
- Links to set up access will be sent out to advisors two weeks prior to start of campaign
- If not new advisors, use existing login
- Fund Advisor Portal Trainings:
  - July 21 @ 2 pm
  - July 23 @ 10 am
- Watch for email to sign up
Fund Advisor Responsibilities

- Login and check fund regularly
  - Most successful organizations start early and check often

- Review gift information
  - Call us if you notice discrepancies

- Ensure donors are thanked
  - Personal thank-you note
  - Golden opportunity to tell them how you spent their gift!

- Record donation information
  - Excel spreadsheets provided after campaign
  - Know your supporters, build your donor base
Lynnette Donaldson
Director of Programs and Outreach
lynnette@whitefishcommunityfoundation.org
Information found on this webpage:

- Nonprofit FAQ
- Rules
- Important Dates
- Mandatory Meeting Slides

Marketing Toolkit

- Logos formatted for print and web
- Postcards
- Window poster
- Marketing language
- Official Donor Form & Run Registration Form
- Social media handles
Community Foundation Marketing

- Brochures mailed to every donor who has given in previous campaign
- Use of Funds newspaper insert
- Advertising campaign - blanket Valley
  - Social media, newsletters, buttons, radio, print ads, signage, banners,
- Weekly E-newsletters to donors
- Newspaper count down starts July 28
- Leaderboard
  - https://www.whitefishcommunityfoundation.org/donation-leaderboard/
Participant Marketing

- Post Great Fish Logo on your website
- Add Great Fish Logo to print newsletters
- Send e-newsletters to your donors
  - Send donors to the online donation portal
  - Send donors the link to the printable donation form
  - Promote the incentive grants to your Donors
- Modify your email signature: “Remember XXX Organization in the Great Fish Community Challenge!”
- Hang a poster in your public spaces
- DIRECTLY contact every donor who has given previously
What ELSE can you do?

- Encourage your patrons/volunteers/friends to sign up for the RUN/WALK
  - Sorry, no pooches allowed
- Help us get brochures into worthwhile venues
- Promote the Challenge at all your events...but follow rules
  - Borrow the stand up banners
Free Mingling Events

- You can have official brochures at your events
  - Equal opportunity to donate to all participating organizations

- Grass Roots Get-Togethers
  - Weigh pros and cons
  - Are donors giving at the event?
2021 Great Fish Community Challenge

CAMPAIGN EVENTS
Tues/Thurs Donation Stations
$250 Incentive Grant

- Aug 10 – Kalispell Brewing Co. 4:00 – 7:00 p.m.
- Aug 12 – Park Side Credit Union WF 11:30am - 3:00 pm
- Aug 17 – O’Brien’s Liquor Col. Falls 11:30am – 3:00 pm
- Aug 19 – First Interstate Main St. Kalispell 11:30am - 3:00pm
- Aug 24 – Glacier Bank Downtown WF 11:30am – 3:00pm
- Aug 26 – First Interstate Bigfork 11:30am - 3:00pm
- Aug 31 – First Interstate Whitefish 11:30am - 3:00pm
- Sep 2 – Columbia Falls Farmer’s Mkt 5:00 - 8:00pm
- Sept 7 – Sportsman Ski Haus Kalispell 2:00 – 5:00pm
- Sept 9 - Bonsai Brewing Project 5:00 – 8:00pm

**Color Run Registration and Packet Pick-up Events**
Great Fish Launch Party

- **When and Where?**
  - Glacier Bank of Whitefish parking lot
  - Launch Day = Thursday, August 5th 5:30 – 7:30 p.m.
  - Join us for a beverage and snacks
  - No nonprofit fair – it’s a party!

- **Who?**
  - All participating nonprofits
  - Free community event

- **Why?**
  - Increase campaign visibility
  - Bring donors together
  - Incentivize donors to give - $1,000 in Matching Incentive Grants
Great Fish Awards Ceremony

- Monday, October 25th at 5:30 p.m.
- O’Shaughnessy Center, Whitefish
- Please plan to attend
  - Absent organizations will forfeit their Great Fish Matching Grant
- Cheer on your fellow nonprofits:
  - Great Fish Match revealed
  - Grant check presentation
  - Special Awards presented
Great Fish 5K FUN RUN &
Community Celebration
September 11th
Great Fish FUN Run & Community Celebration

Event schedule:

- Nonprofit Fair
- Lunch
- Tot Trot
- Cheer Contest
- FUN Run 5K and 1 Mile
Nonprofit Fair 9am -1pm

- 10 x 10 tent – no stakes in the park
- Sand/water buckets & bungees

- This campaign is all about AWARENESS
- Over 600 people in attendance
- Interactive
- Target your booth to the people you are trying to reach
Great Fish Community Challenge
Helping our Community to RUN!

September 11, 2021
Great Fish Fun Run 10am

- New Course this year through the tunnel!
- Costume Contest Judging 9:30 a.m.
  - $250 best individual costume
  - $250 best team costume
- Competitive Run
  - New course for 2021!
  - Timed - released first
- Fun 5K and 1 Mile
  - “Fun” stations on course
Lunch 11:00 a.m.
GRAB AND GO BURRITOS, CHIPS

Tot Trot 11:00 a.m.
FUN FOR THE LITTLE ONES
2021 Great Fish Cheer Contest

- Contest accepts entries until August 20th
- Submit entry form and video of Cheer
- August 30th finalists notified
- September 11th finalists perform at Community Celebration
- Winner crowned on September 11th
- Winner designates $1,000 grant to participating charity of choice!
- Winner performs at Awards Ceremony Oct 25th
Fun Run & Community Celebration Committee Chairs

- Race Committee Chair: Alan Myers-Davis, Whitefish Legacy Partners
- Chief of Course: Don Bestwick, Project Whitefish Kids
- Course Volunteer Coordinators: Kailyn Rowe & Riley Polumbus, NVH Foundation
- Run Registration Chair: Cameron Blake, Glacier Nordic Club
- Course Directions Chair: Darah Rogers, FVCC Foundation
- Water Stations Chair: Julie Tickle, DREAM Adaptive Recreation
- Entertainment Committee: Deidre Corson, North Valley Music School and Brett Holmquist, Ravenwood Outdoor Learning Center
- Emcee: Bill Angel, Lighthouse Christian Home
- Nonprofit Booths Chair: Gretchen Boyer, Farm Hands Nourish the Flathead
- Garbage Removal Chair: Gayle MacLaren, Whitefish Theatre Co.
- Tot Trot Committee Chair: Hilary Shaw, Abbie Shelter
- Race Setup/Cleanup Chair: Kacy Howard, Nate Chute Foundation
Committees in Need

- Lunch Committee Chair: 15 volunteers
  - Set-up, serving, clean up
- Run Race Results Chair: 2 volunteers
  - Timing experience an asset
- Decorations Chair: 10-12 volunteers
  - Depot Park and on course
- Community Notices Chair: 2 volunteers
  - Only 4-6 houses this year

Interested in signing up as Committee Chair?
- Call or email us please

Volunteers will use Sign-up Genius to register
How to run a successful campaign

HELP US HELP YOU:

- Submit forms on time
  - 2020 Great Fish Grant Report due Sep 30, 2021 4pm
  - 2021 Great Fish Grant Report due Oct 27, 2022 4pm
- System in place to avoid forgetting
  - We are missing 4 organizations in 2021
- Check your fund early and often
- Read the weekly Great Fish Nonprofit Newsletter
- Organize early for September 11th
- Let us preview marketing materials
Odds and Ends
ABRIDGED APPLICATION 2022
NPDP JOB BOARD
FALL WORKSHOPS
2022 Great Fish Community Challenge
Abridged Application Criteria

- Participant for last 3 consecutive years
- Leadership unchanged for two years
- Fund Advisors are effective
- Leverages campaign to maximum advantage
- Organization engaged in Fun Run & Community Celebration
- Application is thoughtful, accurate and complete
- Follow-ups are submitted on time
NPDP NONPROFIT JOB BOARD

SUBMIT A JOB POSTING

As a service to local 501c3 nonprofit organizations, Whitefish Community Foundation will publish Flathead Valley nonprofit job openings on our website for up to 30 days. There is no fee to submit a job posting.

Submit A Job Posting Here
NpDP Fall Workshops

- Lifecycles of a Nonprofit
  - September 9, Ned Cooney (Virtual)
- Board Boot Camp
  - October 14, Ned Cooney (Location TBD)
- ED Roundtable
  - July 15 Smith Fields Pavilion
  - October 21 (Location TBD)
- Crafting Your Elevator Speech for Maximum Impact
  - November 11, Lisa Melby, Toastmasters (Location TBD)
- NpDP Christmas Party
  - December 9 (Location TBD)