

2018 GIVING CHALLENGE – FIRST STEP OF SARASOTA

MAY 1 & 2 – NOON TO NOON

Be the FIRST to STEP UP for FIRST STEP!



Be The One

To Step Up!



The 2018 Giving Challenge is presented by the Community Foundation of Sarasota County with giving strength by the Patterson Foundation.



What is the Giving Challenge?

The Giving Challenge is an exciting 24-hour, online giving event supporting more than 600 nonprofits in our area.

First Step can participate because we have built an online profile with the Giving Partner which provides full transparency of our agency to the community.

During the Giving Challenge (24 hours) Board members, staff, and people from the community who care about First Step and the programs and services we provide can go online at www.GivingPartnerChallenge.org and make a secure donation to support First Step.

What are the dates of the Giving Challenge and when does it start?

- This website www.givingpartnerchallenge.org will go live starting at 12:00 pm (noon) on May 1 for accepting donations.
- This website will remain live for 24 hours, through May 2 at 11:59:59 am.

What's possible?

- Raise significant funds to support our mission
- Increase visibility for our programs & services
- Rally our supporters around an important issue such as the opioid crisis
- Involve our staff, volunteers, board and alumni in a positive experience that builds our First Step team
- Connect with new partners
- Build lasting relationships with new donors

What do we need you to do?

1. Go online to www.GivingPartnerChallenge.org on May 1st or May 2nd from Noon to Noon.
2. Search for "First Step of Sarasota" to view our profile.
3. Click the donate button and make a donation of \$25.00 or more.
4. Ask two (or more) of your friends or family members to do the same.
5. Share on social media and through texts and emails to all your friends and family.

What motivates people to give?

- Someone important to them (like you) asks
- Feel emotionally moved by someone's story or your story
- Want to feel like they can change someone's life
- Feel a sense of closeness to a community or group
- Part of something greater than themselves
- Want to memorialize someone

All donations will get matched!

If you make a donation your gift will automatically be matched up to \$100.

Examples:

If you give \$25.00 your gift turns into \$50.00.

If you give \$125.00 your gift turns into \$225.00 (\$100 gets matched).

How will I see how much First Step raises during the Giving Challenge?

Go to the Leaderboard at www.GivingPartnerChallenge.org to see in real time how we are doing.

Organizations	Total Gifts	Total Dollars
Cat Depot	1,111	\$104,596
Honor Sanctuary, Inc. dba Honor Animal Rescue	1,313	\$100,171
The International Waldenstroms Macroglobulinemia Foundation Inc	851	\$96,178
Phelan McDermid Syndrome Foundation	902	\$95,220
Saint Stephen's Episcopal School	559	\$76,258
Roskamp Institute Inc	74	\$75,990
American Cancer Society, Inc	1,037	\$74,916
All Faiths Food Bank, Inc	711	\$73,412
New College Foundation Incorporated	520	\$62,978
Agape Flights, Inc.	465	\$62,215
Bradenton Christian School	517	\$58,099
The Classical Academy of Sarasota Inc	609	\$54,637

2018 Giving Challenge theme: **Be the FIRST to STEP UP for FIRST STEP**



**Be The One
To Step Up!**



Each and every person can be the one to make a difference for First Step during the Giving Challenge. Everyone, no matter the size of their gift, can be a philanthropist.

Together, we can be the one to make a significant impact on the community and the clients we serve.

What is the **POTENTIAL** financial impact for First Step? **\$50,000**

Board of Directors Campaign \$200 each

14 Board Members X \$200 = \$2,800

14 Board Members Matching Gifts X \$100 = \$1,400

14 Board members each get 4 friends: 56 X \$200 = \$11,200

Friends matching gifts: 56 X \$100 = \$5,600

Total revenue Board Campaign: \$21,000

Management Team Campaign \$50 each

10 Management Team Members X \$50 = \$500

10 Management Team Members Matching Gifts X \$50 = \$500

10 Management Team Members gets 4 friends: 40 X \$50 = \$2,000

Friends matching gifts: 40 X \$50 = \$2,000

Total revenue Management Campaign: \$4,000

First Step Staff Campaign \$25 each

150 Staff Members X \$25 = \$3,750

150 Staff Members Matching Gifts X \$25 = \$3,750

150 Staff Members gets 2 friends: 300 X \$25 = \$7,500

Friends matching gifts: 300 X \$25 = \$7,500

Total revenue Staff Campaign: \$22,500

Community Campaign \$25 each

50 Community Members X \$25 = \$1,250

50 Community Members Matching Gifts X \$25 = \$1,250

Total revenue Staff Campaign: \$2,500

Tools to help you with your individual campaigns and engage your networks

“Who do I know” worksheet – this will help you organize the names of the people you want to ask to give as well as their contact info.

Posts on social media - You will receive via email a series of sample Facebook posts that you can simply cut and paste and share to all your friends

Email your contacts/friends – You will receive via email a series of sample emails that you can simply cut and paste and e-blast out to all your email contacts.

Send texts message – You will receive sample texts messages that you can use to engage your networks.