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Minnesotans Poised to “Give to the Max” on Nov. 15

State’s fourth annual philanthropic marathon returns to benefit charities, schools

MINNEAPOLIS – Oct. 1, 2012 – Minnesotans ignited a national philanthropic movement with the launch of the first “[Give to the Max Day](#)” in 2009. On Nov. 15, they’ll have their fourth annual opportunity to prove their record-breaking generosity by contributing to their favorite nonprofit organizations and schools.

During last year’s Give to the Max Day, 47,534 donors logged on to GiveMN.org. The result: \$13.4 million was raised for 3,978 [Minnesota nonprofit organizations](#), whose missions range from feeding the hungry, to protecting the environment, to promoting the arts. GiveMN’s hopes are high for another great showing in 2012.

Since launching in 2009, donors have given more than \$50 million to over 6,700 nonprofit organizations on GiveMN.org. Meanwhile, other states and organizations have adopted the “Give to the Max Day” concept, having seen its success in connecting donors with charities.

“Thousands of nonprofit organizations have benefitted in the past three years, and this year we have added public schools to the list of organizations that individual donors can choose to support,” explained Dana Nelson, executive director of GiveMN. “We’re constantly looking for innovative ways to expand the impact of this giving platform in Minnesota. We’re also gratified to see the ‘Give to the Max’ movement spread across the country, empowering more donors and organizations to enrich the lives of others.”

New in 2012

- This year, K-12 public schools will join the ranks of organizations that can benefit from the 24-hour giving fest. GiveMN launched “[Schools on GiveMN](#),” allowing K-12 public schools to

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fundraise on the site, offering giving solutions for parents, friends and neighbors to support the genuine needs of schools and students.

- GiveMN is also making donating even easier. Minnesotans will be able to use their smartphones and tablets to access GiveMN Mobile and donate by simply visiting GiveMN.org on their mobile browser.
- The community celebration at Mall of America is back with a day-long webathon hosted by The UpTake, and new in 2012 will be an evening program to celebrate nonprofit organizations and schools.
- GiveMN and Youthprise are partnering to sponsor the “[Mobilize the Power of Youth](#)” video contest offering \$14,000 in prize grants to nonprofits, school districts and youth serving governmental organizations that enliven and empower Minnesota youth.
- The “[Most Creative Give to the Max Day Fundraising Campaign Award](#)” will be awarded to the winning nonprofit showing a creative approach to fundraising with a \$500 prize grant at the Association of Fundraising Professionals Minnesota Chapter National Philanthropy Day luncheon on Nov. 16. Nonprofits must apply to be eligible to win.

2012 Give to the Max Day Incentives

In 2012, GiveMN will offer [several incentives](#) to encourage nonprofit organizations, schools and donors to participate in Give to the Max Day, including:

- Leaderboard Grants – The 10 nonprofit organizations that receive the most dollars during Give to the Max Day in their respective categories will receive \$12,500, \$5,000, \$2,500 or \$1,000 (4th through 10th place) prize grants. Categories include: 1) all nonprofits (excluding colleges and universities), 2) medium nonprofits (nonprofits with budgets over \$100,000 but under \$1 million), 3) small nonprofits (nonprofits with budgets under \$100,000) and, 4) colleges and universities.
- Two Golden Tickets Each Hour – Golden tickets are back, with additional tickets for K-12 public schools. A donor to a nonprofit and a donor to a K-12 public school will be randomly selected to have \$1,000 added to their donations each hour, as well as two \$10,000 Super-sized Golden Tickets that will be awarded at the end of the event – one for a nonprofit donor and one for a K-12 public school donor. The K-12 public schools golden ticket category includes public K-12 PTAs, charter schools and public K-12 districtwide school foundations.

- Matching Funds – Donors will have the opportunity to double their dollars for hundreds of featured nonprofit organizations that have secured matching funds for Give to the Max Day. GiveMN will not be offering any matching dollars.

“Our donors share that Give to the Max Day is one of their favorite ways to support us,” said Josh Reimnitz, co-executive director, Students Today Leaders Forever. “It’s exciting for the entire state to come together to champion their favorite nonprofits and schools. Give to the Max Day shows the strong Minnesota pride toward the nonprofits and schools that strengthen our communities.”

At GiveMN, Minnesota nonprofits and schools can showcase their work and introduce their organizations to potential donors. Customized profiles of Minnesota charities detail their individual missions, programs and events. The site also lets donors manage their charitable giving by recording online contributions and storing receipts.

GiveMN is powered by Razoo, a critical partner in making Give to the Max Day a success. Based in Washington, D.C., Razoo is a venture funded social enterprise committed to transforming people’s lives through meaningful giving. Its secure online platform facilitates crowdsourced fundraising, streamlines the donation process and offers a suite of free and easy-to-use fundraising tools that inspire individuals and nonprofits to give and fundraise online.

About GiveMN

GiveMN is a collaborative venture to transform philanthropy in Minnesota by growing overall giving and moving more of it online. GiveMN is an independent 501(c) (3) organization that is a support organization of the Minnesota Community Foundation and an affiliate of Minnesota Philanthropy Partners. Many partners shaped GiveMN to build upon Minnesota’s strong tradition of philanthropy, including: Blandin Foundation, The Otto Bremer Foundation, Bush Foundation, Central Minnesota Community Foundation, Ecolab Foundation, F.R. Bigelow Foundation, Greater Twin Cities United Way, HealthPartners, Initiative Foundation, The Minneapolis Foundation, The Mosaic Company, Northland Foundation, Northwest Minnesota Foundation, The Saint Paul Foundation, Southern Minnesota Initiative Foundation, Southwest Initiative Foundation, Target, UCare and West Central Initiative Foundation. For more information, visit www.GiveMN.org.

Special thanks to our Give to the Max Day sponsors:

Minnesota Community Foundation, The Mosaic Company and Youthprise.

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