



**Give Miami Day 2013
Staff Roles & Schedule**

November 19, 11:30 pm – November 20, 8:30 am [The Miami Foundation]

Janell and Marianne:

- Inquiries from donors regarding refunds
- Inquiries from nonprofit organizations
- Incentive Prizes - provide data for each incentive prize and text to Heike/Matthew for social media updates
- Monitor donor advised gifts

Matthew (until 2 am) / Heike (2 am - 10:00 am):

- Social media updates – incentive prize winners

November 20 - 8:30 am – 5:30 pm [The Miami Foundation]

All staff members in the office between the hours of 8:30 am and 5:30 pm should be able to answer general questions regarding what Give Miami Day is, how to give, and how to navigate the site.

Lauren and Kamilah

- Fielding calls to appropriate staff member

Following is a list of staff members needed to respond to more specific requests for assistance and/or information:

Julie and Casey:

- Inquiries from donors regarding refunds or how to give
- Incentive Prizes - provide data for each incentive prize and providing results to Matthew for social media updates
- Monitor donor advised gifts

Stuart and Latoya:

- Inquiries from nonprofit organizations

Matthew (10am -5:30pm):

- Respond to all media requests
- Social media updates – incentive prize winners

November 20 - 5:30 pm – November 21 – Midnight [Stearns Weaver]

Lauren and Kamilah:

- Registration at Give Miami Day reception

Janell and Marianne (back-up relief to be provided by Casey, Pamela, Julie & Latoya as needed):

- Inquiries from donors regarding refunds
- Inquiries from nonprofit organizations
- Incentive Prizes - provide data for each incentive prize and text to Matthew for social media updates
- Monitor donor advised gifts

Matthew:

- Respond to all media requests
- Social media updates – incentive prize winners

Contact Information:

Kimbia Contacts

Questions & Answers for TMF Staff

All questions from **donors** requiring assistance should be transferred to Julie or Casey. Examples of questions that donors may have are:

Q: I just made a donation but I have not received my email confirmation.

A: Casey/Julie will be able to re-send the confirmation to them.

Q: I just made a donation and entered the wrong amount.

A: Casey/Julie will be able to refund the donation.

Q: I'm a Fundholder and would like to make a donation from my Fund.

A: Casey/Julie can direct them to page on site where they can do so.

All questions from **nonprofit organizations** requiring assistance should be transferred to Stuart/Latoya. Examples of questions that nonprofits may have are:

Q: My organization did not know about this? How can we participate?

A: Stuart/Latoya can let them know that, unfortunately, it's too late to participate this year. However, we are happy to add their email address to our nonprofit distribution list to ensure that they receive notification of all upcoming opportunities from the Foundation and are able to participate next year.

Q: Where do I tell people to go to make a donation to my organization?

A: Stuart/Latoya can confirm that they are in fact registered and, if so, let them know that they should ask donors to go to givemiamiday.org, search for the organization and make a donation.

All questions from **media** requiring assistance should be transferred to Matthew. Example of a question that the media may have is:

Q: We would like to run a story on Give Miami Day. Can we have a quote?

A: Matthew can provide the media with this information.

General Questions all staff should be prepared to respond to:

Q: I cannot find the organization I want to make a donation to.

A: The organization may not have registered to participate. Registration was open to all nonprofit organizations located in Miami-Dade County or provide services to residents of Miami-Dade County. Please encourage the organization to join our mailing list to ensure that they receive notification of all coming opportunities from the Foundation and so that they may participate next year.

Q: Did my organization win the incentive prize?

A: We will be announcing incentive prize winners via social media (Facebook & Twitter) throughout the day. Winners will also be featured on the Give Miami Day site on the Leaderboard page.

Q: I want to participate. What do I need to do?

A: If you wish to make a donation to a participating nonprofit, go to givemiamiday.org, search for the organization you wish to support – you can search by name or type – and make a donation.

Q: How does the match work?

A: The Miami Foundation will match a percentage of each donation made through givemiamiday.org on November 20, 2013. We will not have an exact percentage amount until after the event, as it depends on the total donations made.