

*Bringing Good People and Good Causes Together*



*Community-Wide Giving Event*

# Evolution / Positioning

*WCCF Gives* started as one day of giving, but has evolved over time into a giving event conducted over several months. We no longer refer to the giving opportunity as a day of giving. *WCCF Gives* is an annual community-wide giving event, which is supported by thousands of donors and which benefits over 100 local charities.

The community giving begins on June 1 with check contributions and concludes on September 19, when credit card contributions are also accepted from 8 a.m. to 8 p.m. via the *WCCF Gives* website. The final day of the giving event is an exciting one, as contribution totals for all charities are displayed in real time on the website leaderboard.



# Our Annual Gift to You

*WCCF Gives*, by far, is the costliest program that we administer.

Unlike other providers, we have NEVER charged charities a registration fee to participate.

Unlike other providers, we have NEVER taken a percentage of the amount raised.

*WCCF Gives* enables us to support over 100 local charities each year, more than any other grant cycle we administer.



# Key Dates

- Registration: March 1 through June 1
- Giving Window: June 1 through September 19
- Online Credit Card Giving: Thursday, September 19
- Preliminary Donor and Gift Schedule: Late September/Early October
- *WCCF Gives* Grants and Final Donor and Gift Schedule: October

# Eligibility and Required Documentation

- 501(c)(3) charity with a physical presence in Washington County
- Registration with the Bureau of Charitable Organizations (unless exempted)
- Federal Form 990
- Audited Financial Statements (Review and Compilation accepted)

*(Additional eligibility available on the website)*

# Audits and Audit Confirmation \*

- If you are in the middle of your annual auditing process, please submit your prior year's audit to not delay your registration. When your current year audit is complete, simply email that to *allocations@wccf.net*.
- In the spirit of transparency and as a service to our donors, some of whom will only provide financial support to charities who have been audited, we confirm a charity is audited by placing an asterisk \* next to its name on the website and on the check contribution form.
- If your charity is not yet audited, consider applying for a financial process improvement grant through our Capacity-Building Grants program.

# Creating Your WCCF Gives Profile

In the spirit of transparency and as a service to our donors, we ask that you use your charity's full legal name (no AKAs, DBAs, or acronyms) that coincides with your Federal Employer Identification Number. Similarly, please use your charity's mission statement as reported on your Federal Form 990.

*Make it easy for donors to know who you are and what you do!*



# Designating Your WCCF Gives Contact

- Only one Contact per charity
- Your Contact will be listed on your charity's profile page on the website.
- Your Contact should be very familiar with *WCCF Gives* and readily available to respond to inquiries from donors and the WCCF
- Your Contact will receive eblasts and other communications regarding *WCCF Gives*
- Your Contact will receive the preliminary Donor and Gift Schedule
- Your Contact will receive the final Donor and Gift Schedule and notification when the *WCCF Gives Grant* has been deposited into your bank account.





# Gift Processing and Check Contribution Form

- Check Contribution Form will be available in early June
- Encourage donors to mail their checks directly to the WCCF so that we can process the gifts immediately and can more quickly address any issues related to the gift. If donors mail checks to you, please forward those to us at your earliest convenience.
- Gifts should be made payable to “WCCF” and be accompanied by the Check Contribution Form.
- The majority of gifts and the largest gifts are made by check.



# IRA Qualified Charitable Distribution (QCD)

- In the past three years, donors have contributed an average of \$173,000 per year to *WCCF Gives* charities through IRA QCDs
- Donors must be at least 70 ½ to utilize QCDs
- Most donors select multiple charities to benefit from their QCD gift
- QCDs often take longer to process so if your donor intends to utilize this giving tool, please encourage her/him to begin the process early
- Feel free to encourage your donor to contact us if you are uncertain how to answer questions regarding QCDs
- QCDs are not tax-deductible but are excluded from donor's income



# Get The Details Correct

- The bonus pool, estimated to be \$100,000, is pro-rated, not a 1:1 match
- Online credit card giving is available on *September 19* from 8 a.m. to 8 p.m., not 24 hours
- All eligible gifts will be included in the bonus opportunity, not just those received via credit card on September 19. If a donor mails a check anytime during the giving window, that gift will be eligible for the bonus pool.
- Multiple gifts from the same donor are only counted as one donor

# Tax Receipts and Meaningful Thank You Letters

- WCCF issues all receipts to donors for tax purposes, most of which are generated from the *WCCF Gives* website.
- Special language is required for receipts from IRA Qualified Charitable Distributions. We prepare those receipts manually.
- As a charity, you should provide a thank you letter to your donor, but not a receipt. Use the thank you letter to educate your donor about something good that is happening as a result of their contribution.

# Sample Thank You Letter

Dear Donor Name,

Thank you!

Your gift to us through *WCCF Gives* will help to ensure [COMPELLING STATEMENT THAT DESCRIBES WHO/WHAT WILL BENEFIT FROM THE DONOR'S SUPPORT].

To learn how your gift is helping throughout the year, please visit our website at [WEBSITE ADDRESS] or follow us on [FACEBOOK/SOCIAL MEDIA].

Great things happen when good people and good causes come together. Thank you for joining with us to make great things happen in our community!

Gratefully,

*Use handwritten notes to thank your most generous donors.*



# Tips for Success

- Incorporate *WCCF Gives* into your annual appeal and donor recognition society
- Secure your own match incentive to encourage giving
- Start with your Board members
- Transition from “we desperately need your gift” to “your gift enables *some good thing to happen in the community.*” Donors respond more frequently and more generously when they asked to be a part of something positive.
- Use compelling photos and storytelling to illustrate your impact

# Website Photo Feature

- “*A picture is worth a thousand words*”
- Starting in June, we will feature charity impact photos (one at a time) on the *WCCF Gives* website, and will issue a corresponding social media post to encourage visitors to the website.
- Submit up to three **QUALITY** high-resolution impact photos, with completed photo release forms to [marketing@wccf.net](mailto:marketing@wccf.net).
- Photos may be featured in other WCCF publications

# WCCF Storybook

- Redesigned Storybook project, new logo and color scheme.
- WCCF Storybook prominently positioned on the landing page of our new primary website *www.wccf.net*
- WCCF Team Members can help write and/or edit your story
- Storytelling workshops featuring two award-winning authors
- Compelling stories featured in other WCCF publications





# Using Your Impact Story to Motivate Donors

- Include your impact story/photo and the *WCCF Gives Check Contribution Form* in your newsletter
- Include your impact story/photo and a link to the *WCCF Gives Check Contribution Form* on your website
- Issue an eblast and social media posts to encourage visits to your impact story/photo on your website
- Don't forget the ask - encourage donors to give!

# Social Media Posts by the WCCF

- Beginning in June, the WCCF will issue social media posts about the giving opportunity (number of charities, bonus pool, sponsors, check contribution form, credit card giving, minimum gift, etc.).
- On September 16, we will begin a three-day social media countdown to September 19, the final opportunity to give either by credit card or by mailing a check.
- Throughout the day on September 19, we will issue posts to announce results and to encourage giving.
- By September 30, we will announce the preliminary total.
- Feel free to share our posts on your social media pages but the posts you create should be focused on your programs and your impact.



# Create Social Media Posts About Your Impact

Include a compelling photo, *WCCF Gives* logo, and link to your page on *WCCFGives.org*

## Sample post for June through September 18, 2024

You can help (short description of your charitable program) by making a gift to us through *WCCF Gives*. Checks should be issued to "WCCF" and mailed to the WCCF at PO Box 308, Eighty Four, PA 15330. Please mail your check now to ensure that (short description of who/what will benefit).

## Sample post for September 19, 2024

You can help (short description of charitable program) by making a gift to us today through *WCCF Gives*. Credit card contributions accepted today from 8 am through 8 pm through *WCCF Gives.org*. (with the link). Rather give by check? Checks should be issued to "WCCF" and mailed today to the WCCF at PO Box 308, Eighty Four, PA 15330. With your support, (short description of who/what will benefit).



# Community Snapshot.org – Donor Education

- Donors are using *Community Snapshot.org* to learn about the needs of your charity.
- Over the past year, donors have recommended more than \$100,000 in grants to local nonprofits, after learning about those nonprofits through the *Community Snapshot* website (both through *WCCF Gives* and other Donor Advised Funds at the WCCF.)
- Ensure your *Community Snapshot* profile is compelling. Even if your greatest need is staffing, there are methods to convey that need in a compelling manner that motivates a donor to give.
- Issue social media posts and an eblast to encourage visits to your *Community Snapshot* profile and remind them of the opportunity to give through *WCCF Gives*.



*Community Snapshot*  
WASHINGTON COUNTY NONPROFIT CENTRAL

# Our Team is Here To Help You!

- Registration: Joann Naser at [jnaser@wccf.net](mailto:jnaser@wccf.net)
- Storybook: Suzanne Grove at [sgrove@wccf.net](mailto:sgrove@wccf.net)
- Community Snapshot: Heather Page at [hpage@wccf.net](mailto:hpage@wccf.net)
- Social Media: Megan Fabyonic at [mfabyonic@wccf.net](mailto:mfabyonic@wccf.net)
- Donor & Gift Schedules: Marissa Mark at [mmark@wccf.net](mailto:mmark@wccf.net)
- Other Questions: Emeline Ferguson at [eferguson@wccf.net](mailto:eferguson@wccf.net)



# *WCCF Gives in an Opportunity!*

*Effort = Reward*

The more effort your charity puts into *WCCF Gives*  
(emotional stories, compelling photos, engaging social  
media posts, individual outreach to donors, etc.)  
the more likely you are to do well  
through the giving event.

