

ILGiveBig FAQ – You have questions? We have answers.



What is IL Gives Big? #ILGiveBig is the new statewide campaign to super-charge your Giving Tuesday fundraising efforts. This year, the day of giving is Tues., Dec. 2. In Illinois, Donors Forum is coordinating this initiative, and it's called #ILGiveBig. The goal of #ILGiveBig is bold: \$12 million raised by Illinois nonprofits from 100,000 individual donors.

What's the difference between #GivingTuesday and #ILGiveBig? Think of the #ILGiveBig effort as your campaign HQ for #GivingTuesday. Our statewide effort is part of the whole, but we'd like everyone to use this branding and name to establish a more unified movement among all nonprofit organizations to meet our goal! (And defeat

Maryland which has a \$12.2 million goal this year!)

Is Donors Forum collecting the donations? No. While organizations sign up with us at this campaign, we are not collecting or re-granting donations. Organizations self-fundraise and they keep the proceeds.

How will matching funds be granted? At this time, any matching funds from individual grantmakers are being managed by those individual grantmakers. There is no match pool for the overall campaign at this time.

Who's involved and who's paying for it? Charitable nonprofits, grantmakers, and businesses are part of this campaign. This is a Donors Forum initiative, supported by Donors Forum. We're lucky to have so many in-kind donations of services and toolkits to help power this initiative.

Do I need to use your branding? Yes; in order to present a strong, unified brand, we would like campaign members to cobrand their materials with the #ILGiveBig logo. We would also like you to use our hashtag #ILGiveBig and freely borrow our social messages. Let's be united!

If I'm already participating in a different giving day, do I have to participate in this one? We are aware there are other giving days planned for 2015. There is no mandate to participate in this one campaign; it is not an exclusive event. We'd love to have you join us – now or next year!

What if this conflicts with my end of year annual appeal? Our toolkits have suggestions on how to incorporate this one day of giving into your current cultivation cycle. You don't have to solicit current donors – reaching out to new or early donors could be helpful!

Why is the goal so large? To echo Daniel Burnham, we make no little plans. With nearly 14,000 charitable organizations in the state, we thought a bold goal could be galvanizing and within reach.

Is there a price to participate? No; participation is free.

Why do you need to share all this information on registration? We ask for this information for classification purposes; when we report on this campaign, we'll need to know basic information: organization size, location, etc. And when we launch this campaign again next year, we would like to reach out to past participants.

Will you be doing this again next year? Yes; Donors Forum intends to create a line of work wherein we strategize to increase and strengthen individual giving to the social sector and social good organizations. Let us know if you'd like to be involved in that early planning.

How should I get involved? Go to our page, ILGiveBig.com, submit the registration form, and you're all set!