



FREQUENTLY ASKED QUESTIONS:

What is Nevada's Big Give (nvbiggive.org)?

Nevada's Big Give is a one-day, online event that encourages all Nevadans to contribute to charities of their choice through our online giving platform on November 17th, 2011. Nevada's Big Give is patterned after Minnesota's Give to the Max Day, done in past years, but our day will benefit only nonprofits in Nevada. This statewide campaign is coordinated by NevadaGIVES in partnership with our nonprofit partners.

What's the goal?

The vision of Nevada's Big Give is to excite and inspire Nevadans to give where they live. Our goals:

- Grow philanthropy by bringing new donors to Nevada nonprofits through a simple, fun, streamlined approach
- Grow revenue for Nevada nonprofits by creating a new funding stream
- Grow community awareness of the positive impact of Nevada nonprofits

Why should people care about Nevada's Big Give?

Nevada's Big Give is an innovative event that provides Nevadans with a new way to give, benefitting Nevada nonprofits. It's simple. Just Point. Click. Give.

What are some of the challenges that nonprofits are facing today?

Many nonprofits have limited bandwidth to really embrace all that online giving has to offer. NVBigGive (www.nvbiggive.org) provides nonprofits with a venue for reaching, connecting with and engaging new supporters, that's also an easy way to collect and track online donations.

How are nonprofits raising money now? What are some of the development challenges that nonprofits face?

Direct mail is a traditional way to bring in new donors, and it costs \$1.25 to bring in that first dollar from a new donor through direct mail. With an average cost of \$.07 to bring in that first dollar from a new donor, online giving promises to be much more cost-efficient tool, in addition to helping nonprofits get in front of new donors.

How can I promote a matching grant on my organization, project or fundraiser page?

To promote your matching grant you will need to sign on to your page and add the matching grant icon to your page. Communicate about your matching grant with your constituents through e-mail and by utilizing your social media networks. Continue to stay in contact with your donors between now and Nevada's Big Give and a few times through the actual day, telling them how much of the grant has been met and how much more you need to receive your entire grant.

How is the matching grant collected after the match has been met?

The nonprofit is responsible for posting the match on Nevada's Big Give and is also responsible for contacting the grantor and collecting the funds. Grantors may make payment through Nevada's Big Give via credit or debit card, or arrange to pay the nonprofit directly.

How can I integrate social media into my Nevada's Big Give planning and fundraising?

Nevada's Big Give has several social networking tools built directly into the site for donors to tell their friends about their donation through Twitter, Facebook or email. Nonprofits can make the most of Nevada's Big Give using these social networks as well. Nevada's Big Give has developed social media templates in the NPO Toolkit.

You're encouraged to post news and updates on your own Facebook page and Twitter. You can post about special events or promotions you are having that are unique to your organization, or letting people know about the golden ticket drawings and grand prize incentives offered this year, the matching grants you have secured, or asking your donors to share their giving stories.

Please use the hashtag #nvbiggive when posting on Twitter about Nevada's Big Give. You can follow [@nvbiggive](#) on Twitter or join the [Facebook / NVBigGive](#) to keep up to date with the event's news.

Where can I get logos for Nevada's Big Give to use in my promotions?

Nevada's Big Give logos can be downloaded for your publications, promotions, and other related public relations documents or electronic communication. Click on the NPO Toolkit link on the Nevada's Big Give main page. You'll find the logo files linked on this page.

How can I find out more information about Nevada's Big Give?

Sign up for Nevada's Big Give e-newsletter to receive updates about Nevada's Big Give. Recordings of the webinars and its nonprofit training sessions will be available in the NPO Toolkit. This covers the tools, how to highlight matching grants and strategize together to make this day another one for the history books! Find the NPO Toolkit link on the Nevada's Big Give main page.

How does Nevada's Big Give use donor information?

When signing up for a free Razoo account, each user of the site is given the opportunity to opt in to receive the news from Nevada's Big Give and its partners. Razoo.com retains all donor information and does not share or sell that information with anyone. NevadaGIVES and United Way, both of which are organizing members, do not have access to donor information.

What is a unique donor?

A unique donor refers to a person who makes a donation to a nonprofit on Nevada's Big Give is to engage 20,000 people (e.g. unique donors) to give to Nevada nonprofits on November 17. Each person will be counted once in our "total donors" tally that will be updated every 30 minutes on the Nevada's Big Give landing page. If one person makes donations to multiple organizations, they will be counted once per organization on the leader boards.

How donations work via Nevada's Big Give:

Does it cost anything to donate through NVBigGive?

Unlike many other websites, there are zero subscription fees for individuals to donate or fundraise on NVBigGive (www.nvbiggive.org). You can consolidate your online charitable giving by creating a free member account.

Is my donation safe and secure?

Yes, we take data security very seriously at NVBigGive. We partner with Razoo Foundation which uses U.S. Bank to securely process your donations, and they use Verisign, the industry leader in SSL certification, so that your personal information is vigorously protected. For more information, please read Razoo's privacy policy.

Do I need to have an account with NVBigGive to donate?

No, you do not need to sign up for an account in order to make a donation. However, we encourage you to create a personal account so that you can collect all your tax-deduction receipts in one account online, track which organizations you donated to and when, and schedule giving. Moreover, setting up an account lets you connect and get updates from your favorite organizations.

Is my donation tax-deductible?

Yes, your donation is tax-deductible within the guidelines of U.S. law. Nonprofits listed on NVBigGive are required to retain 501(c)(3) tax-exempt status with the IRS. To claim a donation as a deduction on your U.S. taxes, please retain your email donation receipt as an official record. Email receipts are sent by NVBigGive via Razoo Foundation upon successful processing of your donation.

You can also view your giving history and receipts by logging into your NVBigGive account, or request a duplicate receipt by emailing donations@razoo.com – please include your full name, date of donation, amount of donation, and name of your designated nonprofit.

Why does my tax receipt reference the Razoo Foundation?

The Razoo Foundation (the "Foundation") is a registered 501(c)(3) public charity that has been a strategic partner of NVBigGive. All donations are processed through the Razoo Foundation, who then issues you a tax receipt (contributions are tax-deductible for U.S. taxpayers to the full extent permitted by law). On a monthly basis, the Foundation will then disburse the funds to your designated nonprofit. Please note, as Razoo Foundation is the organization processing the

transaction, your credit card statement will list Razoo Foundation, not the name of your designated nonprofit.

Is there a minimum donation amount?

Yes, your donation must be at least \$10 to be processed through NVBigGive.

What if I can't find the organization I wish to donate to?

Our database of charities includes all 501(c)(3) organizations that are listed in the IRS Business Master File, excluding private non-operating foundations. If the organization you wish to donate to is a registered 501(c)(3) and not in our database, an authorized representative of the nonprofit can send us the EIN issuance letter and letter of determination from the IRS via email (np@razoo.com) or fax (1-866-322-1722).

If the organization you wish to donate to is a religious or faith-based organization not required to file with the IRS, we will need the following in order to establish a profile for the organization: (i) EIN issuance letter, (ii) year of establishment, and (iii) denominational listing (ie: state letter for churches or listing on a national church directory). Along with the required documentation, please also include your contact information: name, title, phone #, email address, and organization website (if available).

Can I specify how the nonprofit may use my donation?

Yes, to a degree. When you make a donation via NVBigGive, you may specify how you'd like your donation to be used by the nonprofit by completing the "Designation" field on the donation form. We will along this information with your donation, but we cannot guarantee that the nonprofit will honor your request. If this is an issue for you, we encourage you to contact the nonprofit directly to make sure they are able to allocate your funds as you desire.

Can I create a recurring donation?

Yes, you can set-up regular donations to your favorite nonprofit at any of the following frequencies: weekly, monthly and annually. To do this, simply choose your frequency in the drop-down menu on the donation form (the default is to make a one-time donation). Please note that you will be required to create an NVBigGive user account in order to make recurring donations.

How do I cancel my recurring donation?

You can cancel your recurring donation by logging into NVBigGive, clicking your profile image and name then "My Donations" and "Scheduled Donations". Click the "Cancel" button below the appropriate recurring donation listing.