



MATCH DAY MARKETING AND EVENT GUIDE

February 2024



PURPOSE OF MATCH DAY

Why a Match Day?

- Inspire philanthropy through collective giving for the greater good
- Increase understanding of the power of endowment
- Build organizational capacity through growing endowments
- Model collaboration
- Strengthen relationships among nonprofit partners, donors and Community Foundation

EVENT DETAILS

When and Where

- 10AM to 6PM, Wednesday, May 1, 2024
- Wiley Building, First Avenue and Main Street
- Match Day will be a live, on-site event, with an option for online giving. Your organization is encouraged to be on site or pop in throughout the day, but a presence is not required.

Wiley Building

- We will be in the bottom floor of the Wiley Building. This will be an accessible, viewable area from the street.
- While we will not have space for booths, we plan an indoor traffic flow and space for nonprofits and donors to visit, share ideas and inspire each other.
- We will serve food, drinks and host other activities to draw people in:
 - placemaking demonstrations
 - family philanthropy activities
 - connections to Downtown amenities

Match Rules

- \$100,000 in matching funds are available.
- Gifts will be matched proportionate to the total amount raised on May 1. For example, if a total of \$500,000 is raised and your organization receives \$50,000, or 10% of that amount, your organization will receive \$10,000 or 10% of the matching funds.
- No organization will receive more than 20% (\$20K) of the match pool.
- Only gifts from donors count toward the match.

Match Rules

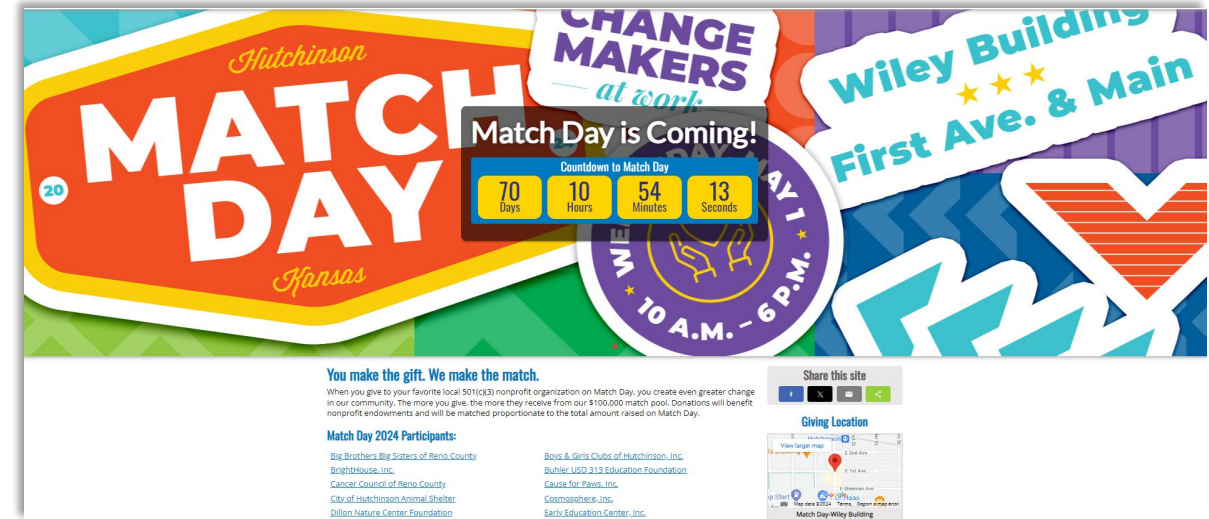
- Cash, credit cards and checks made payable to Hutchinson Community Foundation and dated May 1 will be accepted. Donors will use a separate form to designate which endowment(s) will benefit.
- All donor gifts will be designated for organizational endowed funds.
- Organizations will receive the Community Foundation's matching grants and prize grants by June 28, 2024, and may use the money however they need to reach their mission.

Prize Grants

- Prize grants will be given throughout the day to generate a sense of urgency and excitement.
- As extra incentive to come to the Wiley Building, hourly prize grants will be given throughout the day, drawn from the previous hour's donors contributing in person.
- Prize grants of \$2,500, \$1,000 and \$500 will be given to the top three organizations that bring in the largest number of individual donors.

Online Giving: HutchCF.org

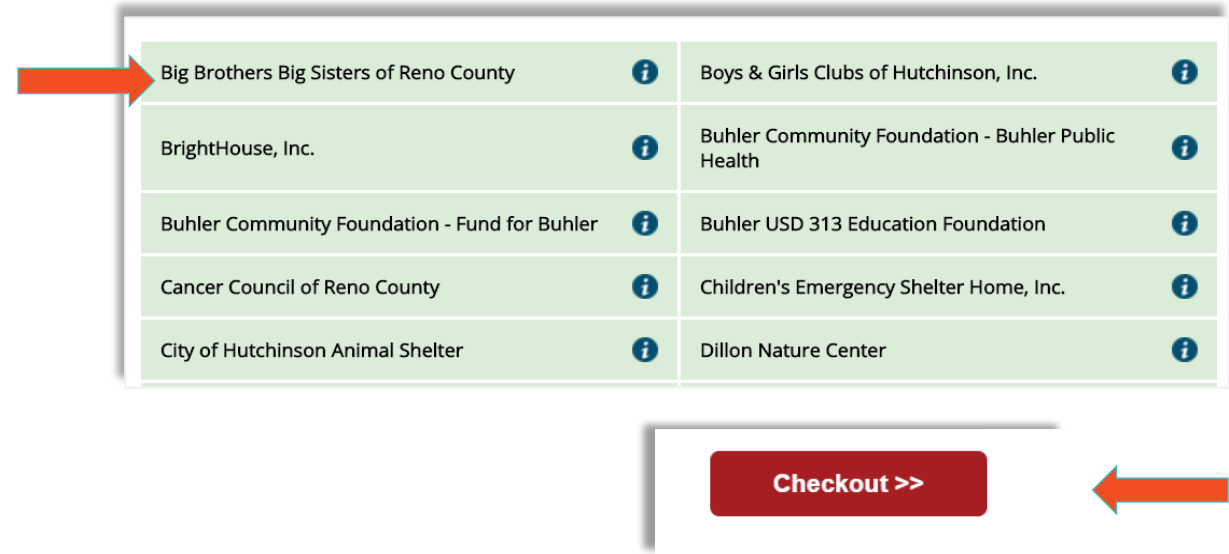
- The spirit of the day is an in-person giving event, but for those who are unable to donate in person or who live elsewhere, a donation portal at HutchCF.org will be available for 24 hours on May 1, beginning at midnight.




2 Ways to Donate Online

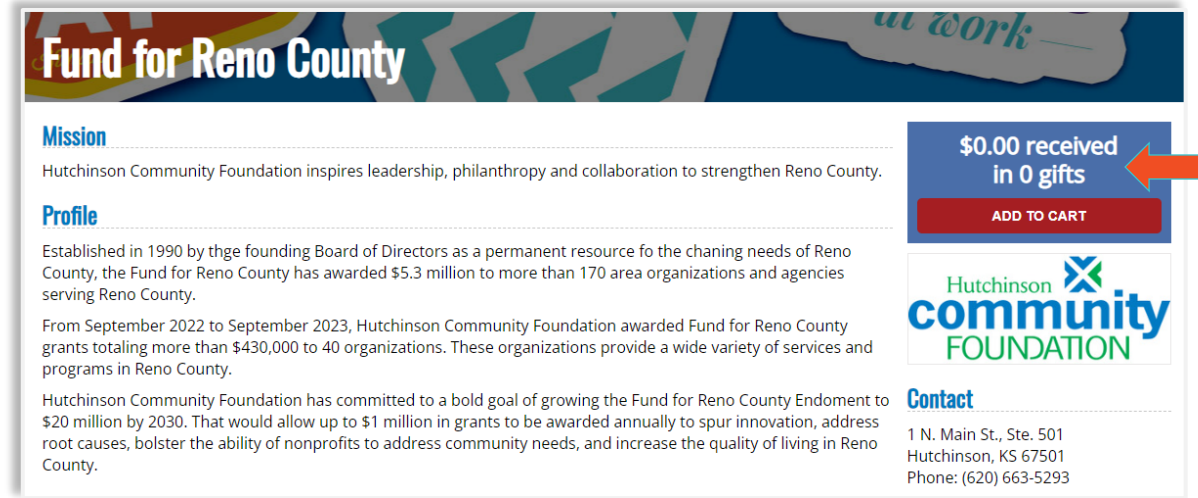
- Donors can give two ways from the portal:

1. From the homepage by selecting the organization(s) of choice and then scrolling down to the checkout button (see example). Once donors enter the shopping cart, they will proceed through an online checkout process, designating how much they wish to give and providing billing and credit card information.



2 Ways to Donate Online

- From the homepage, donors can also click on the  icon next to the nonprofit name and a new page will open offering donors more information about the organization. Clicking on the blue “Add To Cart” button will also take them to the checkout page.



Fund for Reno County

Mission
Hutchinson Community Foundation inspires leadership, philanthropy and collaboration to strengthen Reno County.

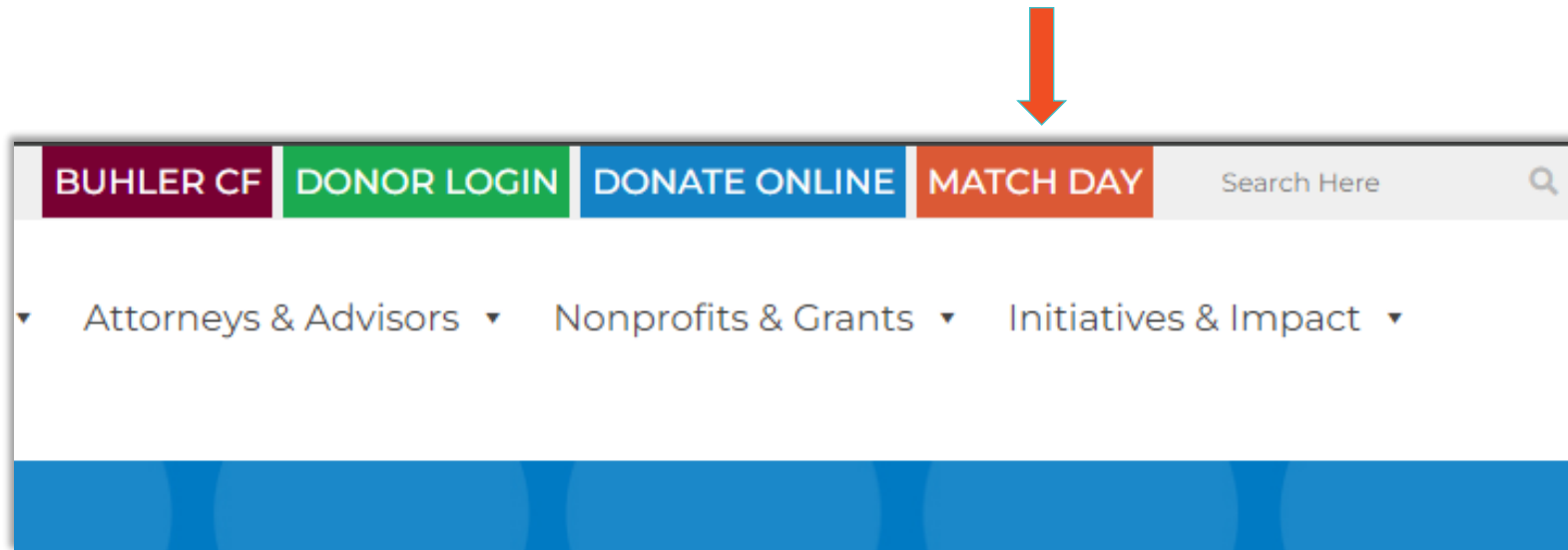
Profile
Established in 1990 by the founding Board of Directors as a permanent resource for the changing needs of Reno County, the Fund for Reno County has awarded \$5.3 million to more than 170 area organizations and agencies serving Reno County.
From September 2022 to September 2023, Hutchinson Community Foundation awarded Fund for Reno County grants totaling more than \$430,000 to 40 organizations. These organizations provide a wide variety of services and programs in Reno County.
Hutchinson Community Foundation has committed to a bold goal of growing the Fund for Reno County Endowment to \$20 million by 2030. That would allow up to \$1 million in grants to be awarded annually to spur innovation, address root causes, bolster the ability of nonprofits to address community needs, and increase the quality of living in Reno County.

Contact
1 N. Main St., Ste. 501
Hutchinson, KS 67501
Phone: (620) 663-5293

\$0.00 received in 0 gifts
ADD TO CART

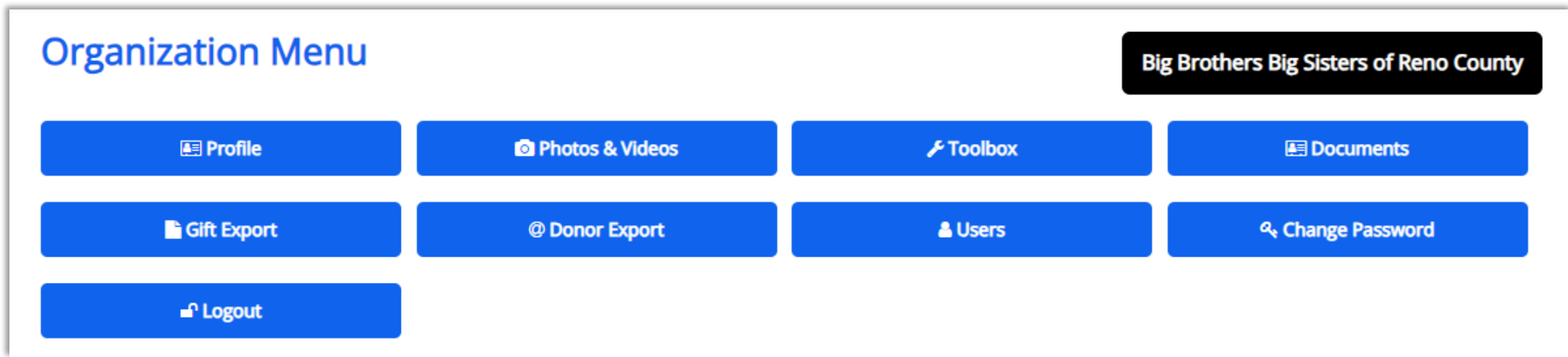
Page Customization

- Each organization will be able to customize their donation page. **A separate email will be sent to the person who signed the Match Day Participation Agreement with instructions on how to log on.** That person will be the administrator.
- Organizations and donors may then also access the portal via HutchCF.org by clicking on the orange Match Day button in the upper right corner of the top menu.



Page Customization

- Below is an example of what nonprofits will see once they have logged on. Administrators can give access to other users at their organization by clicking on the “Users” button and following the prompts.



We've filled out the essentials ...

- The top portion of the page under the “Profile” button on the “Organization Menu” page will be pre-filled by Hutchinson Community Foundation with the essential information necessary to accept donations on May 1. We ask that this information remain unchanged; however, if organizations spot errors, please contact Hutchinson Community Foundation.

See an example on the next page.

We've filled out the essentials ...

Organization Profile

[<< Return to Main Menu](#)

Organization Details

Nonprofit Name*

Hutchinson Community Foundation-Fund for Reno County

Address*

PO Box 298

City*

Hutchinson

State*

Kansas

Zip Code*

67504

Email Address*

wendy@hutchcf.org

Phone*

(620) 663-5293

Category*

Community Development & Leadership

EIN

XX-XXXXXXX

Giving Day Goal (\$)

Page Customization

Several fields are available for organizations to customize their profile pages as little or as much as they like—from adding logos, pictures and social media links to organization descriptions, mission statements or informing donors of specific needs or challenges.

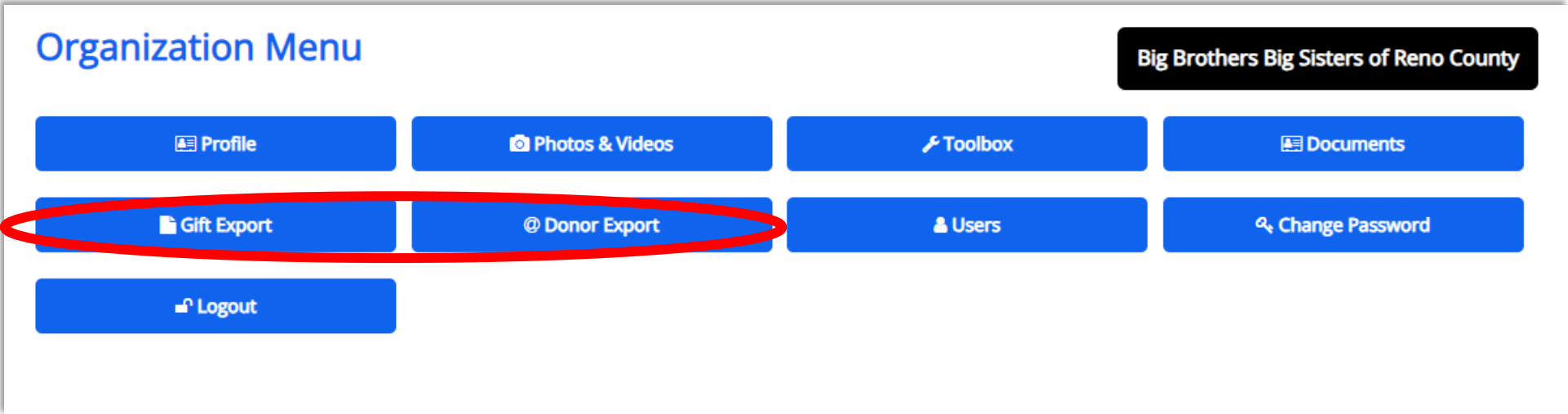
Note: While customization is not required, it will be up to the designated portal users of each organization to execute any desired page enhancements.

The screenshot displays a user interface for profile customization, organized into four main sections:

- Website & Social Networks:** This section contains four input fields for social media links: Website (www.hutchcf.org), Facebook (www.facebook.com/Hutchcf), Twitter (twitter.com/HutchCF), and Instagram (ihearthutch).
- Profile Information:** This section features a file upload area for a logo, with the text "Logo (jpg, gif, bmp, tif, or png)" and a "Choose File" button. The current status is "No file chosen".
- Specific Need:** This section includes a rich text editor with a toolbar containing icons for undo, redo, bold, italic, bulleted list, numbered list, and link.
- Mission Statement:** This section includes a rich text editor with a toolbar containing icons for undo, redo, bold, italic, bulleted list, numbered list, and link. The text entered is "Hutchinson Community Foundation inspires philanthro across Reno County."
- Profile / Additional Information:** This section includes a rich text editor with a toolbar containing icons for undo, redo, bold, italic, bulleted list, numbered list, and link. The text entered is "Established in 1990 by the founding Board of Directors".

Additional features

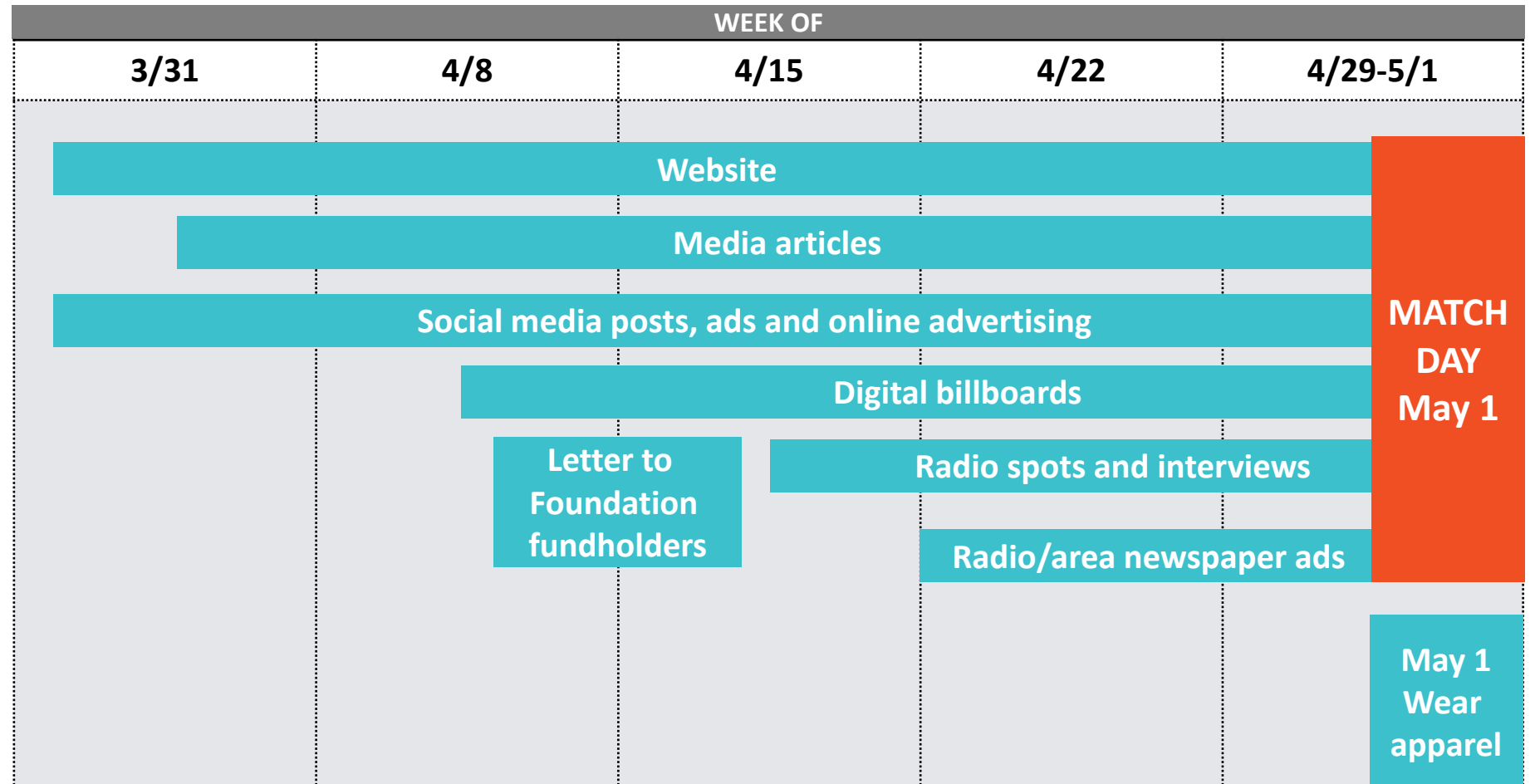
To assist organizations in accounting, stewardship and donor development, the Match Day donation portal also offers users a gift and donor export feature.



PROMOTION

Foundation Promotional Activities

Hutchinson Community Foundation will handle the bulk of event promotion.



Foundation Promotional Activities

Hutchinson Community Foundation will distribute 11x17 posters around town.



You make the gift
We make the match

When you give to your favorite local nonprofit endowments on Match Day, you create even greater change in our community. The more you give in person or online, the more they receive from our \$100,000 match pool.




Promotion: What Nonprofits Can Do

- While Hutch CF will handle primary marketing, organizations can be doing their own work to create interest and engage donors.
- On the following pages are examples of the marketing collateral available for organizations to send to their donors and use as general event promotion.

Promotion: What Nonprofits Can Do

Customizable templates

Donor letter



WEDNESDAY, MAY 1
10 A.M. – 6 P.M.
Wiley Building
First Ave. & Main

Your logo
here

With your help, we could secure \$20,000 in matching funds on Match Day, May 1.

April [1st or later], 2024

Dear [Donor Name],

Match Day on Wednesday, May 1, holds incredible opportunity for [name of your organization]. On that day, Hutchinson Community Foundation will match donations made to our endowment fund—our long-term savings—and we could potentially receive a \$20,000 match.

Here's how it works:

- Come to the event and make a donation.
Date: **Wednesday, May 1**
Time: **10 a.m. – 6 p.m.**
Place: **Wiley Building, First Avenue and Main Street, or donate online at hutchcf.org anytime from midnight to 11:59 p.m.**
- The 2024 match pool is \$100,000, and it will be divided among 37 participating organizations in proportion to the total amount raised. We can earn up to 20 percent of the pool (\$20,000) if contributions to our organization that day equal 20 percent or more of the total amount raised.
- As extra incentive to come to the Wiley Building, hourly prize grants will be given throughout the day, drawn from the previous hour's donors contributing in person. We can also earn prize grants for having the most individual donors.
- Cash, credit cards and checks made payable to Hutchinson Community Foundation and dated May 1 will be accepted.
- Donations are tax deductible and can be divided among multiple organizations. One receipt will be issued to each individual making a donation.

I'm asking for you to dig deep, beyond what you give to our annual campaign.


Building our endowment is critical for our future, but we still face monthly expenses. So we still need your contribution to our annual campaign. Match Day is a unique opportunity to grow our endowment exponentially, so that we can enrich our people and programs for even greater impact, for years to come.

Sincerely,

[Name]
[Title]

P.S. This is a rare chance to multiply the difference we make, and it's truly a missed opportunity if we don't take full advantage. Your gift is vital for helping us maximize the match.

Newsletter story



WEDNESDAY, MAY 1
10 A.M. – 6 P.M.
Wiley Building
First Ave. & Main

NONPROFIT NEWSLETTER STORY

Help Us Secure a \$20,000 Match on Match Day, May 1

Match Day on Wednesday, May 1, holds incredible opportunity for [name of your organization]. On that day, Hutchinson Community Foundation will match donations made to our endowment fund—our long-term savings—and with your help, we could potentially receive a \$20,000 match.

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Building our endowment is critical for our future, but we still face monthly expenses. So we still need contributions to our annual campaign. Match Day is an opportunity to dig deeper, to grow our endowment exponentially, so that we can enrich our people and programs for even greater impact. Your gift is vital for helping us maximize the match.

Promotion: What Nonprofits Can Do

1/3 statement stuffer (front and back)



CHANGE MAKERS at work
Wiley Building
First Ave. & Main
Hutchinson Community FOUNDATION
 SERVING RENO COUNTY FOR 35 YEARS

20 MATCH DAY 24
 Hutchinson Kansas
WEDNESDAY, MAY 1
 10 A.M. - 6 P.M.




Here's how it works:

- Come to the Wiley Building, First Ave. and Main, between 10 a.m. and 6 p.m. to make a donation, or donate anytime that day online at hutchcf.org.
- Cash, credit cards and checks made payable to Hutchinson Community Foundation and dated May 1 will be accepted.
- The \$100,000 match pool will be divided among organizations in proportion to the total amount raised. We can earn up to 20 percent of the pool (\$20,000) if contributions that day equal 20 percent or more of the total amount raised.
- As extra incentive to come to the Wiley Building, hourly prize grants will be given throughout the day, drawn from the previous hour's donors contributing in person. We can also earn prize grants if we have the most individual donors.
- Donations are tax deductible and can be divided among multiple organizations.

On Wednesday, May 1, Hutchinson Community Foundation is offering \$100,000 in matching funds for donations made to 38 nonprofit endowment funds in Reno County.
With your help, we could receive up to \$20,000 of the match pool. Details at hutchcf.org.

Please mark your calendar and get your checkbook ready. Together we can make the most of this special opportunity.

Giving Form to send in advance



WEDNESDAY, MAY 1
 10 A.M. - 6 P.M.
 Wiley Building
 First Ave. & Main

Giving Form for Cash or Check

Donor Name(s) (to appear publicly) _____
 Address _____ City/State/Zip _____
 Best phone _____
 Best email (for receipt) _____

Donate to the following endowment funds – Matched from a \$100,000 local pool.
 Please write donation amount on the line next to the fund.

\$ _____ Big Brothers Big Sisters of Reno County	\$ _____ Hutchinson Regional Medical Center Foundation
\$ _____ Boys & Girls Clubs of Hutchinson, Inc.	\$ _____ Hutchinson's Historic Fox Theatre
\$ _____ BrightHouse, Inc.	\$ _____ Interfaith Housing & Community Services
\$ _____ Buhler USD 313 Education Foundation	\$ _____ Kansas Assoc. of Community Foundations
\$ _____ Cancer Council of Reno County	\$ _____ Mennonite Friendship Communities
\$ _____ Cause for Paws	\$ _____ The Nature Conservancy in Kansas
\$ _____ Central Christian School	\$ _____ New Beginnings, Inc.
\$ _____ Cosmosphere	\$ _____ Radio Kansas
\$ _____ Dillon Nature Center	\$ _____ Reno County Museum
\$ _____ Early Education Center, Inc.	\$ _____ Rise Up Reno Prevention Network
\$ _____ Family Community Theatre	\$ _____ RSVP/The Volunteer Center
\$ _____ Food Bank of Reno County	\$ _____ Salvation Army of Hutchinson
\$ _____ Friends of the Zoo	\$ _____ Stage 9
\$ _____ Hospice & HomeCare of Reno County	\$ _____ Strataca
\$ _____ Hutch Rec Foundation	\$ _____ Sunshine Meadows Retirement Community
\$ _____ Hutchinson Animal Shelter	\$ _____ TECH, Inc.
\$ _____ Hutchinson Art Center	\$ _____ United Way of Reno County
\$ _____ Hutchinson Meals on Wheels	\$ _____ USD 312 Haven Schools
\$ _____ Hutchinson Public Schools	\$ _____ Wesley Towers, Inc.

Donate to the following community endowment funds – Not eligible for a match. These funds address the ever-changing needs and opportunities in the community.
 Please write donation amount on the line next to the fund.

\$ _____ Fund for Buhler	\$ _____ Creative Placemaking
\$ _____ Fund for Reno County	\$ _____ Downtown
\$ _____ Animal Welfare	\$ _____ Early Childhood
\$ _____ Arts & Humanities	\$ _____ Housing

Make checks payable to:
 Hutchinson Community Foundation
 P.O. Box 298, Hutchinson, KS 67504

Total Donation: \$ _____

Promotion: What Nonprofits Can Do

8.5X11 flyer

Front



Back

Your gifts, great and small, working together for **BIG IMPACT** <<<<

Match Day is a big, bold opportunity for nonprofits to grow their endowments exponentially so that they can enrich our community for years to come.

Here's how it works:

- Come to the Wiley Building, First Ave. and Main, between 10 a.m. and 6 p.m. to make a donation, or donate anytime that day online at hutchcf.org. Cash, credit cards and checks made payable to Hutchinson Community Foundation and dated May 1 will be accepted.
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- As extra incentive to come to the Wiley Building, hourly prize grants will be given throughout the day, drawn from the previous hour's donors contributing in person. We can also earn prize grants if we have the most individual donors.
- Donations are tax deductible and can be divided among multiple organizations.

Please mark your calendar and get your checkbook ready. Together we can make the most of this special opportunity. Visit hutchcf.org for details.

DONATE TO THESE 38 NONPROFIT ENDOWMENT FUNDS

Big Brothers Big Sisters of Reno County	Family Community Theatre	Hutchinson's Historic Fox Theatre	RSVP/The Volunteer Center
Boys & Girls Clubs of Hutchinson, Inc.	Food Bank of Reno County	Interfaith Housing & Community Services	Salvation Army of Hutchinson
BrightHouse, Inc.	Friends of the Zoo	Kansas Association of Community Foundations	Stage 9
Buhler USD 313 Education Foundation	Hospice & HomeCare of Reno County	Mennonite Friendship Communities	Strataca
Cancer Council of Reno County	Hutch Rec Foundation	The Nature Conservancy in Kansas	Sunshine Meadows Retirement Community
Cause for Paws	Hutchinson Animal Shelter	New Beginnings, Inc.	TECH, Inc.
Central Christian School	Hutchinson Art Center	Radio Kansas	United Way of Reno County
Cosmosphere	Hutchinson Meals on Wheels	Reno County Museum	USD 312 Haven Schools
Dillon Nature Center	Hutchinson Public Schools	Rise Up Reno Prevention Network	Wesley Towers
Early Education Center, Inc.	Hutchinson Regional Medical Foundation		

Promotion: What Nonprofits Can Do

- The **official Facebook Event** will be launched from the Hutch CF Facebook page on April 1 and organizations are encouraged to begin sharing it to their networks.
- Participants are also encouraged to create posts for their organizations' social media feeds using the graphics shown here. **However, so that the Hutch CF Facebook Event remains the official event, please do not create separate Match Day Facebook Events for your organizations.**

**Social post
1200X1200**



**Facebook/Insta
story
1080X1920**



Where can I download these promotional items?

- Log on to the Match Day Donation Portal and click on the “Toolbox” button. There you will find all materials available for download.

The screenshot shows a blue button labeled "Toolbox" with a wrench icon. Below it is the "Nonprofit Toolbox" interface. At the top right of the toolbox are buttons for "<< Return to Main Menu" and a settings gear icon. Below these is a dark blue header for "Toolbox Files" with an "Add New File >>" button. A table lists various files with columns for File Title, File Type, Last Modified, and Actions.

File Title	File Type	Last Modified	Actions
Donor Letter Template for Nonprofits	DOCX	02/19/24 00:00	
Flyer (8.5X11)	PDF	02/18/24 00:00	
Giving Form	PDF	04/21/20 00:00	
Match Day 2024 Event and Marketing Guide	PDF	02/19/24 00:00	
Newsletter Story Template for Nonprofits	DOCX	02/19/24 00:00	
Poster (11X17)	PDF	02/18/24 00:00	
Statement Stuffer (1/3-page)	PDF	02/18/24 00:00	

T-shirts and Ball Caps

- Each organization will receive one complimentary T-shirt or ball cap. If organizations would like additional Tees or caps, they are \$20.
- **A mock-up of the designs will be sent later in a separate email with instructions on how to order.**
- Wearing of these items is optional if organizations wish to wear their branded apparel instead. However, as we begin promotion, donning these T-shirts or caps can be a great social media marketing opportunity.

Be Creative! Ideas to Mobilize Your Team and Donors

- Choose a specific time for your board to meet at the event
- Spark social media or press by arriving in a particular way that relates to your mission (Trail-related? Ride bikes.)
- Carpool or bus donors to the event
- Social media success stories from last Match Day, photos of people in T-shirts, donor profiles, etc.

Nonprofit Activity Timeline

Start promotions April 1

WEEK OF						
3/11	3/31	4/8	4/15	4/22	4/29-5/1	
Establish Match Day goals			Wear apparel			MATCH DAY May 1
		One-on-one donor meetings				
		Publish story in newsletter				
		Letter to donors with insert & giving form				
		Social media (share Hutch CF posts)				
					May 1 Wear apparel	

What to do next?

- Order additional T-shirts or ball caps for board, staff, donors, clients and volunteers at \$20 each. Be on the lookout for an email with additional instructions on how to order.
- Download promotional materials from the Match Day Donation Portal via HutchCF.org.
- Update your organizational profile on the donation portal via HutchCF.org.
- Work your plan.
- Public promotion begins April 1.

QUESTIONS?

FAQ

- **To whom should checks be written?**

Only checks made payable to Hutchinson Community Foundation and dated May 1 will be matched. Donors will use a separate form to indicate which endowment(s) will benefit.

- **May we pick up donations for donors who can't deliver the gift themselves?**

We will accept and match all checks made out to Hutchinson Community Foundation and dated May 1; however, the spirit of the event is to encourage in-person donations for those who are able. Online giving at HutchCF.org is an option for those who live outside of town or who are unable to attend.

FAQ

- **How much do credit card gifts cost my organization?**
 - Each credit card gift will cost your organization 3%.
 - The online giving portal will give the donor an opportunity to cover the cost for the organization in addition to their gift.

- **Do we have to use your letter or can we write our own?**

Organizations may customize their own mailings but should pay careful attention to the wording provided by the Community Foundation.

FAQ

- Who should be at the Wiley Building on May 1 and for how long?

That's up to each organization to decide. Send executive directors, board members, development officers, volunteers, clients, etc. They can stay all day or come and go as they wish. It's really up to you!

SEE YOU MAY 1!