Agenda

• Match Day purpose and details

• Match Day promotion

• Questions & Answers
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

• 7AM to 7PM, Tuesday, May 5, 2020

• The Burt, 3 West Ave. B

• 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 not required.

• We will serve food, drinks and host a live radio remote in order to draw people in.
Placemaking at The Burt

• We will be in the bottom floor of The Burt in the corner space that used house Apron Strings. 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.

• Other things we’re working on:
  • Collaboration with partners in that neighborhood for food and drink
  • Sidewalk games and seating
  • Dog friendly environment
  • Guided downtown walking tours
Match Rules

• $60,000 in matching funds available.

• Gifts will be matched proportionate to the total amount raised on May 5. For example, if we raise $200,000 total, and ABC Organization brings in 10% of the total, that organization will get 10% of the match pool ($6K).

• No organization will receive more than 20% ($12K) 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 5 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 30, 2020, and may use the money however they need in order 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 Burt, hourly prize grants will be given throughout the day, drawn from the previous hour’s donors contributing in person.

• Prize grants of $1,000, $500 and $250 will be given to the top three organizations that:
  • Raise the most endowed gifts.
  • Bring in the largest number of individual donations.
Online Giving: iHeartHutch.org

I Heart Hutch is Here!
To make your gift, begin by selecting the organizations to which you wish to donate and then click the "continue" button at the bottom of the screen.
If you wish to learn more about a particular organization, click the 'i' icon that corresponds to that organization.

<table>
<thead>
<tr>
<th>Organization</th>
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<tr>
<td>Big Brothers Big Sisters of Reno County</td>
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<td>BrightHouse, Inc.</td>
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<td>Buhler Community Foundation - Buhler Public Health</td>
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<td>Buhler Community Foundation - Fund for Buhler</td>
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<td>Cancer Council of Reno County</td>
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<td>City of Hutchinson Animal Shelter</td>
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<td>Boys &amp; Girls Clubs of Hutchinson, Inc.</td>
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<tr>
<td>Buhler USD 313 Education Foundation</td>
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<td>Children's Emergency Shelter Home, Inc.</td>
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<tr>
<td>Dillon Nature Center</td>
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2 Ways to Donate Online

Heart Hutch is Here!

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If you wish to learn more about a particular organization, click the "i" icon that corresponds to that organization.

| Big Brothers Big Sisters of Reno County | Boys & Girls Clubs of Hutchinson, Inc. |
| BrightHouse, Inc. | Buhler Community Foundation - Buhler Public Health |
| Buhler Community Foundation - Fund for Buhler | Buhler USD 313 Education Foundation |
| Cancer Council of Reno County | Children's Emergency Shelter Home, Inc. |
| City of Hutchinson Animal Shelter | Dillon Nature Center |

Checkout >>
2 Ways to Donate Online

Hutchinson Community Foundation - Fund for Hutchinson

Mission
Hutchinson Community Foundation inspires philanthropy, collaboration and innovative leadership to strengthen communities across 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 Hutchinson has awarded over $3 million to more than 170 area organizations and agencies serving Reno County.
In 2019, Hutchinson Community Foundation awarded Fund for Hutchinson grants totaling more than $209,000 to 25 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 Hutchinson Endowment to $20 million by 2030. That would allow up to $1 million in grants to be awarded annually.

Contact
PO Box 298
Hutchinson KS 67504
Phone: (620) 663-5293

$0.00 received in 0 gifts
ADD TO CART
Each organization can customize its page.
We’ve filled out the essentials ...

### Organization Profile

#### Organization Details

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<th>Nonprofit Name*</th>
<th>Address*</th>
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<tbody>
<tr>
<td>Hutchinson Community Foundation - Fund for Hutchinson</td>
<td>PO Box 298</td>
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<tr>
<th>City*</th>
<th>State*</th>
<th>Zip Code*</th>
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<tr>
<td>Hutchinson</td>
<td>Kansas</td>
<td>67504</td>
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<table>
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<tr>
<th>Email Address*</th>
<th>Phone*</th>
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<tbody>
<tr>
<td><a href="mailto:wendy@hutchcf.org">wendy@hutchcf.org</a></td>
<td>(620) 663-5293</td>
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<tr>
<th>Category*</th>
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<tr>
<td>Community Development &amp; Leadership</td>
<td>48-1076910</td>
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Giving Day Goal ($)
but you personalize it if you like. You don’t have to.
PROMOTION
You make the gift
We make the match

When you give to your favorite local nonprofit organizations 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 $65,000 match pool.
# Foundation Promotional Activities

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<th>WEEK OF</th>
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<th>4/19</th>
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<td></td>
<td>Website</td>
<td>Newspaper articles</td>
<td>Social media posts &amp; ads</td>
<td>Digital billboards</td>
<td>MATCH DAY May 5</td>
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<tr>
<td></td>
<td>Letter to Foundation fundholders</td>
<td>Radio spots and interviews</td>
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<td>May 1 Wear T-Shirts</td>
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<td>Newspaper ads</td>
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Nonprofit customizable templates

1/3 flyer/statement stuffer

Donor letter

With your help, we could secure $12,000 in matching funds on Match Day, May 5.

April 11th is next, 2021

Name (first name)

Match Day on Tuesday, May 5, holds incredible opportunity for you (or your organization). On that day, Hutchinson Community Foundation will match donations made to our endowment fund—our long-term savings—and can be potentially raised in excess of $12,000.

Here’s how it works:

- Come to The Burt Main and Ave. B between 7 a.m. – 7 p.m. to make a donation or donate anything that you own at wwwاتحادكسيتي. org. Cash, credit cards, and checks are accepted.
- Make your donation and turn it in to a Hutchinson Community foundation employee.

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Giving Form to Send in Advance
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 Burt, Main and Ave. B, between 7 a.m. - 7 p.m. to make a donation, or donate anytime that day online at ihearthutch.com. Cash, credit cards and checks are payable to Hutchinson Community Foundation, and cash may be accepted.
- The $50,000 match pool will be divided among organizations in proportion to the total amount raised. We can earn up to 20 percent of the pool ($10,000) if contributions that day equal 20 percent or more of the total amount raised.
- As aKatlante, you’ll come to Match Day, hear our big dreams, and give. We believe that all dreams can be achieved. We can raise the most money to 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 ihearthutch.org for details.

DONATE TO THESE 13 NONPROFIT ENDOWMENT FUNDS

- Big Brothers Big Sisters of Rice County
- Bethany House of Hutchinson, Inc.
- Brightness, Inc.
- Christian Community Foundation
- Caring Children Caring Parents, Inc.
- City of Hutchinson, Hutchinson EDC
- Dillon Manor, Inc.
- Family Community Thrives, Inc.
- First Bank of Rice County, Inc.
- Free Press, Inc.
- HomeAid of Rice County
- Hospice & Palliative Care of Rice County
- Hutchinson Children’s Museum
- Hutchinson Heritage Foundation
- Hutchinson Historical Society
- Hutchinson Symphony Orchestra
- Hutchinson’s Harriett’s Etc. Theatre
- Infant Services, Inc.
- Kansas Housing Finance Corporation
- Kansas Housing & Community Services
- Newday Foundation, Inc.
- The Nature Conservancy
- United Way

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Three-ups

On Tuesday, May 4, Hutchinson Community Foundation is offering incentives by matching funds for donations made to 13 emergency assistance funds in Harvey County. With your help, we could raise up to $50,000 of the match pool, details at hutchstitch.org.

Here’s how it works:
- Come to the Burt, Main and Ave. B, between 7 a.m. – 7 p.m., to make a donation or donate online that day online at hutchstitch.org. Cash, credit card, check and/or non-cash contributions to Hutchinson Community Foundation and dated May 4 will be accepted.
- The Hutchinson Foundation will divide the matching organization in proportion to the total amount raised. Site can earn up to 33.33% of the total amount raised.
- As incentives to come to the Burt, hourly purity grants will be given throughout the day from the previous fund. Donors contributing to a person’s site can also earn purity grants if we raise the most money in house the individual site.
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Where can I download these items?

The flyer, statement stuffer, and letter/newsletter templates will be available at: hutchcf.org/wp/about-us/resources-forms
Where can I download these items?

Resources & Forms

2020 Match Day

- Event Guidelines
- Participation Agreement
- Sample Endowed Fund Agreement
- Donor Letter Template for Nonprofits
- Newsletter Story Template for Nonprofits
- T-shirt Order Form
- Giving Form
- Poster (11X17)
- Flyer (8.5X11)
- Statement Stuffer (3-up)
Where can I download these items?

The “Toolbox” tab at iHeartHutch.org.
T-shirts
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

<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>3/29</th>
<th>4/5</th>
<th>4/12</th>
<th>4/19</th>
<th>4/26</th>
<th>5/3</th>
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<td>Wear t-shirts</td>
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<tr>
<td>One-on-one donor meetings</td>
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<tr>
<td>Publish story in newsletter</td>
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<td>Letter to donors with insert &amp; giving form</td>
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<tr>
<td>Social media (share Hutch CF posts)</td>
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<tr>
<td>Start promotions April 1</td>
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Start Match Day May 5

Wear T-Shirts May 1
What to do next?

• Order additional t-shirts for board, staff, donors, clients and volunteers at $10 each by March 18.

• Download promotional materials at HutchCF.org or iHeartHutch.org - available March 12.

• Update your organizational profile at iHeartHutch.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 5 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 5; however, the spirit of the event is to encourage in-person donations for those who are able. Online giving at ihearthutch.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 additional 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 Burt on May 5 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 5!