2025 Nonprofit Resource Guide

GIVE LOCAL

Greater Waterbury and Litchfield Hills

April 29-30 ▪ givelocalccf.org

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Welcome!

Dear Nonprofit Fundraiser,

We're thrilled to have you join us for this exciting, community-wide celebration of generosity. Over the course of 36 hours, on April 29 and 30, hundreds of nonprofits throughout Greater Waterbury and Litchfield Hills will participate in Give Local 2025. Our team has crafted this guidebook to spotlight all the essential details, exciting opportunities, key dates, and valuable resources to keep you organized and on track as you prepare and plan for Give Local 2025. **Get ready – let's make this the best year yet!**

Over the last twelve years, Give Local has made a huge impact, supporting over 500 nonprofits and raising an astounding $17.2 million! It has been a true joy to watch Give Local grow over the last decade and see the countless benefits flow into our community.

Whether this is your organization's first year or thirteenth year of Give Local, we look forward to partnering with you and sharing information to help your organization succeed. We understand that each of you has a different capacity of both time and resources to invest in this campaign—be assured that there is no right or wrong way to participate! Regardless of your capacity, we encourage you to create a plan and set achievable goals that work for you. Give Local is yet another opportunity to craft your story and share it far and wide!

At Connecticut Community Foundation, we remain committed to Give Local because it brings our community together in a day of collective giving, reminding each of us, supporters and donors alike, that no matter how much we give, collectively, we can do more together and make a true difference in the community we live and love. Each organization in our region plays an important role and we are thrilled to coordinate this initiative for each one of you. We hope you'll seize this opportunity to raise both funds and awareness for the incredibly good work you do!

Sincerely,

Kathy Taylor
President & CEO

Gabriela Sousa
Development Assistant

Important
Dates

Registration Opens: January 27

Registration Closes: April 7

Trainings: Give Local Workshopping Sessions
- **February 28, 2-3:30 p.m. – Woodbury Public Library**
- **March 10, 6:15 p.m. via Zoom**
- **March 18, 10-11:30 a.m. – SERC, Waterbury (former Timexpo Museum)**

Match/Challenge Paperwork due: April 23

Offline Gifts due to CT Community Foundation: April 23

Live Campaign: 7 a.m. on Tuesday, April 29 to 7 p.m. on Wednesday, April 30

Gear Up Gathering: April 24

Distribution of funds: May 26 (estimated)

FAQ

What is Give Local?

For 36 hours on April 29-30, 2025, Connecticut Community Foundation will host Give Local Greater Waterbury and Litchfield Hills for the 13th consecutive year. Thousands of donors will contribute to hundreds of participating local nonprofit organizations at givelocalccf.org. Since its creation in 2013, Give Local helped nonprofits raise more than $17.2 million thanks to generous donors, area businesses and organizations united in giving to make our communities in Greater Waterbury and the Litchfield Hills stronger.

How does it work?

Beginning at 7 a.m. on Tuesday, April 29 to 7 p.m. on Wednesday, April 30, donors are invited to make secure contributions at givelocalccf.org to their favorite participating local nonprofit organizations. The minimum donation is $10 and there is no maximum. Bonus funds from the Foundation and Give Local sponsors are available and will be added to each participating nonprofit based on the number of donors the organization secures during the campaign. Nonprofit organizations may also earn cash prizes, adding to the excitement and fun!

What is GiveGab?

GiveGab is the website manager for our campaign and handles the technical aspects of our giving day. Recently, GiveGab was acquired by Bonterra, one of the world's largest social good software companies. Bonterra brings together brands including CyberGrants, Network for Good, EveryAction and GiveGab. You may hear GiveGab referred to as Bonterra.

For technical concerns, reach out to GiveGab by using the blue chat bubble at the bottom of every givelocalccf.org page.

How can my organization be successful?

As with other fundraising efforts, the more you put into your Give Local campaign, the more success you are likely to see! Here are a few winning tips:

- Pay close attention to Connecticut Community Foundation emails for important announcements;

- Spend some time in the **Toolkit** section for communication samples, timelines, graphics and much more;

- Take advantage of the **training opportunities** offered by GiveGab and the Foundation;

- Carefully review the prize list when it becomes available and determine one or two you wish to win; and

- Have fun! On April 29-30, your creativity and energy will contribute to your success!

What can I do if I need help?

Connecticut Community Foundation staff and the GiveGab team are here to help if needed! Please contact Gabriela Sousa givelocal@conncf.org, or 203-753-1315. Additional contact information can be found at the end of this document.

Please view the full FAQ available at givelocalccf.org/info/faq

Registration and Approval
Process

Step 1: Go to www.givelocalccf.org

Applications to participate in Give Local Greater Waterbury and Litchfield Hills 2025 are being accepted from **January 27, 2025** through **April 7, 2025**! Click the **"Nonprofit Registration"** button on the main landing page to begin the application process.

Step 2: Search for Your Organization

After clicking the **"Nonprofit Registration"** button, you will be prompted to search for your organization.

If your organization has previously fundraised on GiveGab, click the **"Participate"** button underneath your organization's name. After clicking **"Participate,"** you will be directed to log in to your GiveGab account to finish the application process.

If your organization does not appear in the search results, don't fret! Just click the **"Add My Organization"** button to get set up and continue with the registration process.

Step 3: Add Your Organization

If you clicked the **"Add My Organization"** button, you will be directed to the application form where you will be prompted to enter basic information about your organization. This is also where you will create your personal log-in to access and edit your organization's Give Local Greater Waterbury and Litchfield Hills 2025 profile. You can add additional administrators to your organization's account once you have registered. After this section is complete, click the **"Continue"** button.

Step 4: Complete Application Survey

After completing the steps above you will be directed to the final page before your application for Give Local Greater Waterbury and Litchfield Hills 2025 is complete. This is where you will provide information to Connecticut Community Foundation *(these responses will not appear on your public Giving Day page)*.

Please fill out this Survey!

1. What is your organization's EIN? *required*

2. Who is the Give Local Primary Contact for your organization? (Name, Email and Phone Number) *required*

3. Executive Director Name and Email Address *required*

4. What is your website URL?

Once the survey is complete, you will receive an e-mail confirmation and automatically be redirected to your **Give Local Greater Waterbury and Litchfield Hills 2025 dashboard** on GiveGab where you can begin customizing your organization's profile.

Building Your
Profile

One of the most important aspects of your Give Local campaign is having a compelling nonprofit profile that entices donors to want to give generously. With GiveGab, you can customize your page in just a few steps to maximize your online fundraising efforts.

Manage Organization vs. Giving Days

Before getting started, please verify that you are editing the correct area! There is useful information in the **MANAGE ORGANIZATION** area, but none of it will be pulled into your public facing Give Local profile. **Information from the GIVING DAYS tab is what donors will see on your organization's Give Local page.**
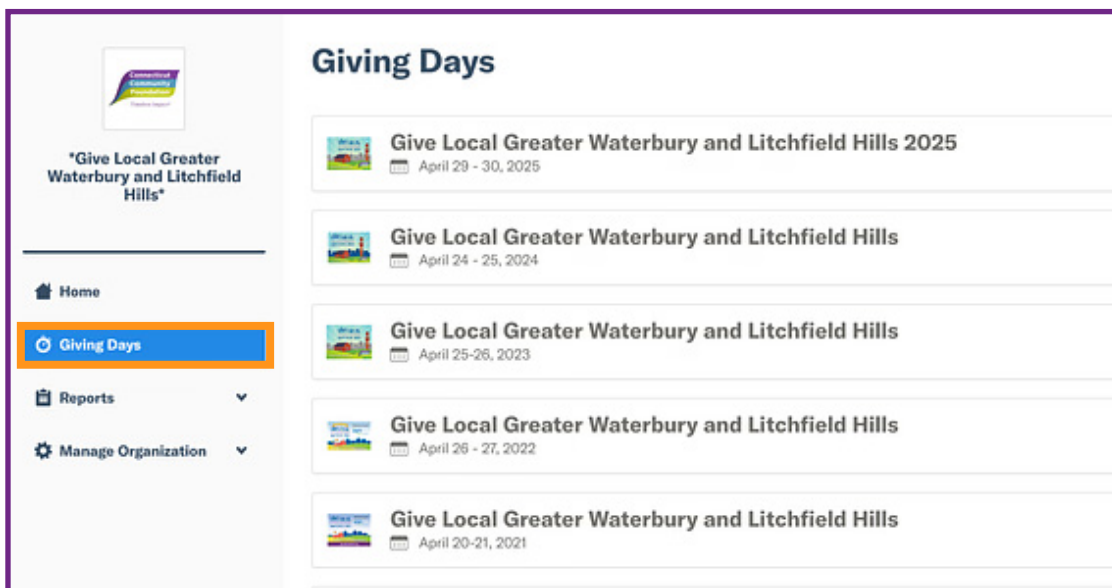
Once you are on the Giving Days tab, select **Give Local Greater Waterbury and Litchfield Hills 2025.**

Within the **GIVING DAYS** area, you can click add or edit content:
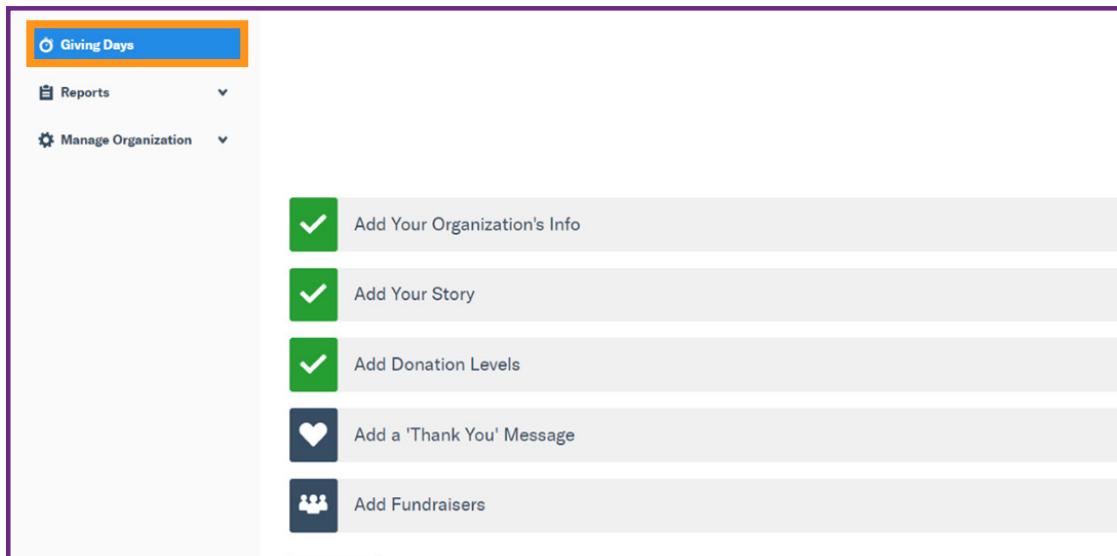
- **Add Your Organization's Info** – Add your logo, website, and select up to three causes in this area. Causes are helpful to donors searching to support organizations within a particular issue area.

- **Add Your Story** – This is where you can add some narrative about your organization. You can also upload a cover image and a video URL.

- **Add Your Donation Levels (Optional)** – Donation levels help donors visualize their impact on your organization. You can get creative in naming them and can even add photos for each level!

- **Add a Thank You Message (Optional)** – You can include text and/or a thank you video message here. Note, if a donor gives to multiple organizations within one transaction, your thank you message will not be included in their email receipt. Therefore, you are encouraged to reach out separately to thank your donors! Reminder – your organization's thank you should not include tax deduction language, which comes automatically from the Foundation.

- **Add Fundraisers (Optional)** – In this area, you can add and manage any Peer-to-Peer fundraisers, who wish to fundraise on your behalf.

Read more about setting up your profile.

givelocalccf.org

Administrative
Privileges

Nonprofit users are encouraged to regularly review who has administrative access to their profile. From your Giving Day Dashboard, select **"Manage Organization"** then **"Supporters"**. Supporters with a **blue key icon** next to their names have full admin access. Those with a **blue clipboard icon** have access to edit your profile but cannot view donor data.

If you would like to add an administrator, in the **"Manage Organization"** menu, select **"Add Administrator"**. You will be prompted to add the first name, last name, and email address.

If you need to revoke administrative privileges, navigate to your supporters list, and click on the blue key or blue clipboard icon to restrict access.

Nonprofit Training
Opportunities

Give Local Workshopping Sessions

Led by Connecticut Community Foundation's Give Local team, these hands-on workshops will guide you through building your organization's giving day profile, demonstrate platform features, and address any specific questions you may have. Please come with your questions and get ready to actively spruce up your organization's Give Local profile during this session! **To attend the workshops, you must register for both the 2025 Give Local campaign and the workshop itself. For in-person sessions, please be sure to bring your laptop**.

- **February 28, 2-3:30 p.m.** – **In person** at Woodbury Public Library, 269 Main St S, Woodbury, CT 06798

- **March 10, 6:15 p.m.** via Zoom

- **March 18, 10-11:30 a.m.** – **In person** at SERC (former Timexpo Museum), 175 Union St, Waterbury, CT 06706

Additional webinars and recordings are offered by GiveGab. **Visit givelocalccf.org/info/trainings** for more details and to register for all sessions!

Bonus
Funds

All organizations that raise money during Give Local will receive bonus funds, contributed by Connecticut Community Foundation and our generous Give Local sponsors! Bonus funds are distributed based on the **number of individual donors that contribute to an organization during the event.** The more donors secured, the more bonus funds you will receive!

During the registration process, Foundation staff will assign participating organizations to one of the following bonus categories:

- Organizations that work primarily in Naugatuck
- Organizations that work primarily in Waterbury
- Organizations exclusively serving the Southbury community
- Organizations that work primarily with the Older Adult community
- All other organizations will benefit from bonus dollars from our "general" category.

Unique Donors

The GiveGab system identifies unique donors solely by the email address provided by the donor. However, prior to awarding bonus funds or relevant prizes, Foundation staff will verify donor counts. Duplicate records (same donor, different email address) will be combined.

Example #1: John Smith | john.smith@gmail.com | 123 Main Street, Waterbury
Jane Smith | jane.smith@gmail.com | 123 Main Street, Waterbury

Example #2: John Smith | john.smith@gmail.com | 123 Main Street, Waterbury
John Smith | john.smith@outlook.com | 123 Main Street, Waterbury

Example #1 shows two different individuals that share the same mailing address but have different emails. Therefore, that would be counted as 2 unique donors. Example #2 shows the same individual using two different email addresses. The GiveGab system will count this person as two donors, however, during our staff audit these two donors would be combined.

Prizes

Throughout Give Local, your organization can win cash prizes donated by the Foundation and Give Local sponsors. Some prizes are competitive, while others are awarded randomly. The complete list of prizes will be posted in mid-March, and your organization is encouraged to use creative communication strategies to maximize your chance to win!

Organizations are eligible to win a maximum of two prizes: one grand prize awarded at the conclusion of the campaign and one standard, non-grand prize. If your organization wins a standard prize, you can keep trying for additional prizes. And, if your organization wins subsequent prizes, you will receive the highest valued award. Therefore, prize reassignment may occur throughout and at the conclusion of the 36-hour campaign if necessary.

Types of prizes and examples:

Standard Prizes and examples

- Double Down – The first organization to receive a gift of $500 will have it doubled
- Donor Based – Awarded to the organization with the most donors between 5-6 p.m.
- Dollar Based – Awarded to the organization that raises the most money between 5-6 p.m.
- Golden Ticket – Awarded randomly to an organization with 5 gifts between 5-6 p.m.
- Time Specific – Awarded to the organization that receives a gift at a specific time

Grand Prizes

- Awarded to the top performing organizations based on total raised or number of donors for the duration of the 36-hour campaign.

Offline
Gifts

Give Local is primarily an online campaign! However, the Foundation recognizes that some donors wish to make their Give Local contributions in other ways. Checks valued at $5,000 or more will be accepted, payable to Connecticut Community Foundation and received at the Foundation office by Wednesday, April 23. Checks that arrive after the live event concludes will be returned to the donor or endorsed over to the benefitting nonprofit. Donors who wish to make smaller donations by check should direct their gift directly to your organization.

Donors may contribute $5,000 or more from their IRA via Give Local. Please allow ample time for processing—donors should request their IRA distribution check no later than March 18. The check should be made payable to Connecticut Community Foundation and arrive at the Foundation office by April 23.

As a courtesy, holders of Connecticut Community Foundation donor advised funds may make offline gifts during Give Local in any amount.

All checks should be mailed to:

Connecticut Community Foundation
43 Field Street
Waterbury, CT 06702
Attn: Give Local

Matches and
Challenges

Matches and challenges are new gifts from your organization's donors that are used to inspire additional giving during the campaign. They are a great way to amplify your overall Give Local performance:

- **Organizations that incorporate matches/challenges raise an average of 4.5% more!**
- They give you a chance to highlight the generosity of your match/challenge donor(s).
- Matches/challenges motivate other donors to give generously because they can see that their gift will have added impact.

What is a Match?

A match is a donation offered by a person, group, or company that is intended to match gifts from additional donors to your organization. For example, with a 1:1 match, the Jones Family offers a $1,000 match to ABC Organization: ABC will receive $1 from the Jones Family for each $1 donated by supporters, up to $1,000. Additional matching ratio options can be 2:1, 3:1, etc.

What is a Challenge?

The "Challenge" feature encourages your organization to collaborate with a donor to meet specific fundraising goals. You'll work with your challenge donor to set a goal that, once reached, unlocks a donation of a predetermined amount from the donor. Challenges can be based on the *number of donors* (for example, The Jones Family will make a $1,000 gift when ABC Organization receives gifts from 50 *other donors* during Give Local 2025) or on the *amount raised* (for example, the Jones Family will make a $1,000 gift when ABC *raises* $5,000 from other donors during Give Local 2025).

Explore full options and features available within your Giving Day dashboard.

Additional parameters and details

- Organizations may have a maximum of 3 matches/challenges and each must have a minimum dollar value of $500.

- Match/challenge donors may make their contribution directly to your organization, via the offline gift policy (see page 14), or via their Connecticut Community Foundation donor advised fund. Match/challenge gifts cannot be completed via credit card during the Give Local event.

- For bonus funds and prizes, a match/challenge donor counts as one donor.

- If the match/challenge is not achieved during the 36-hour campaign, the Foundation may still add the match/challenge donation to the organization's totals with prior donor authorization.

What to do if you have a match or challenge:

- Complete the Match/Challenge Form for each specific match or challenge by April 23 (or earlier if possible!)

- Attach proof (via letter or email from your donor) to substantiate your match/challenge.

- Add the match/challenge to your GiveGab profile by April 23. **Instructions.**

- Matches/challenges that are set up after the April 23 deadline may not be approved by the Foundation.

Scan the QR code to download the Matches and Challenges Form ➔

**Or, click here to download the Matches and Challenges Form.**

Peer to Peer Fundraising (P2P)

Using the Peer-to-peer function is another way to ramp up your giving day campaign and a great way to engage supporters who are passionate about your work! Peer-to-Peer (or P2P) users create their own fundraising page as a subset of your organization's primary giving day profile. They mobilize their own personal network to raise money on your behalf during the Give Local campaign. P2P is a great tool to expand your donor base! **Organizations with P2P fundraisers raise on average 2.5 times more than those without P2P fundraisers.**

Anyone can become a P2P user! They can get started by visiting your organization's profile page and clicking the **"Fundraise"** button. If you prefer, nonprofit administrators can set up P2P users within their giving day dashboard.

Learn more about setting up P2P users.
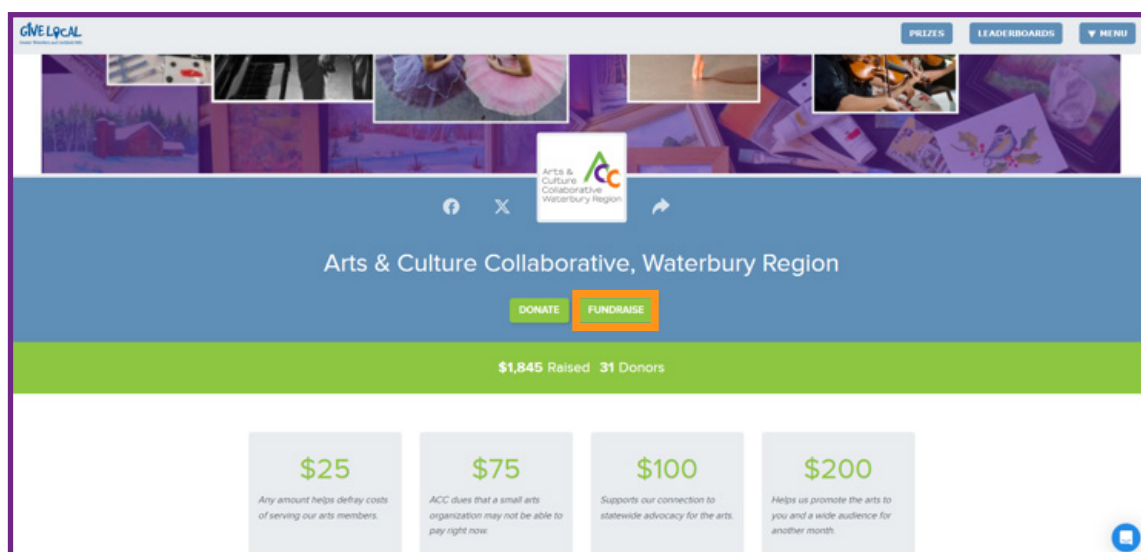
Donors

Give Local simply could not be successful without countless generous donors! Please treat them like the heroes they are with these winning donor stewardship tips:

- Review donor data throughout the campaign and be sure to download your full donor report the day after Give Local ends.

- Reach out to personally thank your donors (just be sure not to resend the tax language—they would have already received that via email from the Foundation). Consider sending an email, making a call, or mailing a hand-written note. For non-anonymous donors, you can even give them a shout out on social media!

- Highlight the impact their gift has on your work. For example, "Your gift will enable us to fill 10 backpacks with school supplies."

- Add them to your donor database and make sure their contribution is reflected in any public donor list—such as your annual report!

- Don't forget about them! Help them stay informed about your work. Add them to your email distribution lists, encourage them to follow you on social media, invite them to your events and activities, etc.

How to Access
Donor Reports

- From the upper right menu on the **Give Local homepage**, select **"log in"** and enter your credentials.

- You will be taken to your admin dashboard. Select **"Reports"** on the right, then **"donations"**.

- Use the filter on the left to select the 2025 Give Local campaign to view current data. Or change the filter to view data from previous years.

- You may export your report to see full details by clicking **"export to CSV"** at the bottom of your list.
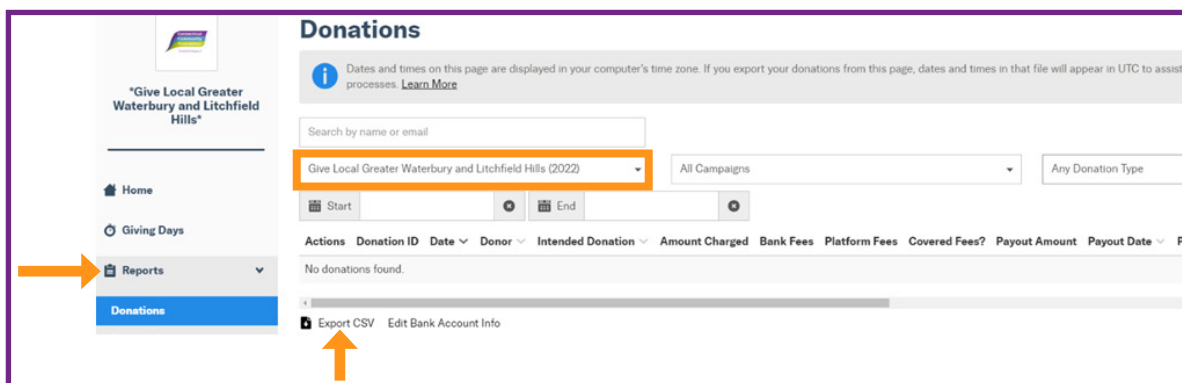
Resources

Additional details and resources including nonprofit training opportunities, Give Local logo and graphics, templates, and sample timelines are available in the **Nonprofit Toolkit.**

We're here to help!

Contact Connecticut Community Foundation's Give Local team for general inquiries, nonprofit eligibility, registration, offline gifts, matches and challenges.

203.753.1315, **givelocal@conncf.org**

For technical concerns, please contact GiveGab Support:

- **CustomerSuccess@givegab.com**
- Chat with the Support Team via the blue chat bubble
- Visit **support.givegab.com** for additional support articles