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Media Contacts: Sarah DuBois Dana Nelson
Padilla Speer Beardsley GiveMN
612-455-1778 / 952-688-2588 651-325-4240 / 612-965-9885
sdubois@padillaspeer.com dana@givemn.org

Minnesota's "Give to the Max Day" Returns on Nov. 16

Bigger, and more prize grants than ever before, including a \$10,000 Golden Ticket

MINNEAPOLIS – October 7, 2011 – Minnesota's nonprofit organizations ask Minnesotans to give to their favorite charities at GiveMN.org during the third annual "Give to the Max Day" on Nov. 16, with hopes of raising as much money as possible for nonprofit organizations in 24 hours (starting at midnight on Nov. 16 through midnight on Nov. 17).

GiveMN has raised more than \$33 million for more than 5,000 nonprofits since its 2009 debut. Last year's Give to the Max Day was once again one of the most successful one-day online fundraising drives in history, engaging more Minnesotans in nonprofit giving than ever before. Give to the Max Day drew an astounding 42,596 donors last year. As a result, more than \$10 million was raised for the 3,663 participating nonprofit organizations.

"We are proud that Minnesotans come together on this giving holiday to show their support for the nonprofit and education institutions that work within our communities," said Dana Nelson, executive director of GiveMN.org. "Minnesota is truly a leader in giving, and Give to the Max Day has shown our unparalleled generosity to the world. The success of Give to the Max Day has spurred other similar giving days across the country to benefit even more communities."

New in 2011

GiveMN offers several incentives to encourage nonprofit organization and donor participation in Give to the Max Day, in addition to prize grants announced in late September, GiveMN recently announced even more prize money:

A new leaderboard structure with three tiers of prize grants.

- A \$15,000, \$10,000 and \$7,500 prize grant will be awarded to the top three nonprofit organizations (colleges and universities excluded) which receive the *most dollars* during Give to the Max Day.

- **JUST ANNOUNCED:** \$5,000 prize grants will be awarded to nonprofits in 4th through 10th place on the main leaderboard.
- A \$15,000, \$10,000 and \$7,500 prize grant will be awarded to the top three *small* nonprofit organizations – with budgets under \$750,000 – which receive the *most dollars* on Give to the Max Day. Nonprofits must [register online](#) to compete in this category.
- **JUST ANNOUNCED:** \$5,000 prize grants will be awarded to nonprofits in 4th through 10th place on the small nonprofit leaderboard.
- A \$15,000, \$10,000 and \$5,000 prize grant will be awarded to the top three Minnesota colleges or universities which receive the *most dollars* on Give to the Max Day.
- **JUST ANNOUNCED:** In addition to the 24 “Golden Tickets”—\$1,000 prize grants given randomly every hour—one \$10,000 “Grand Golden Ticket” will be randomly given at 11:59 p.m. on November 16, 2011.

The UpTake “web-a-thon” will be live from Mall of America on Give to the Max Day, providing interviews with nonprofit organizations leaders and entertainment – the new accessible public location will allow for nonprofits and donors to meet face-to-face during the event.

A [video contest](#) with the theme, “Does this make my heart look big?” will award a selected winner with a MacBook Air and a \$1,000 grant prize for the nonprofit selected by the winning video producer. The contest is now closed, but public voting on the finalists runs October 20 through November 11. The winning video will be posted on the Give to the Max Day home page during the event.

New giving gift cards are available for wholesale purchase to companies, allowing recipients to donate to their favorite charities. Companies interested in more information should email info@givemn.org.

Returning Incentives

Win a Golden Ticket! Throughout the event, an individual donor will be randomly chosen every hour to have an additional \$1,000 given to the charity that received the donor’s original donation. **JUST ANNOUNCED:** In addition to the 24 “Golden Tickets”—\$1,000 prize grants given randomly every hour—one \$10,000 “Grand Golden Ticket” will be randomly given at 11:59 p.m. Donors will have the opportunity to double their dollars for hundreds of featured nonprofits that have secured matching funds for Give to the Max Day.

Winners of all Give to the Max Day prizes will receive the grants funded from the Minnesota Community Foundation.

“We were so appreciative of the generosity alumni, parents, and friends of the college displayed during Give to the Max Day last year,” said Tracy Fossum, director of annual giving of St. Olaf College, a first-place grant winner in 2010. “Give to the Max Day resulted in the single most successful day in annual giving at St. Olaf, and we are thrilled to be participating again in 2011.”

At GiveMN, Minnesota nonprofits can showcase their work and introduce their organizations to potential donors. Customized profiles of Minnesota charities detail their individual missions, programs and events. The site also allows donors to manage their charitable giving by recording online contributions and storing receipts.

“Give to the Max Day has been a powerful channel for us to raise money to provide more service dogs

for people with physical disabilities,” said Pam Anderson, director of development, Helping Paws. “As a small nonprofit organization, we have found online tools to be a very effective method to reach our donors. We are excited there is a new leaderboard this year focused specifically on small nonprofit organizations, which will reward the excellent work of Minnesota’s smaller charities.”

GiveMN is powered by [Razoo](#), a critical partner in making Give to the Max Day a success. Razoo offers a secure platform, streamlined donation process and a suite of free and easy-to-use fundraising tools that inspire individuals and nonprofits to give and fundraise online.

About GiveMN

GiveMN is a collaborative venture to transform philanthropy in Minnesota by growing overall giving and moving more of it online. GiveMN is an independent 501(c) (3) organization that is a supporting organization of the Minnesota Community Foundation. Many partners shaped GiveMN to build upon Minnesota’s strong tradition of philanthropy, including: ADC, Blandin Foundation, The Otto Bremer Foundation, the Bush Foundation, Central Minnesota Community Foundation, Ecolab Foundation, F.R. Bigelow Foundation, General Mills, Inc., Greater Twin Cities United Way, HealthPartners, Initiative Foundation, The Minneapolis Foundation, The Mosaic Company, Northland Foundation, Northwest Minnesota Foundation, The Saint Paul Foundation, Southern Minnesota Initiative Foundation, Southwest Initiative Foundation, Target, UCare, West Central Initiative Foundation and Women’s Foundation of Minnesota. For more information, visit www.GiveMN.org.

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