



## Participation Requirements

**Application Deadline: Friday, May 1, 2020 at 5:00 pm**

We are excited to return this year with Long Beach Gives on September 24, 2020. Due to COVID-19 and the unprecedented impact it is having on the nonprofit sector, we understand that your responses are based on current information. As events progress, please contact us at [info@longbeachgives.org](mailto:info@longbeachgives.org) with any relevant new developments.

A few things to consider before completing this application:

- We recommend you review the participation requirements and [refer to the FAQs](#) at if you have any questions.
- All organizations must complete the application and join an information session, even if your organization participated in the past. This session will provide an overview of Long Beach Gives and provide an opportunity to ask questions about this year's campaign, the participant requirements, and the application.

**Questions?** If you are unsure about your organizations eligibility or have questions about your application, please contact Niko Galvez, the Campaign Director at [niko@longbeachgives.org](mailto:niko@longbeachgives.org) or 562-645-6476.

### Save the Date: Information & Orientation Sessions

#### Online Information Session: Prior to Applying

Organizations considering participation are asked to join an online information session to learn more before applying. This session will provide an overview of Long Beach Gives and provide an opportunity to ask questions about this year's campaign, the participant requirements, and the application. Please register for one of the online information sessions (will be recorded):

- [Register for Information Session I](#) on Tuesday, April 14th, 4:00 pm to 5:00 pm
- [Register for Information Session II](#) on Thursday, April 23rd, 10:00 am to 11:00 am

#### Online Orientations: Selected 2020 Participants

Nonprofits that are selected to participate in Long Beach Gives 2020 are asked to join two online orientation sessions to learn more about what participating organizations can anticipate this year. We've split the orientation into two online sessions to cover everything and be available for questions. We will record the orientations and make them available for later viewing. Registration links will be emailed to 2020 participants but please save the date on your calendars:

- **Orientation Session I** on Tuesday, May 19th, 4:00 pm to 5:00 pm
- **Orientation Session II** on Thursday, May 28th, 10:00 am to 11:00 am

## Eligibility to Apply

1. Be a registered 501 (c) 3 tax exempt organization for at least two years by April 1, 2020 and be prepared to provide a copy of your tax determination letter, if requested.
  - a. If your organization utilizes a fiscal sponsor, be prepared to provide a copy of their 501 (c) 3 tax determination letter, if requested.
2. The following organizations are not eligible to participate at this time:
  - a. Schools, churches or government organizations. If your organization is fiscally sponsored by a school or church, and meets the eligibility requirements, you are eligible to participate.
  - b. School groups such as PTAs, sports teams, band boosters or other affinity groups.
  - c. Private foundations filing IRS Form 990PF.
  - d. Supporting organizations with a charity status of 509 (a) 3.
  - e. Public safety organizations with a charity status of 509 (a) 4.
3. Be prepared to provide the last two years of one of the following: IRS Form 990, 990EZ, or 990N, if requested.
  - a. If your organization utilizes a fiscal sponsor, be prepared to provide their filings, if requested.
4. Have a program site address that is actively operating and providing program services within Long Beach.
5. Dedicate from 20 to 40 hours over the next five months to make Long Beach Gives as successful as possible for your organization. Active participation by each organization benefits the entire campaign and is a factor in being selected in the future.

## Participant Requirements

1. Selected organizations will be asked to participate in the following **mandatory orientations and trainings** (which due to recent events will be provided as an online webinar with a live Q&A but will also be recorded for later viewing).
  - a. **Campaign Information Session:** provides selected participants an overview of how to best set your organization up for a successful campaign and how our team will support your efforts.
  - b. **Fundraising Platform Training:** provides hands-on instruction on how to set-up your organization's fundraising page and utilize the platform's reporting, donor, and giving day dashboard.
  - c. **Peer Fundraiser Training:** provides hands-on instruction on how to set up peer fundraising pages for your organization.
2. Dedicate someone from your organization to represent you as your **Long Beach Gives Champion**. Their role is very important to the success of your campaign and is as follows:
  - a. Be the point-of-contact for the Long Beach Gives team for communications, possible logistical campaign questions and to provide items (logos, photos, etc) for overall promotional efforts on social media, press, etc.
  - b. Steer your organization's effort throughout the campaign towards its fundraising goal.
  - c. Set-up and regularly maintain your organization's fundraising page.
    - We will provide training on how to develop your organization's fundraising page by adding your logo, description (mission, services, etc), photos, and other promotional items.

- [Check out last year's pages](#) for an example. Please note this format may change, although the general content requested will be the same.
- d. Promote your organization on social media, through emails, and other platforms.
- e. Recruit and support your organization's supporters and networks, including staff, board of directors, volunteers and donors, to become peer fundraisers for your 2020 campaign efforts.
- f. Most importantly, **champion your fundraising goal!**

## Highly Encouraged Recommendations for Greater Success

1. Attendance by your organization's Champion to marketing trainings and campaign workshops provided at no-cost to Long Beach Gives participants. While other staff may be invited to attend, organizations found that consistent attendance by their Champion contributed highly to their fundraising success.
  - a. As an example of the learning opportunities you can expect, last year's topics included; online marketing strategy, creating video and photography content for social media, increasing your social media presence, recruiting and supporting volunteer peer fundraisers, incorporating the power of storytelling into your campaign, and hands-on campaign workshops with the Long Beach Gives team.
  - b. Due to recent events, the training dates and times will be finalized and provided to the Champion at the orientation and will be a combination of online and in-person sessions as safety permits.
2. Become an [Organizational Member of The Nonprofit Partnership \(TNP\)](#) for access to professional development, training, consulting, sector updates, and access to a network of community based organizations and nonprofits.
  - a. By joining TNP, you are supporting training efforts not covered by sponsorships and grants associated with Long Beach Gives.

## Participant Selection Process

An independent selection panel will choose from eligible organizations that submit applications by the deadline. Due to capacity limitation, some organizations will not be selected even though they may meet the criteria. Successful participants will be selected that:

1. Represent a range of organizations from grassroots to national in scope, diversified funding base, variety of program types, fund development experience, program capacity, social media expertise, number of years delivering services, impact and demand of mission critical services.
2. Represent a variety of populations served by your programs and services, including but not limited to socially, culturally, physically, equitably, and economically.
3. Present a compelling appeal to donors.

## Benefits of Participating in Long Beach Gives

1. Raise unrestricted funds from the broader community, utilizing a crowdfunding campaign.
2. Learn fundraising techniques, tools and tips that will not only be utilized during Long Beach Gives but can support your ongoing efforts. Organizations gain skills such as leveraging social media; donor and board engagement; fundraising and marketing methods; goal setting; capacity building; and more.
3. Be provided with marketing assets that set you up for fundraising success such as a toolkit with social media graphics, promotional templates and a giving day work plan.

# Participation Application

Please complete this [application online](#). This PDF is for reference only.

## Participation Eligibility

Organization's name:

Nonprofit Status:

- We are a current, registered nonprofit 501c3 organization
- We are utilizing a fiscal sponsor that is a current nonprofit 501c3 organization.

## Tax ID

What is the organization's 501 (c) 3 Federal Tax Identification Number (Tax ID)?

- Please have the termination letter available, upon request.

## Fiscal Sponsorship

What is the name of the fiscal sponsor of the organization?

What is the 501 (c) 3 Tax ID of the fiscal sponsor?

- Please have the tax determination letter available, upon request.

## Organization Address

Street:

Street 2:

City:

State:

Zip:

## Organization Details

*Due to COVID-19 and the unprecedented impact it is having on the nonprofit sector, we understand that your responses are based on current information. As events progress, please contact us with any relevant new developments.*

What is the organization's annual budget?

What percentage of the 2019 annual income was from individuals?

What percentage of the 2019 annual income was from corporations and foundations?

Does the organization currently use Donor Management Software?

- If yes, which Donor Management Software is used?
- If not, why isn't Donor Management Software used?

## Tell us more about your organization:

Website URL:

What is the organization's mission?

- This question has a 500 character limit.

Select the category that most aligns with the organization's mission:

- Advocacy and Social Justice
- Animals
- Arts and Culture
- Advocacy and Social Justice
- Children and Youth
- Education and Student Support
- Environment & Sustainability
- Families
- Food and Nutrition
- Housing and Homelessness
- Individuals with Special Needs
- LGBTQ+
- Mental Health
- Physical Health and Wellness
- Seniors
- Other: \_\_\_\_\_

How does the organization benefit Long Beach?

- This question has a 1500 character limit.

What would be the organization's fundraising goal for this year's Long Beach Gives?

- This is just an estimate and can be changed when the campaign starts.

Did the organization participate in Long Beach Gives last year?

## Long Beach Gives 2019 Participation

*Prior participation in Long Beach Gives does not guarantee participation this year or increase the odds of being selected for this year.*

What was the organization's fundraising goal last year?

How much was raised?

## Application Contact Details

First Name:

Last Name:

Title:

Email:

Phone Number: