



## Participation Requirements and Application Checklist 2021

**Application Deadline: Wednesday, March 31, 2021 at 5:00 pm**

We are excited to return this year with Long Beach Gives on September 23, 2021. Long Beach Gives helps people find, learn about and contribute to the causes they believe in while enabling nonprofits to share their stories and engage the community through a unique online giving platform. Organizations participating in Long Beach Gives have the opportunity to be part of a citywide marketing campaign that puts a spotlight on the community's nonprofits that positively impact and enhance where we live, work and play!

### **A few things to consider before completing this application:**

- You will have to provide an e-signature affirming you agree to our [Terms of Participation](#) when submitting your application.
- While this is a one-week event, we recommend you read the participation requirements closely and attend one of the information sessions, since there are several efforts that take place leading up to this day.
- All organizations interested in participating in Long Beach Gives 2021 must complete the application and participate in an information session, even if your organization has participated in the past.
- Please [read the FAQs](#) if you have any questions but also feel free to contact us as well.
- While this application should take you less than an hour to complete, we recommend giving yourself at least two hours to prepare thoughtful responses to some of the questions.
- You are unable to save your responses on the application form, so please save your responses to this application elsewhere. **You will not receive a copy of your application.**
- **Please note:** the highlighted application questions below are for consideration in the nonprofit selection process only and will not be shown on your public profile (such as your specific operating budget amount).

- Additionally, if you are invited to participate in Long Beach Gives 2021 your responses below (those not highlighted) will automatically populate in your fundraising profile. You will have unlimited opportunities and direct access to update this content for your fundraising profile throughout the campaign.

**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.

## Mandatory Information & Orientation Sessions

### Register for ONE 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 (both will be recorded for later viewing, however, we highly recommend you attend to ensure your questions are answered):

- [Register for Information Session I](#) on Friday, March 12th, 2:00 pm to 3:30 pm
- [Register for Information Session II](#) on Tuesday, March 23rd, 10:00 am to 11:30 am

### Save the Date for BOTH Orientations

Nonprofits that are selected to participate in Long Beach Gives 2021 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 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 2021 participants but please save the date on your calendars:

- **Orientation Session I** on Tuesday, April 20th, 1:00 pm to 3:00 pm
- **Orientation Session II** on Tuesday, April 27th, 1:00 am to 3:00 am

## Eligibility to Apply

1. Agree to the [Terms of Participation](#).
2. Be a registered 501 (c) 3 tax exempt organization for at least two years by April 1, 2021 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.

3. 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.
4. 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.
5. Have a program site address that is actively operating and providing program services within Long Beach.

## Participant Requirements

1. Selected organizations will be asked to participate in the **two mandatory orientations** which will be provided as an online webinar with a live Q&A but will also be recorded for later viewing.
  - a. **Campaign Orientation Sessions:** these two sessions will provide selected participants an overview of how to best set your organization up for a successful campaign and how our team will support your efforts. Please save the date for both orientation sessions that will be held from 1:00 to 3:00 pm on Tuesday, April 20 and April 27.
2. Organizations have spent between 25 to 80 hours depending on their experience in social media and fundraising over the 7-month campaign period. This includes attending trainings, updating your fundraising page, creating content for emails and social media, recruiting and supporting your peer fundraisers, obtaining sponsors for challenge funds, and other related campaign activities.
3. 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, using data to make your case, incorporating the power of storytelling into your campaign, long-term donor stewardship, and hands-on campaign workshops.
  - b. The training dates and times will be provided at the orientation and will be held online with safety as a priority.
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. 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 your reference and planning only. We've highlighted questions that will not show on your public profile and are for application purposes only.

### Organization Information

\*Organization Name\*

\*Acronym

\*EIN (Federal Tax ID Number)

*If you are fiscally sponsored, enter the EIN of your fiscal sponsor.*

\*Is your organization fiscally sponsored by a parent organization?

\*If yes, please provide the following information:

- \*Fiscal Sponsor Name
- \*Fiscal Sponsor Contact Name
- \*Fiscal Sponsor Contact Email
- \*Fiscal Sponsor Contact Phone
- Fiscal Sponsor Address
- Fiscal Sponsor Address 2
- Fiscal Sponsor City
- Fiscal Sponsor State
- Fiscal Sponsor Zip Code
- Fiscal Sponsor Agreement (Upload)

\*Logo (Upload function)

*Preferred file type is PNG. Other accepted: jpeg, jpg, and gif. File Should be at least 210 x 210 pixels.*

\*Custom URL

Customize the end of your profile page's URL to make it more unique and allow donors to find your page more easily. We suggest you use your organization name to make it easily searchable to your potential donors and use the format **"your-organization-name"**

\*Operating Budget

The specific budget amount will not be shown publicly on your profile, however, your organization will be added to a search filter based on organization size: Small: \$0 to \$99,000; Medium: \$100,000 to \$999,999; and Large: \$1,000,000 and above

\*What percentage of the organization's operating budget is from individuals?

\*What is your organization's Long Beach Gives fundraising goal this year? This is just an estimate and can be changed when the campaign starts.

\*Please select the primary category that best describes your organization's mission.

- Animals
- Arts and Culture
- Children Youth and Families
- Community and Civic Engagement
- Economic Development
- Education
- Environment
- Food Security
- Housing and Homelessness
- Individuals with Special Needs
- LGBTQ+
- Mental Health
- Physical Health and Wellness
- Seniors
- Social Justice
- Social Services

\*Please select the Long Beach City Council district where your organization provides programs and services.

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9

- \*How does your organization benefit Long Beach and/or its residents? Please be specific and only describe programs and services benefiting Long Beach.
- If you participated in Long Beach Gives last year, can you please provide an impact statement based on the money raised? For example, "Last year Long Beach Gives donors helped us serve 7,652 meals to our clients experiencing homelessness." This statement may be used for marketing purposes and your organization will be credited.

## Additional Required Documents

### Upload Signed Form W-9

\*Please upload a signed Form W-9 in order to receive your donation payout after the event. [Click here](#) for a blank form to fill out, sign, and upload to your application.

## Public Contact Information

Enter contact information that the general public may use to reach out to your organization.

- \*Email  
*Enter the email you would like for potential donors to contact you*
- \*Direct Phone Number  
*You will have the option to not display your phone number to the general public.*
- Extension

## Address Information

### Mailing Address

- \*Address 1
- Address 2
- \*City
- \*State
- \*Zip Code

### Physical Address

- \*Address 1
- Address 2
- \*City
- \*State
- \*Zip Code

- \*Which address should be listed publicly?  
*You will have the option to select from mailing, physical, or not to publish address publicly.*

## Social Media & Website

Website

*Please prepend your website with 'https://'*

Twitter Link

*Please provide the direct link to your Twitter page, not your Twitter handle*

Facebook Link

*Please provide the direct link to your Facebook page*

Instagram Link

*Please provide the direct link to your Instagram page, not your Instagram handle*

LinkedIn Link

*Please provide the direct link to your organization's LinkedIn page*

YouTube Link

*Please provide the direct link to your YouTube page*

## Public Facing Content

\*Mission Statement

*Max character count: 500*

\*More About Us

*Describe your programs or your impact.*

Testimonials

*Testimonials can be added after you accept and are not considered in your application.*

## User Information

The contact listed here will serve as the first user for your organization, and will receive all notifications regarding your registration status.

\*First Name

\*Last Name

\*Email