

Giving Power 101

Solutions to Maximize Online Giving

Presented By



GUIDESTAR®

&



KIMBIA®

GIVING POWER™

Join the conversation on Twitter



#GivingPower

About GuideStar Exchange



- Designed to connect nonprofits with current and potential supporters
 - Millions of people come to GuideStar to learn more about nonprofit organizations each year
- Allows nonprofits to share a wealth of up-to-date information with grant makers and individual donors



GUIDESTAR®

&



KIMBIA®

GIVING POWER™

Our shared mission is to deliver the most advanced online fundraising and event management solutions for cause organizations.

Why KIMBIA?

Get the most out of your existing efforts

Launch new programs, never before possible

Proven for National-Class Fundraisers & Events



PBS





KIMBIATM

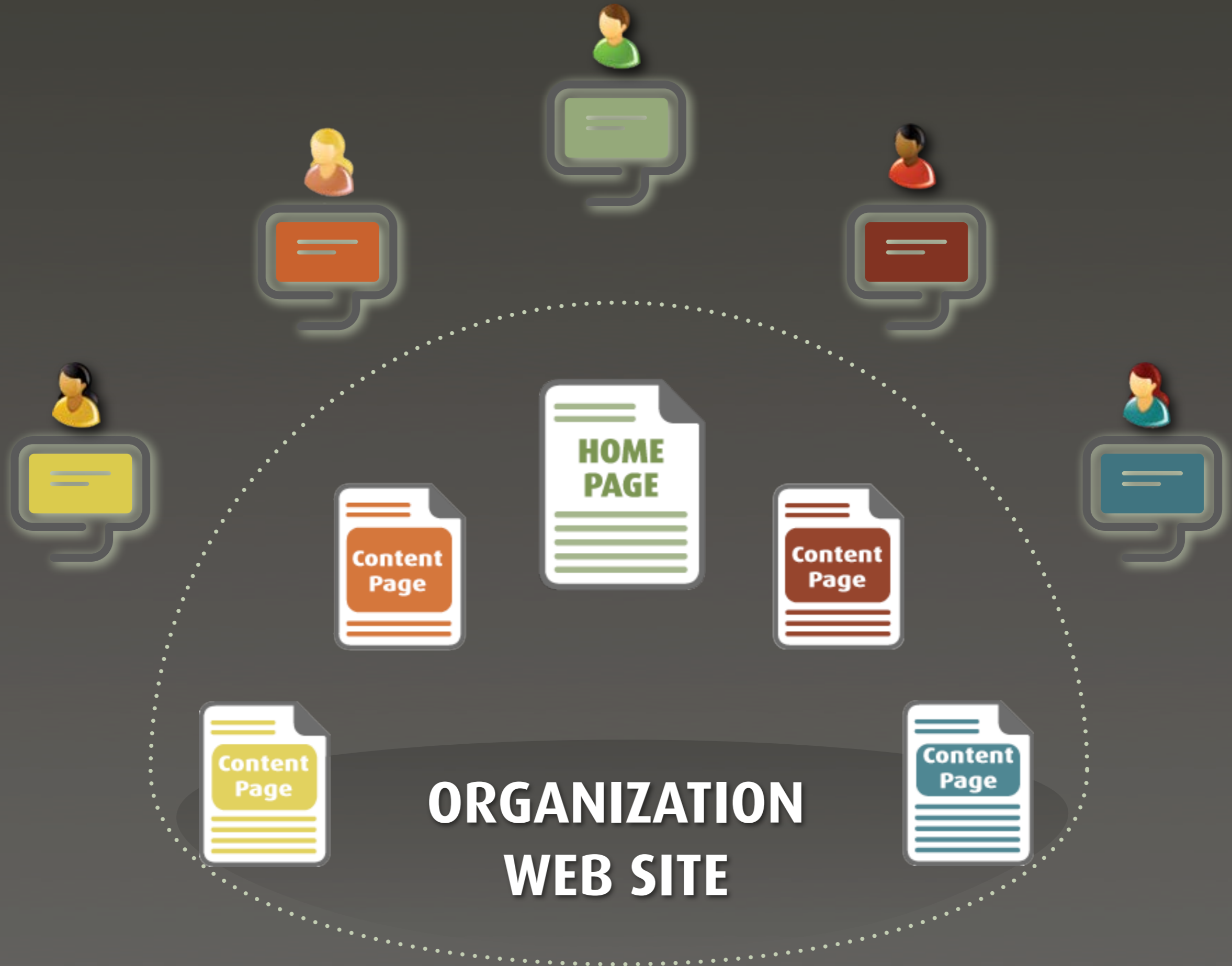
GIVING POWER

A Vision for Fundraising Online

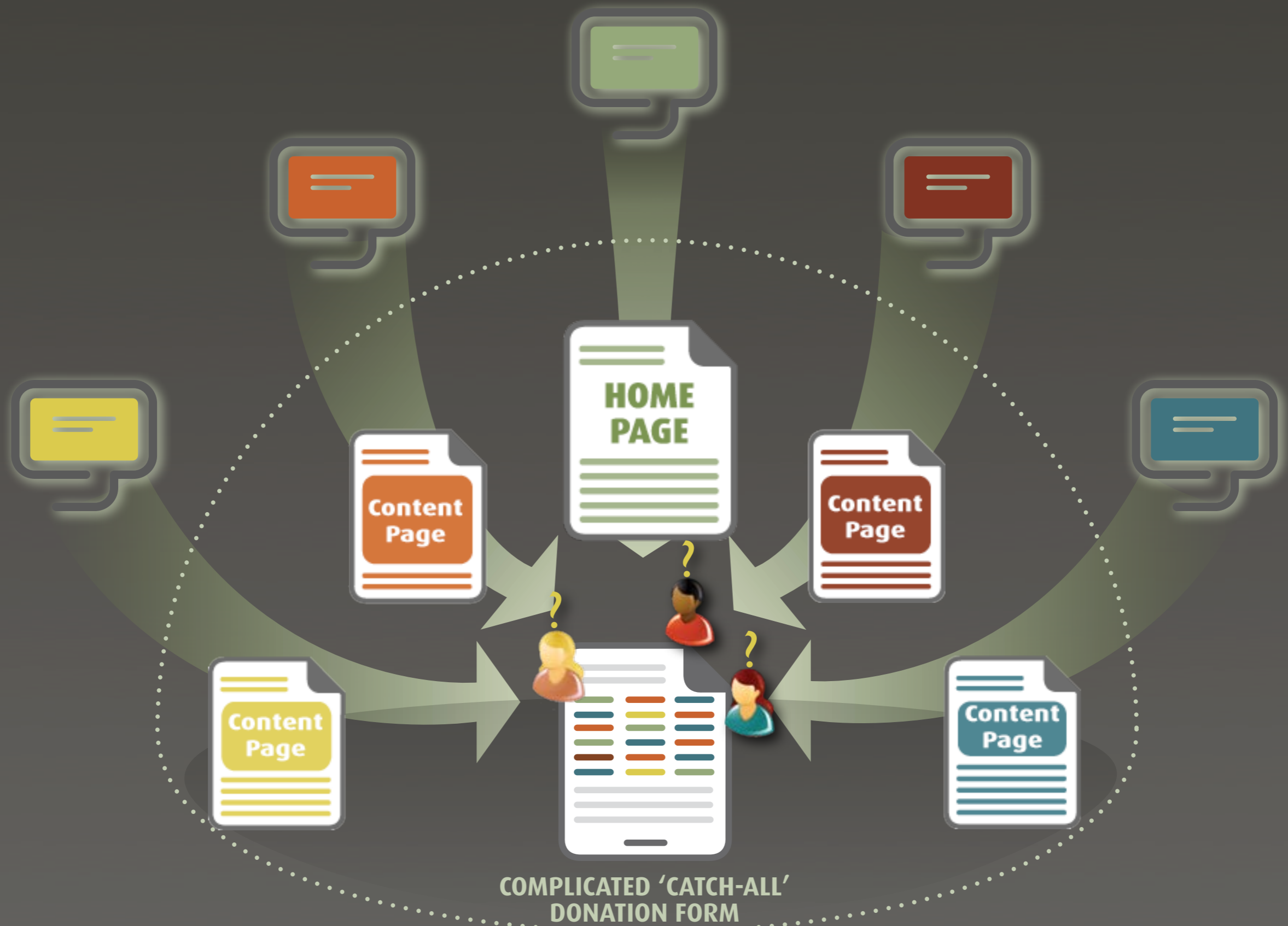
Traditional Segmented Fundraising



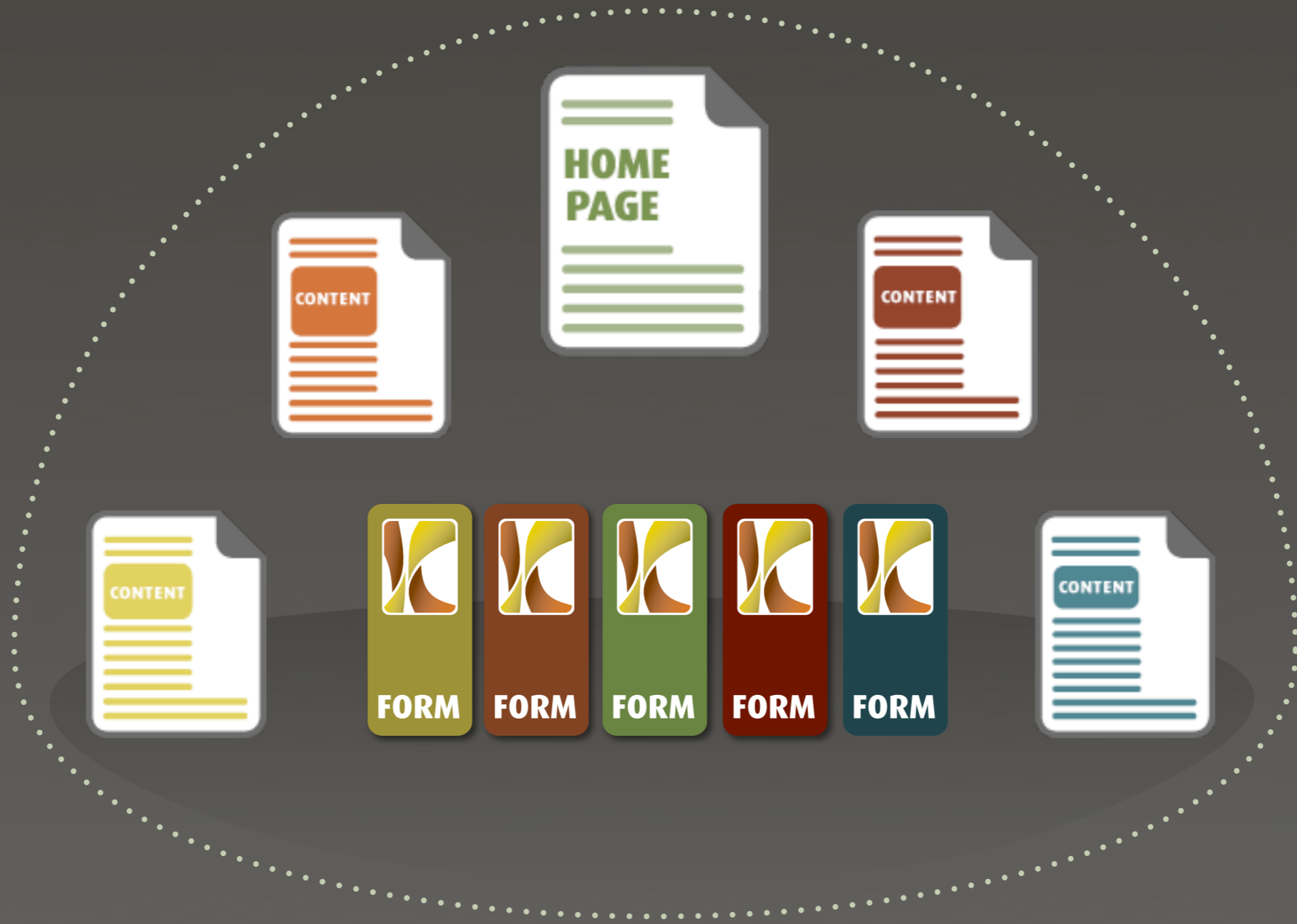
Traditional Segmented Fundraising



Traditional Segmented Fundraising



Anywhere on your Site



Anywhere on your Site



Traditional Online Outreach Fundraising

Traditional broadcast Media



Single Donation Page (usually off-site)



NPO Website

Corporate Sponsor Websites



Non-Profit Partners



Supporter Blogs



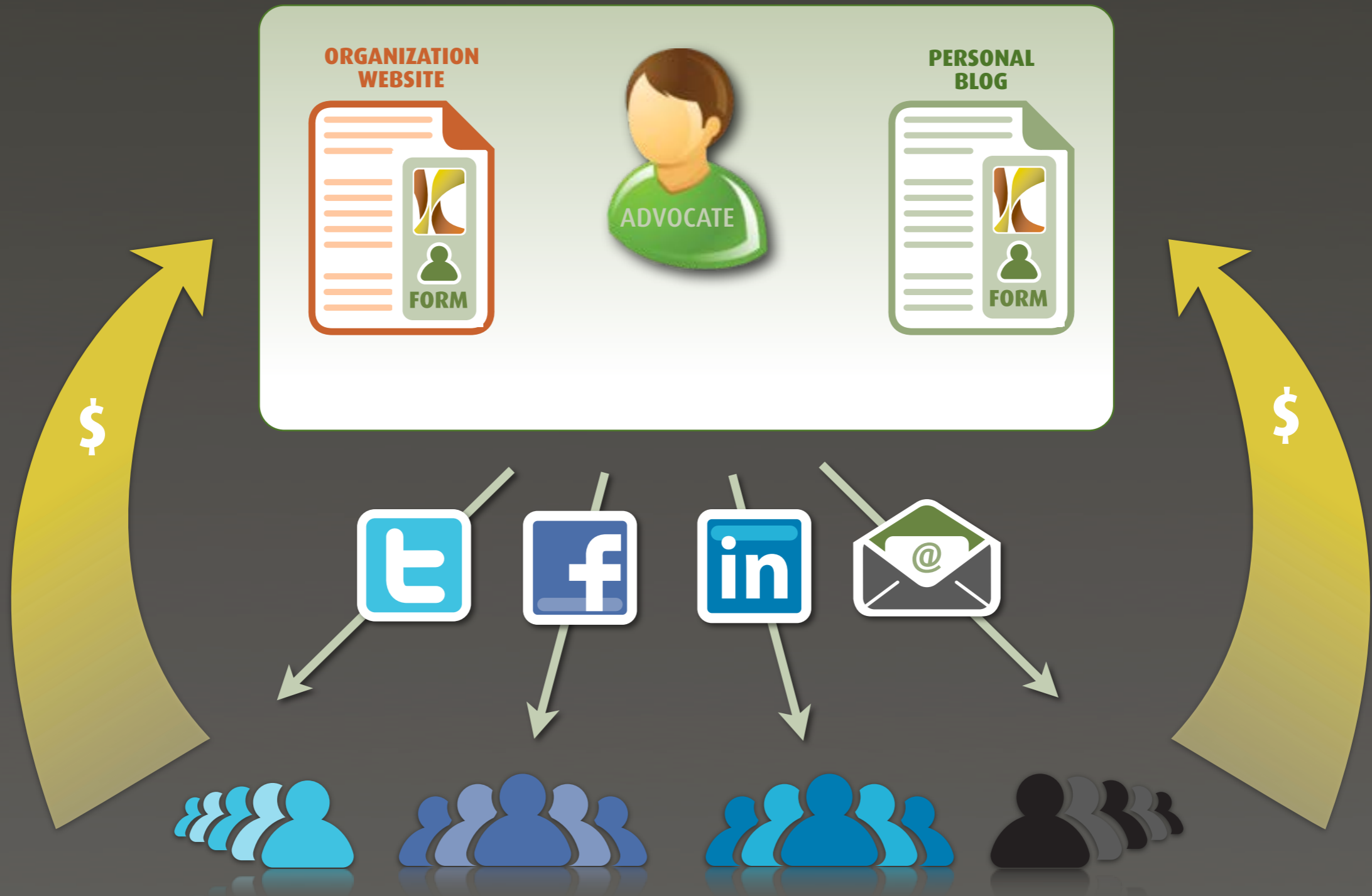
Campaign Micro sites & Ads



Anywhere on the Web



Everybody is a potential advocate





Growing Donations

SOCIAL NETWORKS

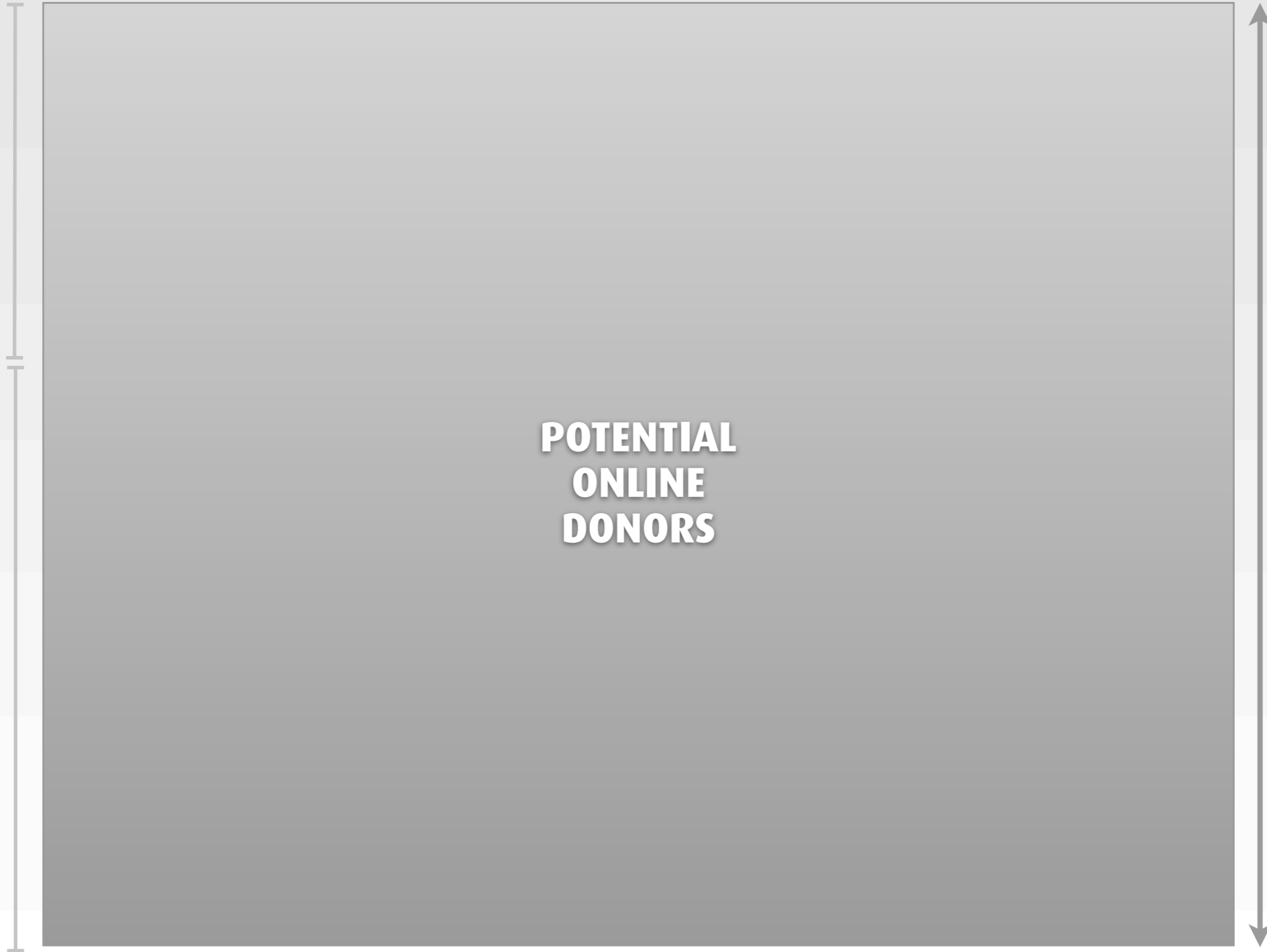
Third-Party Web Sites

Your Web Properties

POTENTIAL ONLINE DONORS

NEW DONORS

KNOWN DONORS





Growing Donations

SOCIAL NETWORKS

Third-Party Web Sites

Your Web Properties

POTENTIAL ONLINE DONORS

"Donate Now" Button & Email Appeals

NEW DONORS

8-12%

Donations Sourced Online

KNOWN DONORS

Growing Donations

SOCIAL NETWORKS

Third-Party Web Sites

Your Web Properties

POTENTIAL ONLINE DONORS

Timely, contextual donation forms in many places through your Web site

“Donate Now” Button & Email Appeals

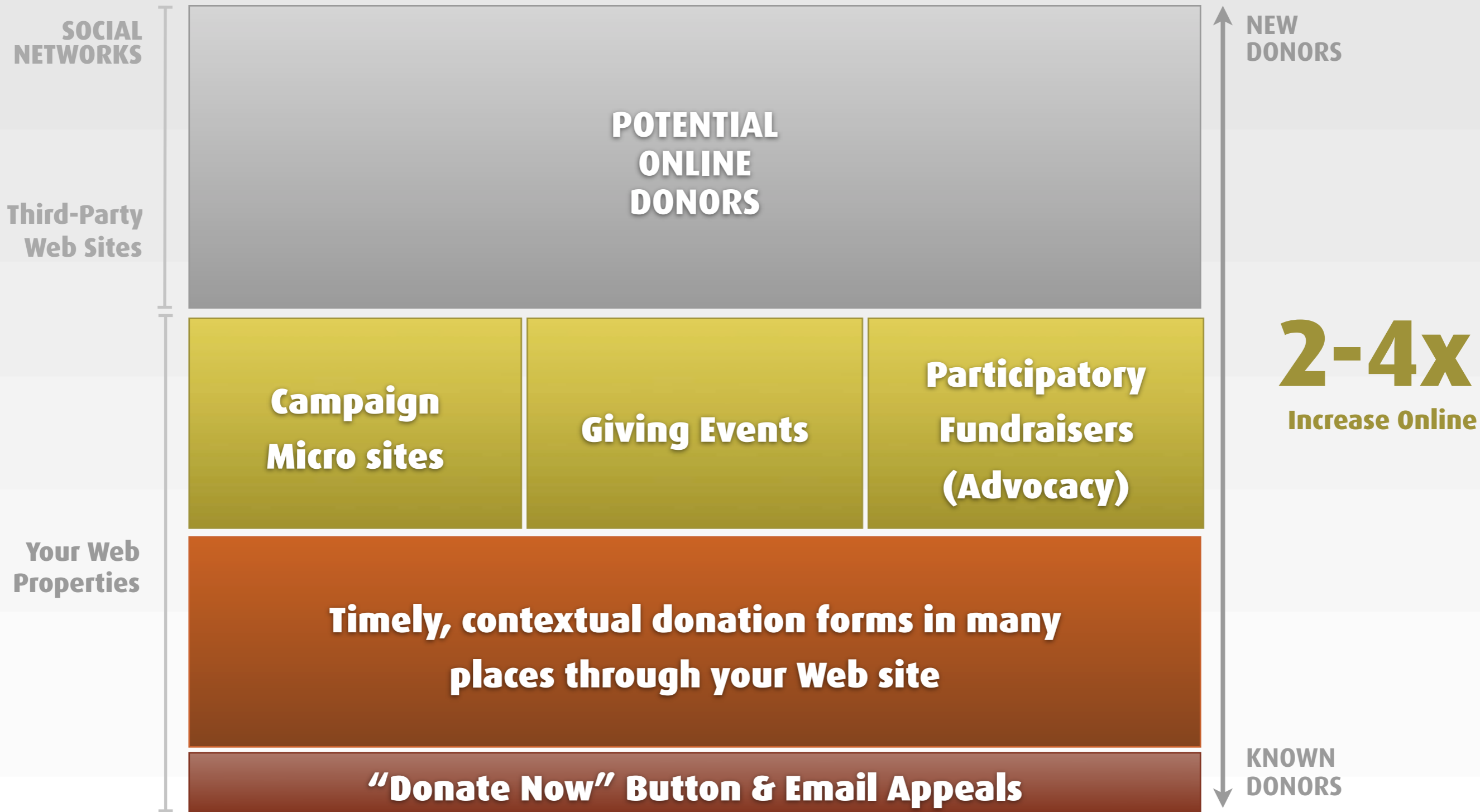
NEW DONORS

1-2x
Increase Online

KNOWN DONORS

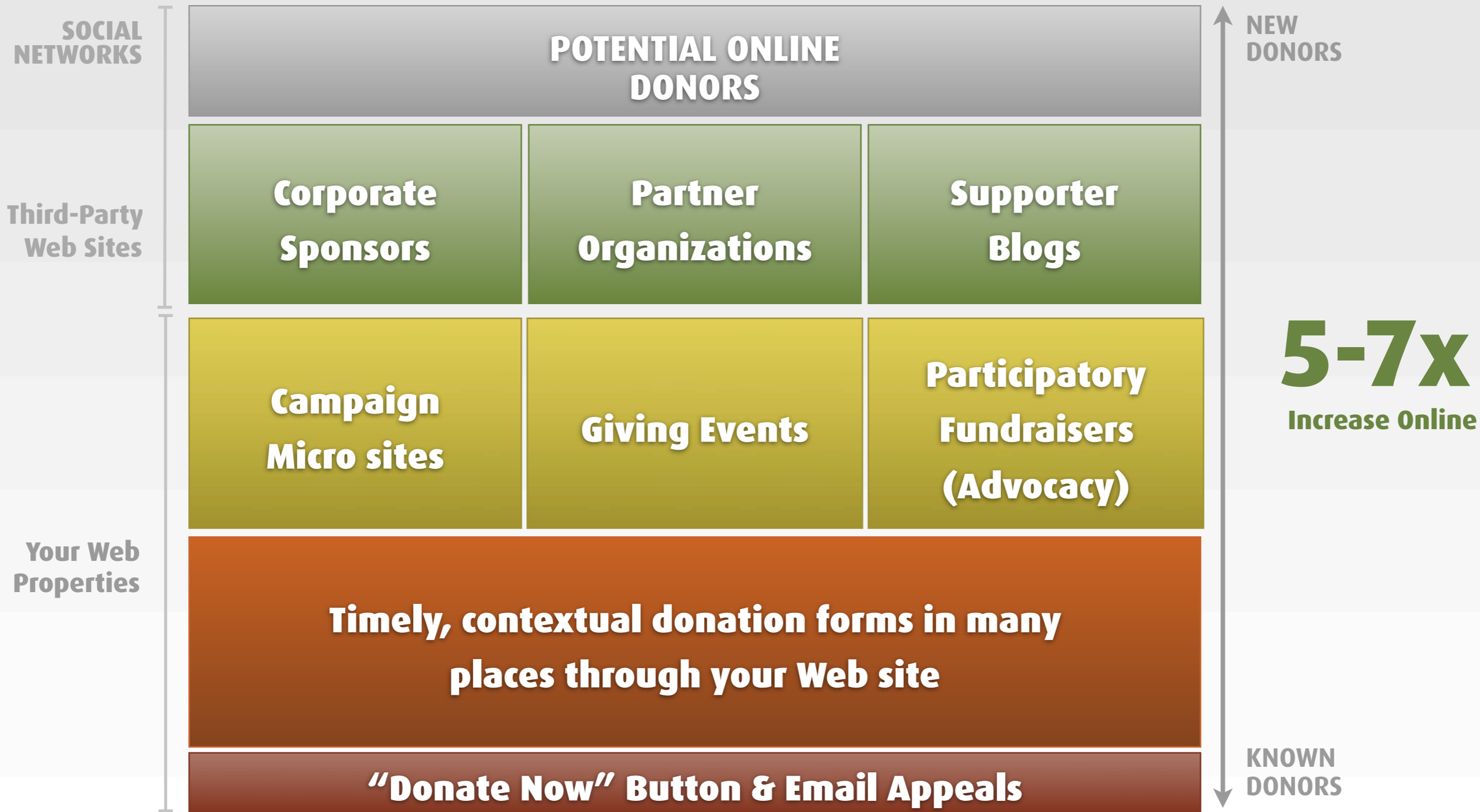


Growing Donations





Growing Donations





Growing Donations



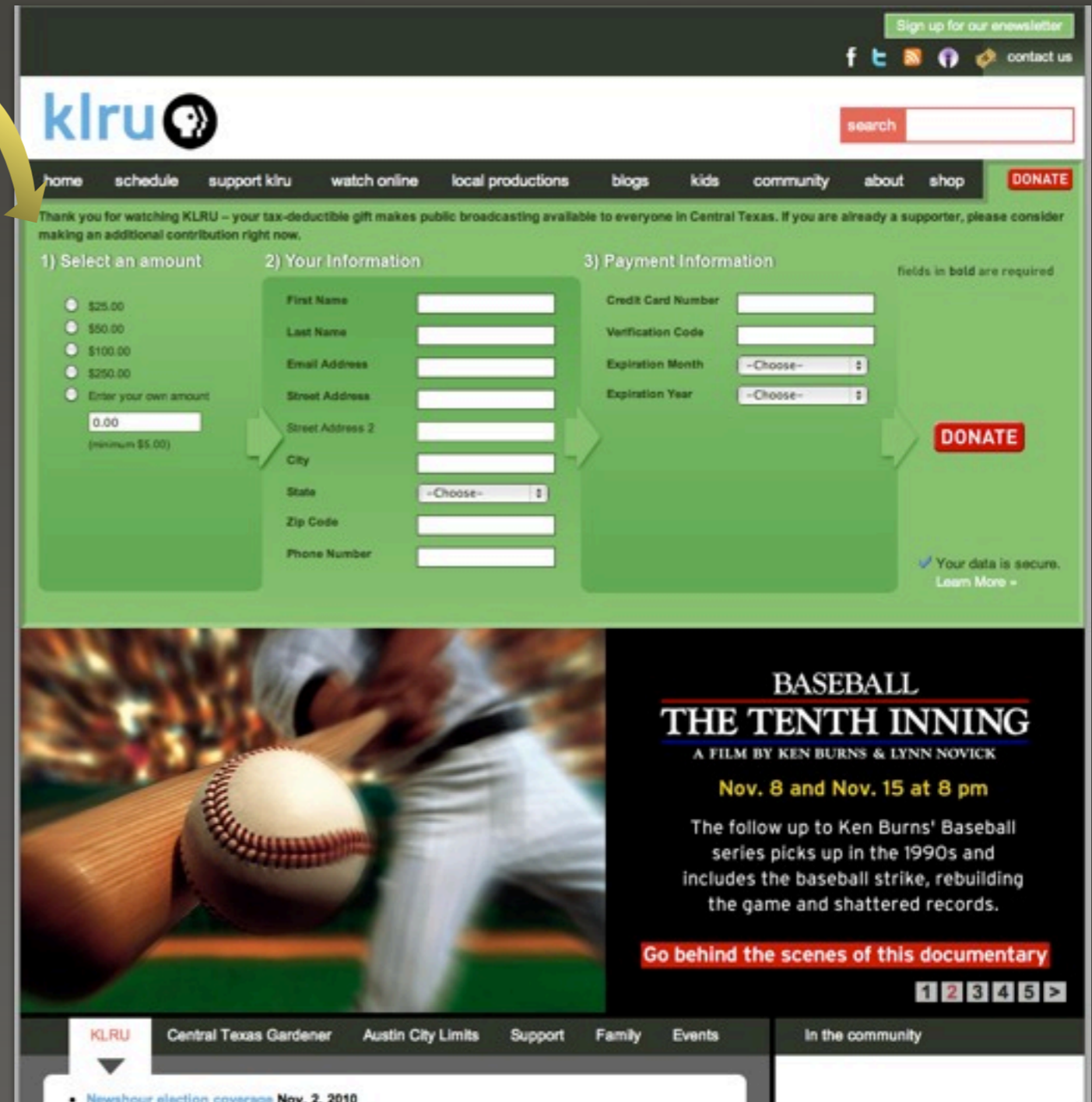
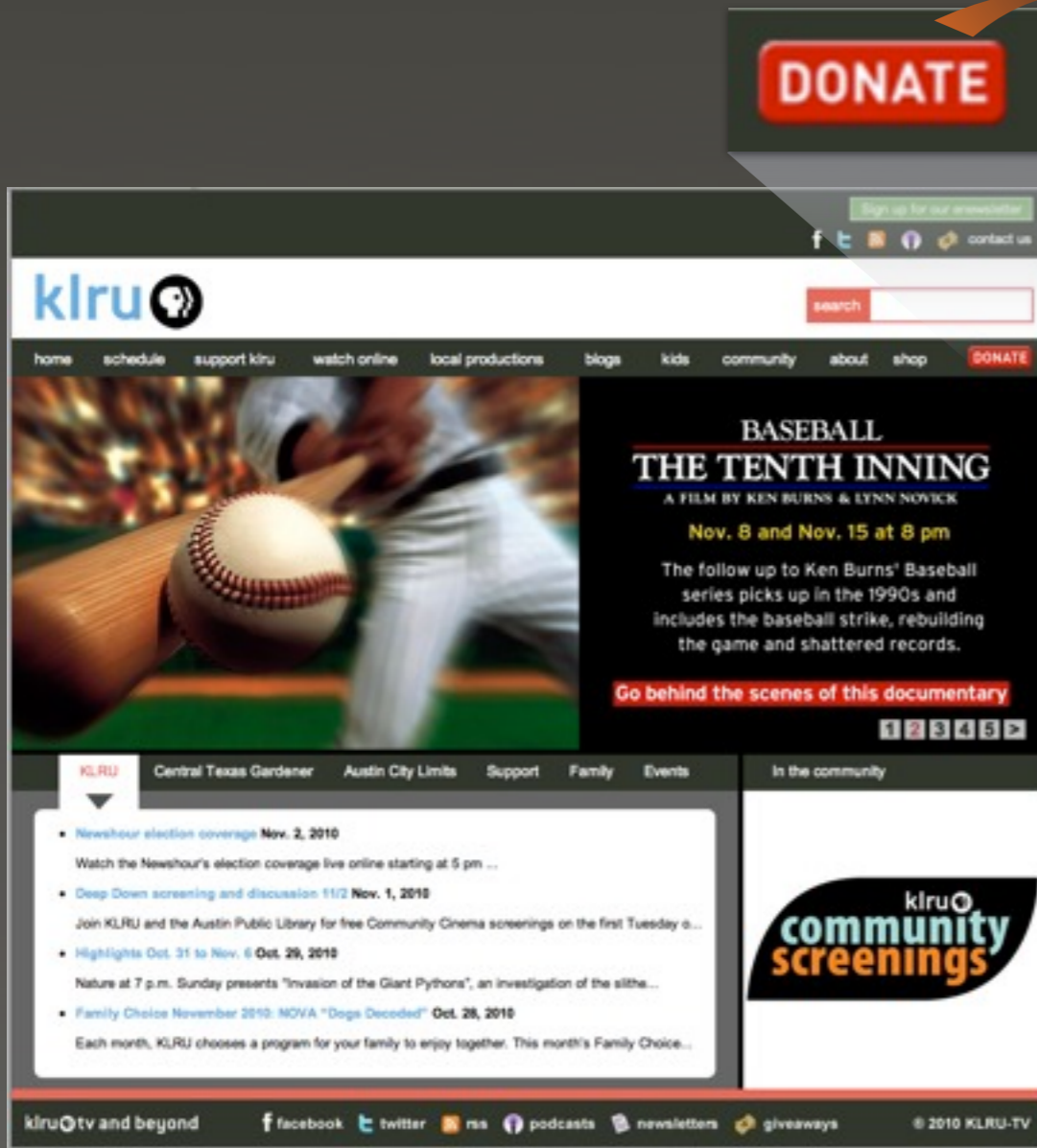


KIMBIATM

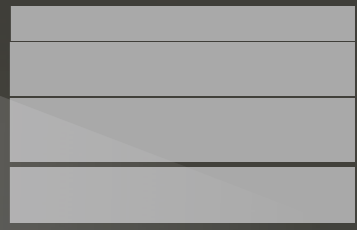
GIVING POWER

These Strategies at Work

"Donate Now" Button & Email Appeals



"Donate Now" Button & Email Appeals



Email landing pages should have a validating giving experience; in-context with the reason they were inspired to give.

Pledging Information

Pledge Type:

Pledge Amount: \$

Other Amount: \$

Personal Information

First Name:

Last Name:

Address:

City:

State:

Zip:

Phone:

Email:

Comments:

I wish to remain anonymous. Please do not use my name on air or in print. ([Read KLRN's Donor Policy](#))

Payment Information

Pay Now or Later? Credit Card Electronic Fund Transfer (EFT) Bill me

I'd like to make:

Your Company:

[View a list of companies that match pledges.](#)
(Several companies currently provide matching monies. Your company may also match your KLRN contribution. Please contact your Human Resources Office for the appropriate form.)

Card Type: Visa MasterCard Discover American Express

Account#:

Exp Date:

When you have entered all the information, please select one of the following:
Click this button to submit your pledge:
Click here to cancel:

Before

give a year of discoveries

A \$60 contribution gives you or that someone special the unique gift of KLRN membership. Whether you take advantage of KLRN's popular Kids Club events and benefits or the many restaurant discounts given with the KLRN Membercard, your gift supports community engagement and quality public television programming right here in San Antonio.

Simply complete the form at right, entering your contact information first and the recipient next.

You will receive an email confirmation with a link to a "gift receipt" that you can print, complete and share.

Donation Levels

Basic Family Gift Membership - \$60.00
Please provide your information on the first page.

Contact Information

Bold labels indicate required input.

First Name

Last Name

Company

Primary Telephone Number
Please provide us a phone number in case we need to contact you.

Secondary Telephone Number

Email Address

Country

Street Address

Street Address (cont.)

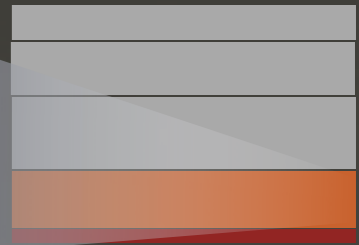
City

State

Zip/Post Code

After

Timely, contextual donation forms in many places through your Web site



The collage illustrates the placement of donation forms on the WGBH website. It shows the homepage with a 'Donate now!' banner, a specific article page for David Foster with a 'Donate now!' banner, and two detailed donation pages. The donation pages include sections for 'Donation' with various options (DVD, CD/DVD, books), 'Payment Plan' (one-time, installment, or annual), and 'Contact Information' (First Name, Last Name, Email Address). The donation pages also feature a 'Who's on tonight?' section and a 'Become a WGBH GREEN MEMBER' section.

Campaign
Micro sites

Giving Events

Participatory
Fundraisers
(Advocacy)

The screenshot shows a web browser window with the URL <http://www.askheritage.org/TaxDay>. The page features a large banner for "THE HERITAGE FOUNDATION Tax Day Money Bomb" with a progress bar showing a goal of \$250,000 and a current amount of \$339,475. Below the banner, there is a "Donate to help The Heritage Foundation STOP BIG GOVERNMENT" section. This section includes a video of Edwin Meese III, Former United States Attorney General, and a donation form with several options: \$25.00 (25 cents for each Senator), \$50.00 (50 cents for each Senator), \$100.00 (\$1 for each Senator), \$435.00 (\$1 for each Representative), \$535.00 (\$1 for each Congressman), \$1,070.00 (\$2 for each Congressman), and an "Other" option with a text input field set to 0.00 (minimum \$5.00). The page also contains text explaining the purpose of the campaign and the impact of the donation.

2x-5x Increase
in Overall
Online
Fundraising

Campaign
Micro sites

Giving Events

Participatory
Fundraisers
(Advocacy)

- Over \$100,000 Raised in 36 hours

- 100 participating NPOs following with real-time reporting

- Widgets available to all NPOs to use on their own sites

The screenshot shows the giveGreater.org 2010 Challenge website. At the top, it says "giveGreater.org 2010 Challenge" with navigation tabs: "1) SELECT AN ORGANIZATION", "2) MAKE A DONATION", and "THE LEADERBOARD". A prominent box on the right displays "Raised for Local Nonprofits: \$124,836 from 2,011 gifts" with a "View Leaderboard" link. Below this is a search bar for organizations and a grid of letters (A-Z, 0-9) for navigation. The main content area features a headline: "Your \$50 could be worth \$25,000 to a local nonprofit" and a detailed paragraph about the challenge's goal and rules. Below the text are links for "Challenge Rules" and "Grant Prizes". A section titled "Select a type of organization..." lists various categories such as "Arts, Culture, & Humanities", "Educational Institutions", "Community Development", "Health", "Disease / Medical Research", "Crime / Legal Related", "Agriculture / Food / Nutrition", "Philanthropy", "Housing / Shelter", "Environmental", "Human Services", "Youth Development", "Employment / Job Related", "Animal Protection / Welfare", "Religion / Spiritual Development", and "Public Policy / Advocacy". At the bottom right, there is a quote: "Give with knowledge. Give with confidence. Give to local nonprofits." and the logo for "The Community Foundation for Greater New Haven". The footer contains copyright information and contact details for the foundation.

Campaign
Micro sites

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giveGreater.org 2010 Challenge

1) SELECT AN ORGANIZATION 2) MAKE A DONATION THE LEADERBOARD

2010 Challenge Leaderboard

Below is the list of organizations participating in the giveGreater.org 2010 Challenge.

ORGANIZATION	ELIGIBLE GIFTS	AMOUNT RAISED
Squash Haven	149	\$10,570
Solar Youth	96	\$5,450
Christian Community Action	90	\$4,975
Fair Haven Community Health Center	87	\$5,345
Gaylord Hospital	81	\$4,200
Neighborhood Music School	77	\$6,250
Columbus House	77	\$5,250
New Haven Home Recovery	76	\$4,200
New Haven - Urban Resources Initiative	70	\$4,000
New Haven Symphony Orchestra	66	\$3,450
SARAH Foundation	64	\$3,560
Habitat for Humanity of Greater New Haven	51	\$3,225
Central Connecticut Coast YMCA	46	\$2,550
Greater New Haven Community Loan Fund	41	\$2,600
Project Access of New Haven	40	\$2,250
Arts Council of Greater New Haven	39	\$2,275

Raised for Local Nonprofits:

\$124,836
from 2,011 gifts

[View Leaderboard](#)

Grant Prizes

The following prizes are still up for grabs. The placement of the prize icons next to an organization's name are constantly shifting depending on which nonprofits are currently in the lead for getting the most gifts by December 31st... so keep donating! Early Bird Prize recipients are still eligible to receive other prizes.

- First Prize:** a grant of \$20,000 to the nonprofit with the highest number of donors making gifts of \$50 or more
- Second Prize:** a grant of \$10,000 each to the two nonprofits with the next highest number of donors making gifts of \$50 or more
- Third Prize:** a grant of \$5,000 each to the three nonprofits with the next highest number of donors making gifts of \$50 or more

The remaining pool of funds will be split among the rest of the nonprofits that have met the Challenge of getting a minimum of 50 donors making gifts of \$50 or more (grant amount not to exceed \$3,000 each)*

*The Community Foundation will use its discretion allocating funds from the pool in the event of a tie or other circumstances.

Early Bird Prize: Category Closed
Congratulations to the winners who were the fastest to meet the Challenge of getting 50 donors to make gifts of \$50 or more.

The Community Foundation for Greater New Haven

Campaign
Micro sites

Giving Events

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The screenshot displays the giveGreater.org 2010 Challenge interface. At the top, it features the logo and navigation tabs: "1) SELECT AN ORGANIZATION", "2) MAKE A DONATION", and "THE LEADERBOARD". A central banner states, "Your \$50 could be worth \$25,000 to a local nonprofit" and explains the challenge's goal. To the right, a green-bordered widget displays "Raised for Local Nonprofits: \$124,836 from 2,011 gifts" with a "View Leaderboard" link. Below this, the "About Gaylord Hospital" section describes its mission and values. The main content area is titled "Donate to Gaylord Hospital" and includes a "Donation" section with radio button options for \$50.00, \$100.00, \$250.00, \$500.00, and "Other", along with a text input field showing "0.00" and a "(minimum \$50.00)" note. The "Contact Information" section includes fields for "First Name", "Last Name", "Email Address", and a "Country" dropdown menu set to "United States".

Campaign
Micro sites

Giving Events

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Call us at 1-866-GAYLORD / 1-866-429-5673

Gaylord Specialty Healthcare
Care beyond the ordinary.

Patients Professionals Employees

Services Medical Staff Why Gaylord Patient Information News Contact Us Text Size

General Information | giveGreater.org 2010 Challenge

giveGreater.org 2010 Challenge

giveGreater.org 2010 Challenge
Your donation will be credited to Gaylord Hospital

Donation

Bold labels indicate required input.

\$50.00
 \$100.00
 \$250.00
 \$500.00
 Other
0.00 (minimum \$50.00)

Contact Information

Bold labels indicate required input.

First Name
Last Name
Email Address
Country: United States
Street Address
Street Address 2
City
State: -Choose-
Zip Code

Would you like to make this donation anonymously?
 Yes

Processing fees will be deducted prior to distribution of your gift to your designated nonprofit organization. The Community Foundation does not charge or receive a fee for providing this online resource.

Payment Details

Bold labels indicate required input.

Credit Card Number

**Campaign
Micro sites**

Giving Events

**Participatory
Fundraisers
(Advocacy)**

- Event Participants, individuals, & organizations can all become advocate fundraisers

- Process for making a commitment is in-context and requires no special tasks

- Donating to an advocate is as simple as

1. Search
2. Click
3. Give

Go Red for women | American Heart Association

Go Red For Women | Help | Contact | DONATE

NATIONAL WEAR RED DAY 02.04.2011

Home | Plan an Event | Event Finder | Resources | Who's Going Red | Where the Money Goes | Donate Now

SELECT A FUNDRAISING PATH

Create and manage your own page on the Wear Red Day site. You can register as an individual, club, organization, company, school, co-workers, charity organizations, religious groups, professional clubs or groups of friends and family. Once you setup your page, you can track the progress of your goal as well as share it through social media, email, or place it on your own web page. I'd like to set up my page as:

Individuals & Groups | **School** | **Workplace**

FIND & SUPPORT A FUNDRAISER

Individual | School/Workplace

First Name
Last Name
— or —
Email
Search

Like 2 people like this.

nationally sponsored by
★ macy's | MERCK Be well

Campaign
Micro sites

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Fundraisers
(Advocacy)

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The screenshot shows the Go Red for Women website during National Wear Red Day on 02.04.2011. The page features a navigation bar with links for Home, Plan an Event, Event Finder, Resources, Who's Going Red, Where the Money Goes, and Donate Now. The main content area is titled "MAKE IT YOUR MISSION TO GIVE" and includes a form for creating a donation page. The form has several sections: a fundraising goal selection (with options \$150, \$500, \$1,500, \$5,000, \$10,000), a personal information section (First Name: Joe, Last Name: Kimblian, Email: joekimblian@gmail.com, Country: United States, Street Address: 1050 E. 11th Street, Suite 200, City: Austin, State: Texas, Zip Code: 78702), and a group information section (Group Name: KIMBIA Austin, What type of group are you?: Professional or Business). To the right, there is a "FIND & SUPPORT A FUNDRAISER" section with tabs for Individual and School/Workplace, and input fields for First Name, Last Name, and Email. The page also includes social media links (Like, 2 people like this) and logos for national sponsors Macy's and Merck.

**Campaign
Micro sites**

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•Event Participants, individuals, & organizations can all become advocate fundraisers

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1. Search 2. Click 3. Give

MAKE IT YOUR MISSION TO GIVE

Celebrate National Wear Red Day and help Go Red For Women save lives by creating a donation page.

To start a page or contribute funds to this page, follow the instructions below.

First, select your fundraising goal:

\$150 \$500 \$1,500 \$5,000 \$10,000

Thank you so much for your commitment to fighting the cause of women and heart disease by creating a personal fundraising page that you can share with friends, family, co-workers – anyone! We've provided some easy next steps below.

In addition to your personal fundraising page, we have created materials and resources to help you put on a Wear Red Day event, including emails, posters, health information and more.

[Download free Wear Red Day resources here!](#)

Confirmation Code: 3D9KAP5

Share Your Personal Fundraising Link

<http://www.goredforwomen.org/wearredday/donate/individualsgroupdonationform.html?kwoAdv>

- Post about your participation on  Facebook
- Tweet about your participation on  Twitter
- Tell your connections about your participation on  LinkedIn
- [View your personal fundraising page](#)

Embed Your Personal Fundraising Form in your blog or web page

```
<script src="https://widgets.kimbia.com/widgets/form.js?channel=wearredday/individual&advoc
```

**Campaign
Micro sites**

Giving Events

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(Advocacy)**

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3. Give

The screenshot shows the 'Wear Red Day' website interface. At the top is a navigation bar with links: Home, Plan an Event, Event Finder, Resources, Who's Going Red, Where the Money Goes, and Donate Now. The main content area is titled 'SELECT A FUNDRAISING PATH' and includes a brief description of the service. Below this, three red buttons labeled 'Individuals & Groups', 'School', and 'Workplace' are displayed, each with a corresponding icon. To the right, a 'FIND & SUPPORT A FUNDRAISER' section features a search form with 'Individual' and 'School/Workplace' tabs, input fields for 'Name' (containing 'KIMBIA') and 'City' (containing 'Austin'), and a 'Search' button. Below the search form, there is a 'Like' button and a notification that '2 people like this.' At the bottom of the page, logos for 'macy's' and 'MERCK Be well' are visible, indicating national sponsors.

Campaign
Micro sites

Giving Events

Participatory
Fundraisers
(Advocacy)

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1. Search 2. Click 3. Give

The screenshot shows the National Wear Red Day 2011 website. The main heading is "NATIONAL WEAR RED DAY 02.04.2011". The navigation bar includes "Home", "Plan an Event", "Event Finder", "Resources", "Who's Going Red", "Where the Money Goes", and "Donate Now". The main content area is titled "DONATE NOW: SUPPORT GO RED FOR WOMEN" and features a photo of a woman using a laptop. Below the photo is a donation form for "KIMBIA Austin Supports Wear Red Day". The form includes a "DONATION" section with radio buttons for \$25.00, \$50.00, \$100.00, \$250.00, and "Other", with a text input field set to "0.00" and a note "(minimum \$10.00)". Below this are fields for "First Name", "Last Name", "Email Address", "Country" (set to "United States"), "Street Address", "Street Address 2", "City", "State" (set to "-Choose-"), "Zip Code", and "Phone Number". A sidebar on the right titled "WHERE THE MONEY GOES" features logos for the American Heart Association and American Stroke Association, along with a "Watch Now" button and a "Like" button.

Corporate
Sponsors

Partner
Organizations

Supporter
Blogs

- Launched branded giving widgets on CFMT.org

- Picked up by 20 other Sites including GACTV.com and CBS.com

The Results

- Over \$1M Raised

- 99.9% Donor Success Rate

- 46% of all donations took place on other sites

The screenshot displays the website for The Community Foundation of Middle Tennessee. The header features the organization's logo and the tagline "CONNECTING® GENEROSITY WITH NEED". A navigation menu on the left lists various sections like Home, About Us, and Community Initiatives. The main content area is titled "The Community Foundation of Middle Tennessee" and includes a description of the organization's role. A prominent "DONATE TO FLOOD RELIEF" widget is shown, with a donation form that includes radio button options for amounts from \$20.00 to \$1,000.00, and a text input field for other amounts. Below the donation form is a "Payment Plan" section with radio button options for "One-time payment for the full amount" and "ongoing payments". A "CONTACT INFORMATION" section is also visible at the bottom of the form. On the right side of the page, there is a search bar and a list of various funds, including "Flood Relief donate online", "NewsChannel 5 Crisis Care Fund", and "Ingram Disaster Fund".

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Donate to Nashville Flood Relief

Country Music NASHVILLE MARATHON & 1/2

To meet your goals, run with goals.
APRIL 30, 2011 THE LEGEND KEEPS RUNNING

Register | Event Information | Training Plans | Charity | Entertainment | Store | Expo | Travel

Home | Photos | Results | Volunteers | Sponsors | Press | FAQ | Contact

Donate to Nashville Flood Relief

Nashville, the community that not only welcomed and entertained you, but embraced you now really needs our help. Portions of the course you ran were under as much as 10' of water a week ago! The Country Music Marathon & 1/2 Marathon has partnered with Community Foundation of Middle Tennessee to help raise money for the areas devastated by recent flooding.

DONATE TO FLOOD RELIEF

Photo credit: Michael W. Burch

Nashville Needs Our Help

In partnership with the Office of the Mayor and Davidson County's Office of Emergency Management, The Community Foundation of Middle Tennessee has activated its Metro Nashville Disaster Response Fund to support relief efforts necessitated by the devastating and historic floods. Grants from the fund will be made to nonprofits supporting relief, restoration and rebuilding in Nashville.

View Flood coverage from The Tennessean:

- [Flood coverage](#)
- [Flood photo gallery](#)

Make a Donation

Make an online donation to Metro Nashville Disaster Response Fund of the Community Foundation of Middle Tennessee using the form on the right side of this page or send a check by mail to the address below. **All donations are 100% tax-deductible and whatever you can afford will be greatly appreciated.**

The Community Foundation
P.O. Box 440225
Nashville, TN, 37244
(make checks out to the Metro Nashville Disaster Response Fund)

Donate to Flood Relief

DONATE TO FLOOD RELIEF
an initiative of The Community Foundation of Middle Tennessee

Your donation will benefit Flood Relief - Metro Nashville Disaster Response Fund of The Community Foundation

DONATION

Field labels indicate required input.

\$20.00
 \$50.00
 \$100.00
 \$250.00
 \$500.00
 \$1,000.00
 Other
 (minimum \$10.00)

Payment Plan

One-time payment for the full amount
 ongoing payments

CONTACT INFORMATION

Field labels indicate required input.

First Name
Last Name
Email Address
Country
Street Address
Street Address 2
City
State
Zip Code

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The screenshot shows the Academy of Country Music website with a focus on a fundraising campaign. The main header features the Academy logo and the tagline "IMPROVING LIVES THROUGH THE POWER OF MUSIC". Below the header is a navigation menu with items like "The Academy", "ACM Awards", "Photos & Video", "Events", "Membership", "A-List", "Sponsors", "Lifting Lives", "Store", and "Media Center". The main content area is divided into several sections:

- ACM LIFTING LIVES TEMPORARY HOME FUND:** A section titled "CARRIE UNDERWOOD & ACM LIFTING LIVES PARTNER FOR TENNESSEE FLOOD RELIEF". It includes text about seed funding for relief efforts and a call to action: "DONATE \$10 TO FLOOD RELIEF NOW BY TEXTING ACM to 501501." There is also a video player showing a person in a boat on a river.
- ACM Lifting Lives Donates to Flood Relief:** A section titled "ACM LIFTING LIVES ENDOWS \$250,000 TO COMMUNITY FOUNDATION OF MIDDLE TENNESSEE DURING 'MUSIC CITY KEEP ON PLAYIN' - A BENEFIT FOR FLOOD RELIEF' TELETHON ON GREAT AMERICAN COUNTRY". It features a photo of Lady Antebellum and Brad Paisley presenting a check.
- ACM and Toby Keith Stand Up To Cancer:** A section titled "Toby Keith wrote his song 'Cryin' For Me (Wayman's Song)' as a tribute to his friend, fellow musician and NBA star Wayman Tisdale, who died last year from complications that resulted from cancer treatments. Now Toby and ACM Lifting Lives lend their support to Stand Up To Cancer, a non-profit organization focused on accelerating collaborative, cutting-edge cancer research to deliver better treatments to the patients who need them most."

On the right side of the page, there is a "DONATE TO FLOOD RELIEF" widget. It includes a "DONATION" section with radio button options for \$20.00, \$50.00, \$100.00, \$250.00, \$500.00, \$1,000.00, and "Other" (with a text input field for "0.00" and a note "(minimum \$10.00)"). There is also a "Payment Plan" section.

**Corporate
Sponsors**

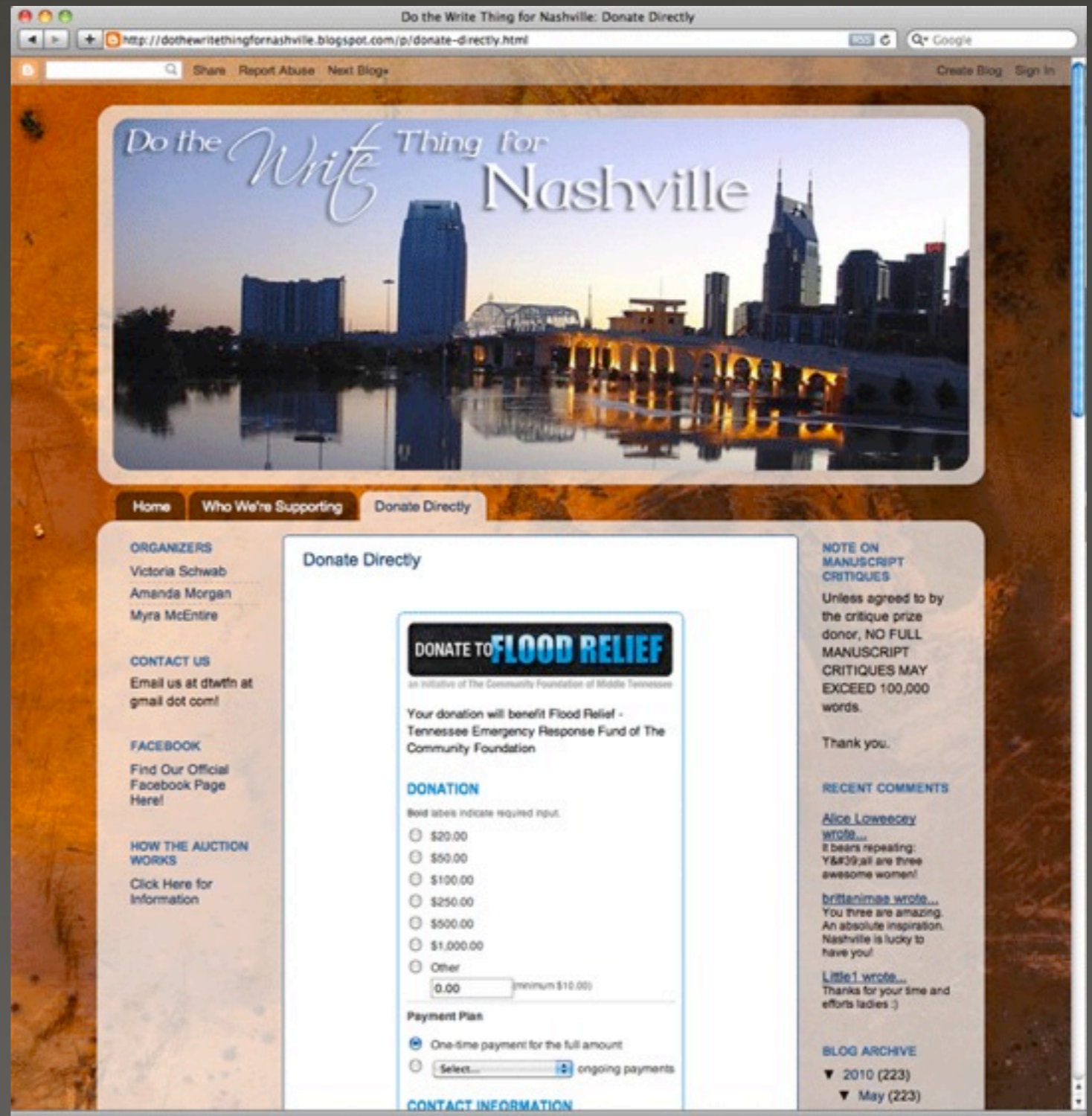
**Partner
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The screenshot shows a web browser window displaying the CBS website. The main content area features a large banner for "ACM PRESENTS: BROOKS & DUNN The Last Rodeo" airing on Sunday, May 23, 8/7c. Below the banner is a video player showing a scene of people in a flooded area. To the right of the video is a prominent "DONATE TO FLOOD RELIEF" button with the text "OR TEXT 'ACM' to 501501 to donate \$10". Below this is a call to action: "MAKE A DONATION THAT WILL HELP BRING RELIEF TO THOSE WHO HAVE BEEN AFFECTED BY THE RECENT FLOODING IN TENNESSEE".

The page layout includes a navigation bar with "Shows", "Videos", "HD Videos", "Watch & Chat", and "Schedule". Below the main banner is a "Clips" section with four video thumbnails and their titles: "ACM Presents: Brooks and Dunn - The Last Rodeo: Preview", "ACM Presents: Brooks and Dunn - The Last Rodeo: Exclusive Preview", "ACM Presents: Brooks and Dunn - The Last Rodeo: Brad Paisley Interview", and "ACM Presents: Brooks and Dunn - The Last Rodeo: Rascal Flatts Interview".

On the right side, there is a "MADE TO MEASURE" advertisement for a red GMC Acadia crossover. Below the advertisement is a "DONATE TO FLOOD RELIEF" widget with a "DONATION" section showing a "\$20.00" button and a "\$50.00" button.

Corporate
Sponsors

Partner
Organizations

Supporter
Blogs

- Launched branded giving widgets on CFMT.org
 - Picked up by 20 other Sites including GACTV.com and CBS.com
- ## The Results
- Over \$1M Raised
 - 99.9% Donor Success Rate
 - 46% of all donations took place on other sites

NASHVILLE RISING: A Benefit Concert For Flood Recovery

<http://www.nashvillerising.org>

NASHVILLE RISING

A BENEFIT CONCERT FOR FLOOD RECOVERY

LYNYRD SKYNYRD MARTINA MCBRIDE TIM MCGRAW LEANN RIMES MICHAEL W. SMITH TAYLOR SWIFT CARRIE UNDERWOOD ZZ TOP

TIM MCGRAW & FAITH HILL ANNOUNCE "NASHVILLE RISING: A BENEFIT CONCERT FOR FLOOD RECOVERY" AT NASHVILLE'S BRIDGESTONE ARENA ON JUNE 22ND

Additional performers and special guests still being announced

WE ARE SOLD OUT!

Thank you Nashville for your support!!

Only very limited number of Diamond VIP packages still available:

DIAMOND VIP PACKAGE - \$1000 (this is not an auction). Ticket limit 2, no minimum, can be purchased individually. Will Call Only. Onsale Friday May 14th 10 am. Tickets include: A premium reserved seat in the first 13 rows of the floor. Entrance to POST SHOW ARTIST RECEPTION at The Palm. Signed Memorabilia. Hatch print. VIP Commemorative Laminates.

On Tuesday, June 22nd, the Music City community will unite to assist victims of the floods that ravaged Nashville and Middle Tennessee earlier this month. "NASHVILLE RISING: A Benefit Concert for Flood Recovery," will take place at Nashville's Bridgestone Arena. It will feature performances by Tim McGraw and Faith Hill, who are spearheading the event, and numerous other artists. This superstar line-up will continue to grow and many additions will be announced as the event draws closer.

"The damage that we've seen to people's homes and the effect that the flooding has had on their lives is unimaginable. But we've seen the spirit of our community first hand, as volunteers, church groups and our local business leaders rally to help," said Tim and Faith in a statement. "We all need to continue to support those in need in any way that we can, and for that reason we could not be more appreciative to all of the artists, the companies and the people behind the scenes who collectively will make June 22nd a truly special night."

Tickets will go on sale to the general public this Friday, May 14th, at 10:00 A.M. CST at www.ticketmaster.com. Ticket prices start at \$25. Ticket auctions on select seats and VIP packages will also be available. The event will be presented by AEG Live/The Messina Group, Live Nation and Outback Concerts. Corporate sponsors thus far include Brevardo, Ticketmaster and Outback Steakhouse. For information on becoming a corporate sponsor, please contact helpnashvillerising@nashvillerising.org.

DONATE TO FLOOD RELIEF

Your donation will benefit Flood Relief - Tennessee Emergency Response Fund of The Community Foundation

DONATION

Bold labels indicate required input.

\$20.00
 \$50.00
 \$100.00
 \$250.00
 \$500.00
 \$1,000.00
 Other
 (minimum \$10.00)

Payment Plan

One-time payment for the full amount
 Select... ongoing payments

CONTACT INFORMATION

Bold labels indicate required input.

First Name
Last Name
Email Address
Country

**Corporate
Sponsors**

**Partner
Organizations**

**Supporter
Blogs**

- Launched branded giving widgets on CFMT.org
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The screenshot shows the GAC (Great American Country) website for a benefit concert. The main headline reads "MUSIC CITY KEEP ON PLAYIN' a benefit for flood relief". Below this is a "DONATE TO FLOOD RELIEF" widget with a donation form. The form includes a "DONATION" section with radio buttons for amounts: \$20.00, \$50.00, \$100.00, \$250.00, \$500.00, \$1,000.00, and "Other" (with a text input field set to 0.00). There is also a "Payment Plan" section with radio buttons for "One-time payment for the full amount" (selected) and "ongoing payments". Below the form is a "CONTACT INFORMATION" section with input fields for "First Name" and "Last Name".

The main content area features a "A BENEFIT CONCERT TO HELP THE FLOOD VICTIMS OF MIDDLE TENNESSEE" announcement. It states: "LIVE & COMMERCIAL FREE Sunday, May 16 at 8pm ET on GAC". The text continues: "GAC has teamed up with the Nashville Convention & Visitors Bureau, Gaylord Entertainment and an incredible lineup of artists to present: Music City Keep on Playin' - A Benefit for Flood Relief. The concert will take place at Nashville's historic Ryman Auditorium. All money raised will go to those in need in Middle Tennessee. The Community Foundation of Middle Tennessee will be the organization processing and distributing donations." There are social media share buttons for Facebook, Twitter, and YouTube.

Below the announcement is a "FEATURED VIDEOS" section with a video player showing Julie Roberts. The video title is "Julie Roberts: Nashville Flood".

On the right side of the page, there is a "HOSTS" section with photos of Kimberly Williams-Paisley and James Denton. Below that is an "ARTISTS" section with a vertical list of artist portraits: Brad Paisley, Keith Urban, Lady Antebellum, Diepkens Bentley, Rodney Atkins, Kellie Pickler, Martina McBride, Keb Mo, and Will Hooge. At the bottom right, there is a "PHOTOS FROM THE FLOOD" section with a "Viewer photos from around the Mid-State" gallery showing 1 of 115 photos.

Personal Emails

Twitter

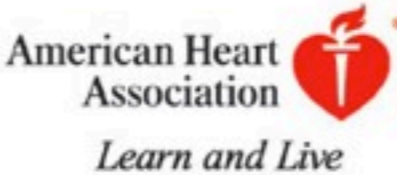

Facebook

Mobile

Social Networks & Mobile Giving

- Personal email is still the biggest
- Social networks are communication channels first.
- Web-standards based tools means its ready for “what next...”
(mobile, Internet-TV, etc..)

To make sure our emails reach your inbox, please add WearRedDay-mail@heart.org to your address book



American Heart Association
Learn and Live

Support Wear Red Day through your personal fundraising web page

Joe KIMBIAN:

We've created a personal fundraising page for Spencer Whelan...

<http://www.goredforwomen.org/wearredday/donate/individualsorgroupdonationform.html?kwoAdvocateId=388NS95>

Share this personal fundraising page with friends, family, and others and get credit for each individual gift you inspire! Your friends and family will see your name on the page and you'll receive a notification email every time you inspire a gift.

Get started today...

1) Share this link:

[Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Email](#)

2) Copy and paste the above link into emails, text messages, message boards, comments, or chats.

3) Place a copy of your personalized form directly on your blog or website.

Paste the code 'snippet' below into any page of your blog or website to display your personalized fundraising form

```
<script src="https://widgets.kimbia.com/widgets/form.js?chan"
```

Embed Instructions

Using Blogger? [Add an HTML/Javascript Page Element](#)
Using Wordpress? [Add a Sidebar accessory](#)
Using Typepad? [Add a Notes Typelist](#)

Personal Emails

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Social Networks & Mobile Giving

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The screenshot shows a Twitter feed with seven tweets. Each tweet includes a profile picture, the user's name, the time posted, and the text of the tweet. The tweets are as follows:

- anaottman** (22 hours ago): just registered for the ThunderCloud Subs Turkey Trot, wanna join me? <https://tiny.kimbia.com/t/UR6RU376>
- MinisterMedia** (1 day ago): I'm raising money for Ever Increasing Faith Ministries Online Donations, can you help? <https://tiny.kimbia.com/t/VEGGG5QO>
- shoppesbydana** (2 days ago): I'm raising money for Help Us Save Babies, can you help? <https://tiny.kimbia.com/t/W7PAYDEG>
- JeffChristner** (4 days ago): I'm participating in the 20th Annual ThunderCloud Subs Turkey Trot, you should too! <https://tiny.kimbia.com/t/W7G8CUKY>
- TriciaRunning** (4 days ago): RT @atxbikegirl: I'm raising money for 20th Annual ThunderCloud Subs Turkey Trot, can you help? <https://tiny.kimbia.com/t/VVLNXRMG>
- atxbikegirl** (4 days ago): I'm raising money for 20th Annual ThunderCloud Subs Turkey Trot, can you help? <https://tiny.kimbia.com/t/VVLNXRMG>
- JSWardell** (6 days ago): I'm raising money for The Heritage Foundation, can you help? <https://tiny.kimbia.com/t/VFLE5Q3A>

Personal Emails

Twitter

Facebook

Mobile

Social Networks & Mobile Giving

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(mobile, Internet-TV, etc..)

The screenshot shows a Facebook page for 'Build The Center' with a donation form. The page header includes the Facebook logo, a search bar, and navigation tabs for 'Wall', 'Info', 'Donate', 'Texas Match', 'Extended Info', and 'Causes'. The main content area features a description of the Vietnam Veterans Education Center, a 'Donation' section with radio button options for \$10.00, \$25.00, \$50.00, \$100.00, \$1,000.00, and 'Other', and a 'Contact Information' section with fields for First Name, Last Name, Email Address, Country (set to United States), Street Address, Street Address 2, City, State (set to --Choose--), and Zip Code. There is also an 'Additional Questions' section with a dropdown menu for 'Would you like to make this gift in honor/memory of someone?' and a text field for 'If yes, what is the name of the individual?'. The page also shows a list of 5 friends who liked the page and 1,481 people who liked it.

Personal Emails

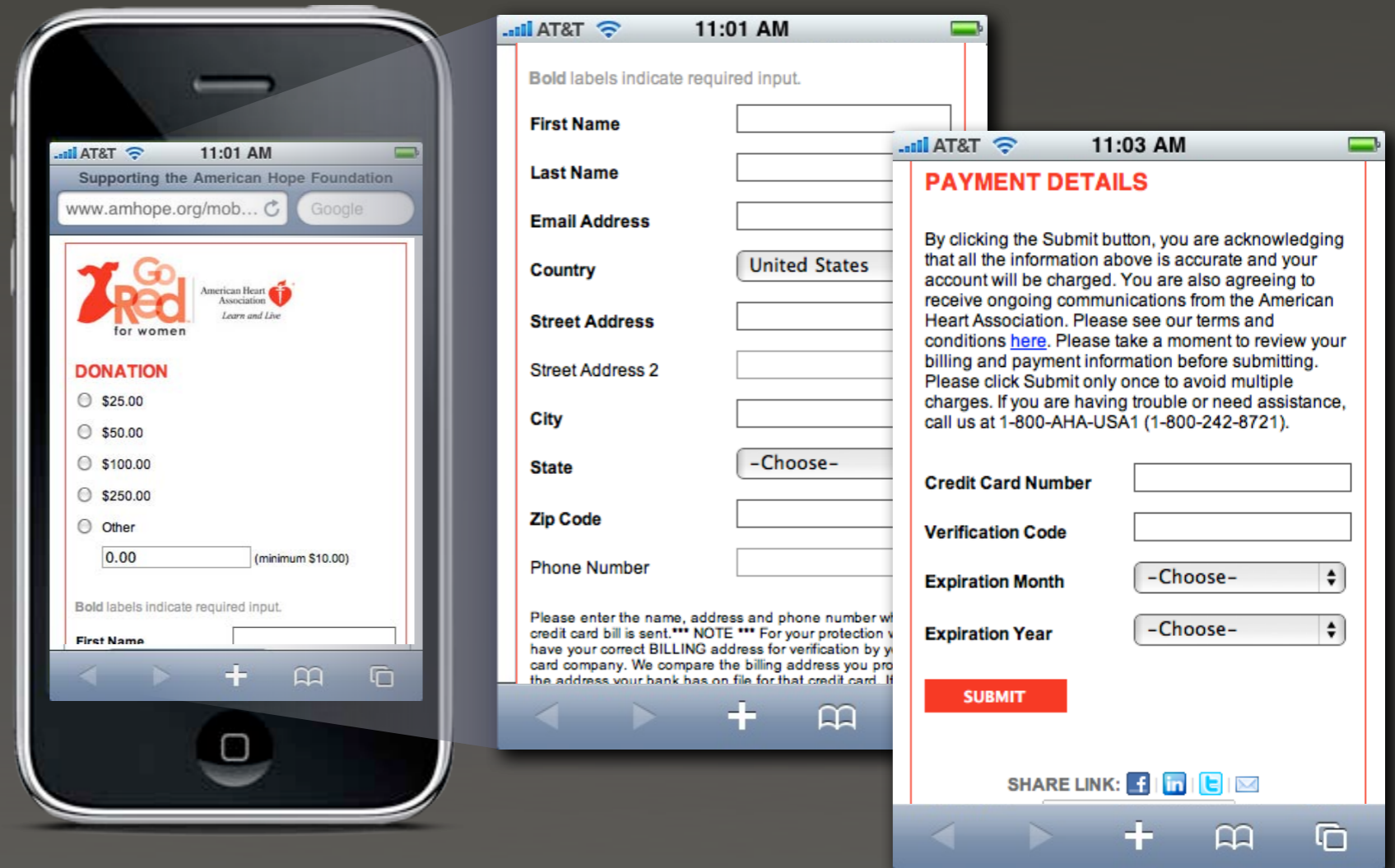
Twitter

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Giving Power Summary



GUIDESTAR®

&



KIMBIA®
GIVING POWER™

- Shared Mission to bring the most advanced fundraising tools to all NPOs
- Enable strategies that work to help you grow your donations



For Your Organization

- Empowered with the most advanced, flexible tools available
- Positions you as a trusted leader in online fundraising



For Your Donors

- New Excitement for Online Giving
- New & Engaged Donors & Advocates
- Better relationships for the future

About GuideStar Exchange



-Exchange members are nonprofits that have updated their nonprofit reports to the fullest with:

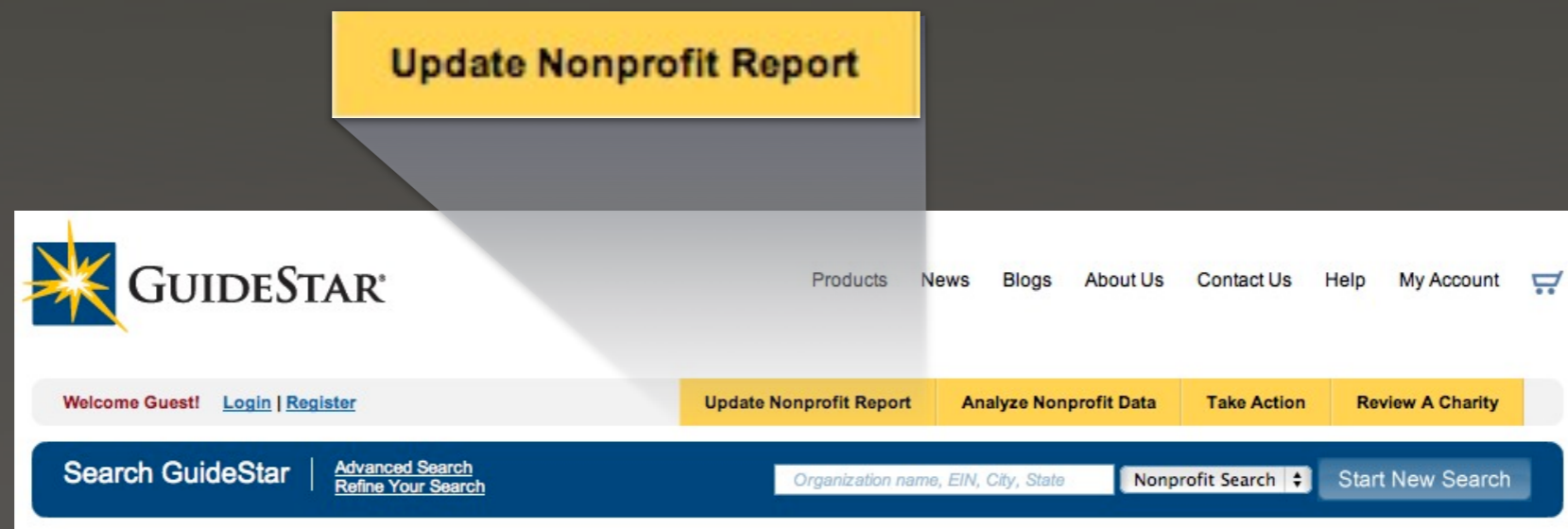
- program information, photos, and video
- annual reports, audited financials, program budgets
- senior management information, whistle blower, document destruction, nondiscrimination

GuideStar Exchange Benefits



- Twelve month FREE subscription to GuideStar Premium
-(a \$1,500 value) Limited time offer.
- Report seen by foundations, donors, donor advised funds
- An embeddable KIMBIA donation widget on your profile at GuideStar.org. (coming soon)

Claim Your GuideStar Exchange Form



The image shows a screenshot of the GuideStar website. A yellow callout box with the text "Update Nonprofit Report" points to a button on the website. The website header includes the GuideStar logo, navigation links (Products, News, Blogs, About Us, Contact Us, Help, My Account), and a shopping cart icon. Below the header, there is a navigation bar with "Welcome Guest! Login | Register" and buttons for "Update Nonprofit Report", "Analyze Nonprofit Data", "Take Action", and "Review A Charity". At the bottom of the header, there is a search bar with the text "Search GuideStar", "Advanced Search Refine Your Search", a search input field with the placeholder "Organization name, EIN, City, State", a "Nonprofit Search" dropdown menu, and a "Start New Search" button.

www.GuideStar.org

Thank You!

For More Information, go to...

<http://GuideStar.KIMBIA.com>



&



 Follow @GuideStarUSA

 Follow @GivingPower