

**GIVE**

**LOCAL**

**757!™**

LUNCH CHAT - FEBRUARY 20, 2025

# PRIZE POOL STRATEGIES

[givelocal757.org/prizes](https://givelocal757.org/prizes)



  
**Peninsula Community  
Foundation of VIRGINIA**  
LET'S IMAGINE TOGETHER

**GIVE**

**LOCAL**

**757!™**



**Tammy Flynn**

Director, Give Local 757

[PCFVIRGINIA.ORG](https://PCFVIRGINIA.ORG)



**2014-2024**

**\$12.6 million raised**

**110,000 donations**

**55,222 new donors**

**for 100s of nonprofits!**





## Grand Prizes

\$1000 Large (2)

\$1000 Small (2)



## Challenges

\$400 Large (5)

\$400 Small (5)

\$757 (2)



## Bonus Hours

\$400 Large (9)

\$400 Small (9)



## Match

Up to \$100 for each donation






## Golden Tickets

\$250 (7)



## **MATCH DOLLARS**

-  **Up to \$100 for each donation**
-  **12:30pm until \$10,000 is spent**
-  **Announced live on 13News now right before on the noon broadcast**





# IT'S A WIN-WIN!





# Grand Prizes (5)



## FIRST PLACE GRAND PRIZE



**\$2,000**

Two \$1,000 prizes will be awarded. One to a large organization and one small organization with the most unique donors during Give Local 757.

Sponsored by  
Old Point National Bank



## P2P FUNDRAISER GRAND PRIZE



**\$2,000**

Awarded to the Nonprofit who receives the highest # of unique donations from P2P Fundraisers during the giving day. Two \$1,000 prizes will be awarded. One to a large organization and one small organization.

Sponsored by  
Old Point National Bank





# Show the OPNB Partner Love Grand Prize

- Show them the love!
- Locations Linked
- Engage donors, staff, volunteers, board, etc.
- More posts = better chances of winning
- USE ALL HASHTAGS
- Win a beach bag with \$100 gift card
- Win \$1,000





**\$1,500 in prizes (7)**



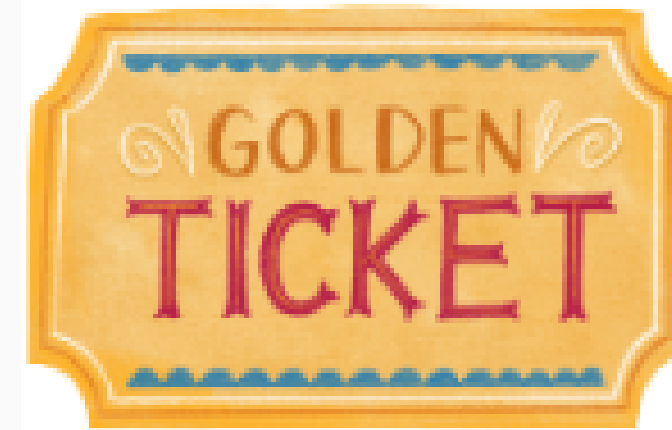
**Donor Recognition**



**The only way to win  
a 3rd prize!**



**Great publicity  
opportunity**



**\$250**

Awarded to one donor out of all the donors who donate to more than 1 organization to gift to the organization of their choice.



# CHALLENGES (12)



Engage your P2P Fundraisers

# Why? More Like Why NOT?

It's a WIN-WIN! PERIOD!

If not them,  
then WHO?

100%  
No-brainer!

Starting point!



## 100% BOARD GIVING CHALLENGE



**\$757**

Get every member of your board to make a donation and receive an entry into a drawing to win \$757. To enter, email [tflynn@pcfvirginia.org](mailto:tflynn@pcfvirginia.org) a list of board members with the challenge name in the subject no later than April 15, 2024. Send email to [tflynn@pcfvirignia.org](mailto:tflynn@pcfvirignia.org) as soon as you have reached 100%. NOTE: Your board donations can be made at any time April 22 - May 6 to qualify.



Engage your board!



Easy donations on the  
leaderboard!



PCF EXAMPLE!



## Dorm Fairies and The Colley Community Center: A Powerful Partnership & Friendship



**\$6,800**



### NEWBIE REFERRAL PRIZE



**\$757**

Awarded to the organization who referred the new organization that achieves the highest number of unique donations will be awarded \$757.

# BONUS HOURS



PCF Virginia

Admin

Top contributor · April 23, 2024 ·



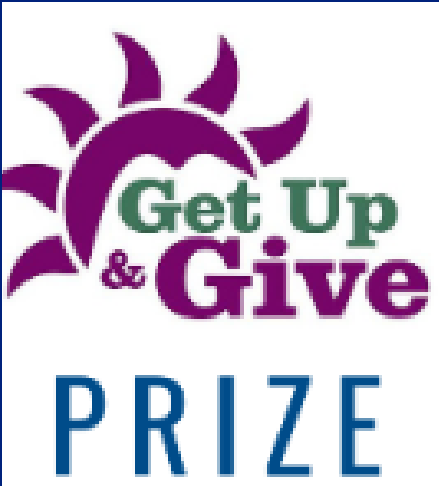
Current prize ends at 9 AM - here are the standings at 8:52 AM

1	Providence Classical School	60 donors
2	Vanguard Landing	50 donors
3	Friends of Norfolk Animal Care Center	38 donors
4	20 Pearls Foundation, Inc	32 donors
5	Norfolk Alumnae Chapter of Delta Sigma Theta Sorority, Inc.	24 donors
6	Hampton-Newport News Achievement Foundation	13 donors
7	DREF - Denbigh Alumnae Chapter of DST	11 donors
8	Heritage Humane Society	11 donors
9	Hampton-Newport News CSB	11 donors
10	ReMIND U Wellness and Outreach	10 donors



Give Local 757 Nonprofits

Private group · 734 members





# STRATEGY #1

MIDNIGHT MADNESS



+

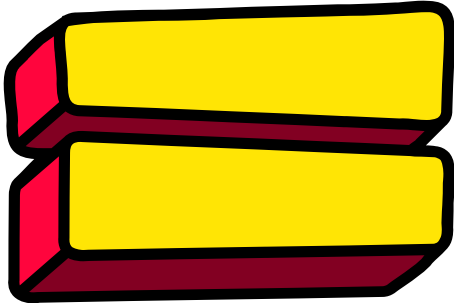
50/50



EARLYBIRD  
CHALLENGE

+

\$2,500



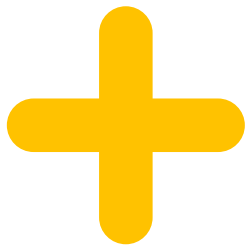
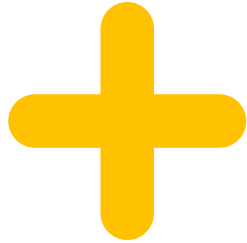
\$3,300

## It's a WIN-WIN! PERIOD!

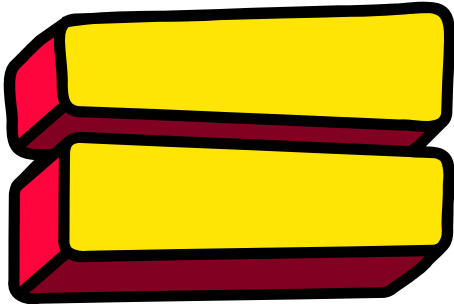
Even if you don't win any prizes, you have all the donation money you accumulated in the first hour just for trying!

You are early on the leader boards and earlier on the leader board increases your chances for a grand prize of \$1000!

# STRATEGY #2



**\$1,200**  
40 @ \$30



**\$2,000**

## It's a WIN-WIN! PERIOD!



Even if you don't win any prizes, you have all the donation money (\$1200 in this scenario) you accumulated just for trying!



You have new donors to cultivate for your next fundraiser but at a minimum next year's giving day!



It's the most engaging fun prize to participate in!

# STRATEGY #3



## It's a WIN-WIN! PERIOD!

- You have all the donation money you accumulated (\$2,000) just for trying!
- You have new donors to cultivate for your next fundraiser but at a minimum next year's giving day!
- Your P2P Fundraisers get to feel they really impacted your numbers!
- Watch the P2P training. Note: P2Ps raise almost 4x for orgs who utilize them vs. those who don't!



Hectic in the GL757 war room. Congrats to everyone for getting to over \$800K by 2 PM - Woohoo! Now, let's award some prizes!

## 🏆 50/50 Early Bird Challenge



50/50 Early Bird Challenge – \$ 400 awarded to the first 2 organizations (one large org/one small org) to receive 50 unique donations of \$50 or more after midnight on April 23, 2024.

### 2 Winners

Large Organization:

Vanguard Landing

Small Organization:

Hampton-Newport News Achievement Foundation



## Give Local 757 Nonprofits

🔒 Private group · 734 members



# GIVE LOCAL 757!™

## 🏆 50/50 Early Bird Challenge



50/50 Early Bird Challenge – \$ 400 awarded to the first 2 organizations (one large org/one small org) to receive 50 unique donations of \$50 or more after midnight on April 23, 2024.

### 2 Winners

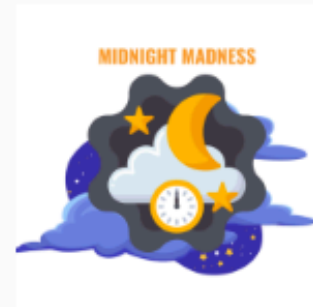
Large Organization:

Vanguard Landing

Small Organization:

Hampton-Newport News Achievement Foundation

## 🏆 Midnight - 1 AM MIDNIGHT MADNESS PRIZE



**\$800**

Awarded to the organization that receives the highest number of unique donations with a minimum of 10 donations. Two prizes will be awarded. \$400 to a large organization and \$400 to a small organization.

## 🏆 RISE & SHINE PRIZE 5 - 7 AM



Awarded to the organization that receives the highest number of unique donations with a minimum of 10 donations. Two prizes will be awarded. \$400 to a large organization and \$400 to a small organization.

## 🏆 6 - 8 AM MULTI DONOR GOLDEN TICKET #1



**\$250**

Awarded to one donor out of all the donors who donate to more than 1 organization to gift to the organization of their choice.

## 🏆 GET UP & GIVE PRIZE 7 - 8 AM



Awarded to the organization that receives the highest number of unique donations with a minimum of 10 donations. Two prizes will be awarded. \$400 to a large

# LET'S GO!

- Plan and Strategize with your team!

- Communicate your strategy far and wide!

- ENGAGE everyone in your universe to help you win!

- Have FUN FUNraising!



**REMINDER**

**TOMORROW BY 5PM!**

**Time to share your story!**



**GIVE LOCAL 757!™**



**GIVE**

**LOCAL**

**757!™**

**GOOD LUCK!**