

**YS #Giving Tuesday 2017**  
**Memorandum of Understanding**

Between

YS #Giving Tuesday Organizing Committee,

Yellow Springs Community Foundation

and

Participating Nonprofit Organizations

This Memorandum of Understanding (MOU) sets for the terms and understanding between the YS #Giving Tuesday Organizing Committee (Committee), Yellow Springs Community Foundation (YSCF) and Participating Nonprofit Organizations (Organization).

**Background**

In order to leverage this one day giving event, the nonprofit organizations of Yellow Springs and the YSCF have come together with the goal of further developing donor data for each of the Organizations. Participating Organizations will advertise, receive donations and Donor data, and celebrate donations to YS #Giving Tuesday, November 28, 2017.

**A. Purpose**

This MOU will assure that terms of participation are clear, outline responsibility of participating organizations and the committee.

The above goals will be accomplished by undertaking the following activities:

1. Orientation Sept 19th
2. Organizations provide necessary information to the committee,
  - a. Hi resolution Logo, in .ai, .png or .jpeg file format
  - b. Website Links
  - c. 501(c)3 documentation status
  - d. Funding Steps confirmation
  - e. Provide Thank you notes to their donors within 30 days of receipt of the donor information
3. Committee providing info to Organizations
  - a. Website designed for this activity overview documentation
  - b. Sample promotions
  - c. Fundraising strategies
  - d. Coordinated marketing
  - e. YS #Giving Tuesday Headquarters at YS Senior Center Great Room (Headquarters)

4. Yellow Springs Community Foundation (YSCF) providing back office support to Organizations
  - a. Creates website designed specifically for YS #givingtuesday donations tied to the nonprofit directory
  - b. YSCF facilitates online donation
  - c. YSCF manages donation IRS acknowledgement letters
  - d. YSCF funds disbursement process to participating organizations
  - e. YSCF provides donor data by organization in an excel format

## **B. Fees**

In support of this event, Yellow Springs Community Foundation (YSCF) will not charge administration fees for donations received through [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) or at the Headquarters for the 24 hour period of November 28, 2017. Standard Credit Card processing fees will apply.

Donations received through the ysgivingtuesday website on a day other than November 28, 2017 will be charged an administrative fee of 2% and applied by the end of the following month along with providing Donor data. Organizations may opt out of receiving donations via [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) after November 28, 2017 by written request to the Yellow Springs Community Foundation; [yscf@yscf.org](mailto:yscf@yscf.org).

## **C. Funding Steps**

All participating organizations will receive a grant from the Yellow Springs Community Foundation upon completion of six (6) steps, **providing confirmation in email** for items 1- 5 to the Committee prior to November 28, 2017, [ysgivingtuesday@gmail.com](mailto:ysgivingtuesday@gmail.com):

- 1. Complete the MOU, provide 501(c)(3) status documents to the Committee and confirm website detail is accurate**
- 2. Set a quantifiable goal for Giving Tuesday of new donors**
  - a. E.g. Number of current donors, number or percent of new donors
    - i. In example: YSKP's goal is 5 donations from alumni
- 3. Identify a purpose for the funds raised**
  - a. E.g. for scholarships, specific event, a capital improvement, etc.
    - i. In example: YSKP's purpose is to cover the cost of costumes for the summer show (\$500)
- 4. Test the site prior to November 24 and provide confirmation**
  - a. Recommended Participating Organization's Board and Staff participation to administer the test and provide test confirmation to the Committee.
    - i. Test donations will not be subject to administrative fees
- 5. Use at least one electronic communication to reach potential donors**
  - a. E.g. provide a screen shot illustrating: send emails, use social media, post to website, etc.
- 6. Complete survey after Giving Tuesday event as provided by the Committee**
  - a. A survey link will be provided to all participating organizations

**D. Grant**

The Yellow Springs Community Foundation is providing a grant of \$10,000 for this event. This grant and any additional funding will be split equally and distributed to participating organizations that complete the Funding steps noted in Section C, Funding Steps.

**E. Duration**

This MOU is at-will and may be modified by mutual consent of authorized officials from Committee, Yellow Springs Community Foundation and Participating Organization. This MOU shall become effective upon signature by the authorized officials from the Committee and Participating Organization and will remain in effect until November 2018, modified or terminated by any one of the partners by mutual consent.

**Participating Organization**

\_\_\_\_\_ Date: \_\_\_\_\_  
(Organization Signature)

Org Name:  
Org Representative:  
Position:  
Address:  
Telephone:  
E-mail:

**Yellow Springs Community Foundation**

\_\_\_\_\_ Date: \_\_\_\_\_  
(YSCF Signature)

YSCF Representative: Jeannamarie Cox  
Position: Executive Director  
Address: PO Box 55, Yellow Springs, Ohio 45387  
Telephone: 937-767-2655  
E-mail: [YSCF@YSCF.org](mailto:YSCF@YSCF.org)

**YS #Giving Tuesday Organizing Committee**

\_\_\_\_\_ Date: \_\_\_\_\_  
(Committee Signature)

Committee Representative:  
Address:  
Telephone:  
E-mail: