

Give BIG Lexington

MISSION POSSIBLE

Make Impact Possible

November 6, 2025

**Nonprofit
Campaign
Guide**

Give **BIG** Lexington '25

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Welcome to Give BIG Lexington

GBL has made a huge impact, investing nearly \$8M into our communities over the last 14 years. In 2024, over \$770,000 was raised during GBL. We are looking forward to a milestone 15th giving day.

The theme this year is “Mission Possible: Make Impact Possible”

Donation Rules

- Donations must be made on your GBL page online or in person at the Orthman Community YMCA Give BIG Headquarters - (in person donations must be made between 7:00am - 6:00pm)
- Donations must be made between 12:00am and 11:59pm on November 6th
- Donations up to \$25,000 per donor/per organization, qualify to receive match funds
- Donors can schedule donations online starting September 15th, to qualify for match funds

As an *agent of support* for all participating causes, the Give BIG Headquarters will return to the Orthman Community YMCA on Thursday, November 6th. All registered GBL organizations are encouraged to participate, set up a display, and promote their causes. By sharing a community headquarters, donors will:

- Meet the people behind their favorite organizations
- Learn about local causes
- See their dollars in action

Please contact the LCF office no later than September 30th to reserve your spot. Participating causes will be provided table space and resources on how to give directly to your cause.

Throughout GBL '25, we're on a mission—and it's 100% possible. When we unite, we unlock opportunities, fund innovation, and strengthen our community.

Contact Beth Roberts at Lexington Community Foundation
308-324-6704 | director@lexfoundation.org | office@lexfoundation.org

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Matching Funds

LCF Matching Funds

- LCF provides a \$50,000 match pool that is proportionally distributed to qualifying organizations.
 - For example, if a participating cause raises 3% (in qualifying donations) of the total GBL donations, they will receive an additional \$1,500 from the match pool. Matching funds will be added to your final GBL Financial Statement released in December.

Grow the Match

- Grow the Match is a cause on GBL. Every dollar donated to Grow the Match will be added to the \$50,000 match pool provided by Lexington Community Foundation.

Team Activation: Create Your Own Match Pool

- Engage large donors - Encourage dedicated supporters to challenge the community with a matching gift. A donor's matching gift will match a certain amount of money that your organization raises.
 - For example, if Jim donates a matching gift of \$5,000, every donation made to your organization is matched dollar for dollar until that \$5,000 has been fully expended, raising a total of \$10,000 for your organization.

For more information or with any questions contact

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MISSION TOOLS

> Give BIG Lexington 2025



Mission Briefing: Plan Early and Define Your Objective

- Every great mission starts with a clear plan. Set specific goals—whether it's dollars raised or new donors recruited—and assign key roles to your Giving Day “agents” (Board members, volunteers) well in advance.



Activate Your Team of Agents

- Your board, staff, and volunteers are your mission-critical operatives. Equip them with toolkits, messaging, and personal fundraising pages to expand your reach. The mission's success depends on teamwork.



Broadcast the Mission Across All Channels

- Use email, social media, and video to share your “Mission Possible” story. Build anticipation, post real-time updates, and rally support with hashtag #GiveBIGLex. Keep the mission top-of-mind from countdown (9/15/25) to launch (11/6/25).



Remember: With the right strategy and support, your Give BIG Lexington mission is POSSIBLE.

**Make Impact POSSIBLE at GBL Headquarters between the hours of
7:00 am - 6:00 pm on November 6, 2025 at the Orthman Community YMCA**

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Give BIG 2025 Checklist

| Task | Deadlines / Timelines |
|--|-------------------------|
| Registration deadline | August 15, 2025 |
| Give BIG donation site goes LIVE and early donations may be scheduled | September 15, 2025 |
| GBL Headquarters registration deadline | September 30, 2025 |
| Plan Give BIG participation promotions /advertising | Sept. 1 - Oct. 15, 2025 |
| Promote Give BIG involvement (email, mailer, social media posts, events, etc.) | Oct. 1- Oct. 31, 2025 |
| Create & schedule social media posts and e-blasts to send during Give BIG. | Oct. 31 - Nov. 6, 2025 |
| GBL 2025 - Be active & show excitement! Invite supporters to participate! | November 6, 2025 |
| Thank supporters through social media / media | November 7, 2025 |
| Receive donor information | December 15, 2025 |
| Promptly send personal thank you for each donation received | December 22, 2025 |
| Update Mighty Cause donation page throughout the year to encourage continued support | Ongoing |