



**Small Acts,
BIG Change**

— GIVE BIG 2026 —

Nonprofit Campaign Guide

Give BIG Lexington '26

Your gift starts something bigger



Welcome to Give BIG Lexington



GBL has made a huge impact, investing nearly \$8M into our communities over the last 15 years.

In 2025, nearly \$760,000 was raised during GBL. We are looking forward to another incredible year of generosity.

This year's theme is "Small Acts, BIG Change"

Donation Rules

- The Give BIG Lexington donation window starts on September 14, 2026 and ends at 11:59pm on November 12, 2026. Donations given during this time will qualify for LCF match funds.
- Donations can be made electronically online at givebiglexington.org, with cash or check by mail, or in person on November 12, 2026, at the GBL Headquarters from 7:00am – 6:00pm.
- Donations up to \$25,000 per donor/per organization qualify to receive match funds

The **Give BIG Headquarters** will return to the **Orthman Community YMCA** on **Thursday, November 12th**.

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 opportunities and projects
- See their dollars in action

Throughout GBL '26, every donation, volunteer hour, social share, and act of kindness helps create lasting change. Join us in proving that big impact starts with small actions.

LEXINGTON COMMUNITY FOUNDATION

308-324-6704 | director@lexfoundation.org | office@lexfoundation.org



Incentives & Prizes

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, which will be 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.

Small Acts Spotlights

- 16 prize grants will be chosen at random from online donations on November 12, hourly from 7:00 AM – 10:00 PM.
 - An additional \$100 will be added to their donation to the participating nonprofit.
 - Organizations may only receive one \$100 Small Acts Spotlight prize grant.

Small Gifts, BIG Change Challenge

- Understanding that even small gifts can make a BIG difference, one \$1,500 bonus grant will be awarded to a participating organization that receives at least 20 gifts of \$50 or less. This prize will be drawn at random and added to the winning organization's total amount raised upon completion of GBL '26.

For more information or assistance, contact

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Small Tips for BIG Success!

Plan Early and Gather a Great Team of Support

- Start off with a Clear Plan:
 - Set specific goals—whether it's dollars raised or new donors recruited
 - Assign roles to your board members and volunteers well in advance.

Use Your Resources

- Have an event that's already happening during the GBL '26 donation window (September 14 – November 12, 2026)?
 - Use your organization's QR code and donation form to easily gather donations
 - Use your event to promote further giving on November 12th.
- Share your story and updates on your Give BIG fundraising page!
- Join LCF at the GBL Headquarters on November 12th. Connect with current and new donors and collaborate with other participating GBL organizations.

Connect with Your Donors in New Ways

- Create Your Own Match Pool:
 - 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.
- Ask donors to share their reasons for giving to your cause
 - Use responses in promotions and conversations

Lift Your Voice

- Use email, social media, and video to promote your organization
- Build excitement, post real-time updates, and rally support with hashtag **#GiveBIGLex**



GIVE BIG 2026 CHECKLIST

Task	Deadlines / Timelines
Registration deadline	August 31, 2026
Give BIG donation site goes LIVE and early donations may be scheduled	September 14, 2026
GBL Headquarters registration deadline	October 15, 2026
Plan Give BIG participation promotions /advertising	Sept. 1 – Oct. 15, 2026
Promote Give BIG involvement (email, mailer, social media posts, events, etc.)	Sept. 1– Oct. 31, 2026
Create & schedule social media posts and e-blasts to send during Give BIG.	Oct. 31 – Nov. 12, 2026
GBL 2026 – Be active & show excitement! Invite supporters to participate!	November 12, 2026
Thank supporters through social media / media	November 13, 2026
Receive donor information from LCF	December 15, 2026
Promptly send personal thank you for each donation received	December 22, 2026
Update your donation page throughout the year to encourage continued support	Ongoing



**For donations presented at the Lexington Community Foundation office.
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