



Nonprofit FAQs

Why should my organization participate?

Believe in Bellevue will allow your nonprofit organization to participate in a day of philanthropy that:

- raises awareness about your organization
- provides the opportunity to grow your donations and receive bonus funds throughout the event
- reaches new donors
- builds your online fundraising skills

What is required for organizations to participate? Is there a fee?

There is a \$50 registration fee to participate in *Believe in Bellevue*. This fee helps to cover technology fees for the online donation platform as well as printing costs for community-wide advertising. To help make this event truly successful, you should be prepared to devote time and energy to promoting your organization before and during the *Believe in Bellevue* event. You will need to engage your donors and communicate timely updates through your social media networks. Individual promotions are at the expense of the organization. The *Believe in Bellevue* planning partners (the Bellevue Public Schools Foundation, Bellevue Community Foundation and Bellevue Chamber of Commerce) are working to secure a bonus pool and incentive prizes. Participating organizations will have access to online tools through the BelieveInBellevue.org website.

How do I register my nonprofit to participate?

Go to BelieveInBellevue.org to confirm your organization's eligibility to participate and to apply. There are no restrictions based on an organization's size; however, you must:

- Be a 501(c)3 or 501(c)6 in good standing
- Have a visible presence and provide services that directly impact the Bellevue community
- Use funds raised during *Believe in Bellevue* for charitable purposes in the Bellevue area

What is the deadline to sign up for the 2020 Believe in Bellevue?

Organizations are required to apply to participate through BelieveInBellevue.org by June 30. The *Believe in Bellevue* planning partners will verify nonprofit status and review supporting information. Once approved to participate, organizations will receive information on how to customize their individual donation page on the *Believe in Bellevue* website.

My organization has multiple programs. Can I register all of them to receive *Believe in Bellevue* donations?

No. Only one listing per Federal Identification Number is permitted. Donors can designate gifts to an organization, and are provided the opportunity to direct a contribution to a specific program or project of the organization.

Is there a limit on the number of donations my organization can receive?

No. The sky is the limit! Organizations are prohibited from donating to themselves. *Believe in Bellevue* is intended to be an additional fundraising opportunity for organizations. It is not intended to replace or overlap donor gifts to a nonprofit organization that would normally be made during the course of regular charitable giving or campaigns.

How can I help make the day a success for my organization and our community?

Promote, promote, promote! Please visit the *For Nonprofits* tab to download available resources designed to help promote your organization throughout the *Believe in Bellevue* event. If your organization does not currently maintain social media pages, please set up accounts for your organization now. You can download step-by-step instructions under the *For Nonprofits* tab. Also, make sure you “like” the *Believe in Bellevue* Facebook page to see important and fun *Believe in Bellevue* updates to share with your staff, board and donors. Remember, have fun! Your creativity and energy will make it a success.

Help! My organization does not have a presence on social media. How do we establish one?

The *Believe in Bellevue* planning group is available to assist organizations who need help setting up a Facebook page and/or Twitter account.

How do the incentive prizes work?

The *Believe in Bellevue* planning group is currently working to secure prize sponsorships from local partners to help promote excitement, participation, good-natured competition and momentum for *Believe in Bellevue*. These funds are awarded throughout the day in the form of bonus grants, incentive prizes and random drawings to boost organizations’ fundraising totals. Once an organization has received an incentive prize, it may or may not be eligible to receive another one.

Will there be information to share with donors and constituents?

Yes. Visit www.BelieveInBellevue.org to check out the *For Nonprofits* tab. You will find a variety of promotional tools and ideas to promote the day.

What is a “unique donor”?

A donor refers to an individual, business or organization that makes a donation through www.BelieveInBellevue.org. Each donor will be counted once per charity as a “unique donor” based on email address and credit card number. If an individual, business or organization makes multiple donations to several organizations, the donor will be counted as one “unique donor” for each organization. The *Believe in Bellevue* planning group reserves the right to disqualify a donation if duplication is identified.

Does my organization need to create marketing tools for participation in this event?

Believe in Bellevue will create a common message and brand for the campaign which includes marketing the event to a wide audience and utilizing advertising and media partners to promote the event. Social media toolkits will be online. Easy-to-use and easy-to-access templates and other marketing tools will be provided to organizations; however, it is the sole responsibility of each participating organization to contact its existing donor base as well as any new donors the organization wants to engage. Think BIG and reach out to your supporters!

When can my organization promote the event?

We encourage your organization to begin heavy promotion starting July 1 using platforms such as Facebook, Twitter, emails, newsletters and your direct mail campaigns. Promotional vehicles used by participating organizations will be at the organization's own expense.

How should organizations promote this event?

We hope you will promote *Believe in Bellevue* to all donors in every way you can—direct mail, telephone solicitation, web, social media and word of mouth. After you've been approved to register you'll receive a personalized URL on the BelieveInBellevue.org site that is specific to your organization. You can use this custom URL on all of your promotional materials. It is important that you include the *Believe in Bellevue* event information on your website, Facebook page and Twitter feed. Keeping information current and posting consistently is the key to success. The more you incorporate the event into your public communications, the more successful your organization will be at gaining support and raising funds.

Can we encourage donations by giving away prizes or free gifts?

No. All donations must be 100% tax deductible. Therefore, donors cannot receive an incentive of value or discounts to entice giving during the event.

What if a donor does not have internet access—can he or she still make a donation?

Yes. Donors who wish to give may do so by mail. Please mail checks to Bellevue Public Schools Foundation, 2820 Arboretum Drive, STE 603, Bellevue, NE. 68005 ATTN: *Believe in Bellevue*; donors may also give in person the day of the event at the same address.

Can donors write down their credit card information at our event/activity/organization on August 4 and have our staff enter the gift online?

No. There are liability issues with credit card processing including security of donor financial information. If you are going to offer the ability for donors to give online during your event/activity, you must provide a computer for donors to use themselves. You can assist donors with the completion of their gift online, as long as they are present. Accepted credit cards are Visa, MasterCard, Discover and American Express.

What if a donor wants to make an offline donation via cash or check at our event/activity/organization?

That is wonderful! Please be sure to have the donor write the check to "*Believe in Bellevue*" and list your organization in the memo of the check. Please keep a log of all cash and checks received. All participating nonprofits will be trained in how to help donors make e-check contributions so that these transactions can be processed by the nonprofits throughout the day.

Will donors who make a cash or check donation at our event/activity/organization be eligible for Believe in Bellevue prizes?

Yes. Please be sure you have a volunteer regularly bring gifts of cash or checks to the Bellevue Public Schools Foundation office at 2820 Arboretum Drive, STE 603, Bellevue, NE. 68005. Remember: donors are only eligible for prizes if they are entered into the system. If a donor gives a gift at 10 a.m., but the gift is not entered into the system until 2 p.m., then the donor will be in the pool for an hourly incentive prize from 2 - 3 p.m. rather than 10 – 11 a.m. All offline donations of checks, as well as cash donations, MUST be at the BSP Foundation no later than 8 p.m. to be counted toward *Believe in Bellevue*.

[Will donors who make offline cash or check donations be subject to the standard event processing fees that other donors will pay?](#)

Yes. In order for gifts to count toward *Believe in Bellevue*, they have to be entered online. Keep in mind, gifts not entered online through [BelieveInBellevue.org](#) cannot count toward the event and will not impact prize awards.

[What if a donor is at our event/activity/organization and wants to make a gift to multiple organizations?](#)

Donors can make gifts to multiple organizations online at [BelieveInBellevue.org](#). The platform offers a “shopping cart” feature that makes it easy to do so. Help the donor complete his/her transaction on the computer you provide, or feel free to direct the donor to the *Believe in Bellevue* headquarters at the Bellevue Public Schools Foundation office, 2820 Arboretum Drive, STE 603, Bellevue, NE.

[How much of the donations go to my organization?](#)

The nonprofit organization(s) will receive the full donation, less the third-party charges of up to 5.1% in processing and credit card fees. At the point of transaction, donors will be provided the option of boosting their gift to help cover these third-party fees. The *Believe in Bellevue* team has worked diligently to minimize the fees for this event.

[When will my organization receive its Believe in Bellevue donations?](#)

Every effort will be made for organizations to receive donations and prize money in a single disbursement within 60 days of the *Believe in Bellevue* event. All disbursements will be made via check from the Bellevue Public Schools Foundation, the donation technology partner for this event.

[Does my organization need to send letters for donor tax deductions?](#)

No. The donor will immediately receive an email confirming the gift made during *Believe in Bellevue* event. Please note that all donations must be 100% tax deductible (no additional benefits). However, we encourage you to acknowledge donations by following-up with donors to express gratitude, and let them know what you will do with their donation.

[Will my organization receive donor information for acknowledgments?](#)

Yes. You will be sent a complete list of donors within 24 hours following the event. We encourage you to reach out to your donors after the event and thank them for supporting your organization.

Disqualification:

The *Believe in Bellevue* planning team has the discretion to decide whether an organization is eligible for participation in *Believe in Bellevue* and is in compliance with all event guidelines. By registering to participate, your organization agrees to: (a) abide by the terms of participation; (b) release and hold harmless the Bellevue Public Schools Foundation, Bellevue Community Foundation, Bellevue Chamber of Commerce and its respective staff, volunteers and board of directors, from any and all claims, liability, loss or damage whatsoever arising with respect to *Believe in Bellevue*; and (c) consent to the use of your organization’s name, photographs, video footage and logo in any publicity or advertising carried out in any medium in connection with *Believe in Bellevue* without limitation or further notification.

[If I have other questions, whom should I contact?](#)

Please call Jennifer Peters at the Bellevue Public Schools Foundation at (402) 827.1859.