



You Want to Help. We Make it Easy.™

Welcome to Napa Valley CanDo's *Give!Guide* application process.

Nonprofit application period begins 6 PM May 2, 2019

Applications are due by 11:59 PM, May 24, 2019

ELIGIBILITY

To qualify for Napa Valley CanDo's *Give!Guide*, you must be a registered 501c3 nonprofit for at least two years by May 24, 2019. You must also have served residents of Napa County for two years or more. In addition, a representative of your organization **MUST** have attended the May 2nd NPO orientation this year if:

- 1) Your nonprofit has never participated in the *Give!Guide* before, or
- 2) Your nonprofit did not participate in 2018 (even if it participated in previous years), or
- 3) Your nonprofit participated in 2018, but a new person will be in charge of the project this year.

NOTE: The *Give!Guide* does not accept applications from nonprofits that support programs for individual schools, scholarships intended for a single individual, or memorial funds.

Please feel free to contact us if you have any questions about eligibility.

WORDING FOR CATALOG AND WEBSITE

If selected, some of the information you provide in this application will be used directly in CanDo's 2019 *Give!Guide* catalog and website. Choose your words with care.

FEES

If you are selected, there is a non-refundable participation fee ranging from \$300 - \$500 depending on the size of your annual budget. This is due by July 11, 2019 with a check payable to Napa Valley CanDo.

COMPLETING THIS FORM

You do not have to complete this application in one sitting. You may save the form and return later to continue working on the application. Alternately, you may print the blank application, answer the questions offline and use it as a reference as you fill out the online form.

We strongly suggest saving an original copy of your application for your records. When the application has been submitted you will receive a copy to confirm its receipt.

If you have any questions about how to complete this application, please contact us at CanDoGiveGuide@gmail.com, or call either Hilary (707) 252.7743 or Patricia (707) 853.0057.

LOGOS and IMAGES

Your logo and the image that will appear in the catalog and on the website must be submitted with this application. For many potential donors, your photo is the most important element of your display. It helps you visually educate readers about your nonprofit's mission. Most effective: smiling faces; action; animals; etc. Avoid too many people.

SELECTING YOUR PHOTO

Send an original, high resolution* image. It will be used for both the catalog and website. Keep in mind that the orientation for the catalog and website are slightly different. The catalog image is nearly square; the website image is a widened landscape version. (See below.) When taking the photograph, we suggest leaving extra space on the right and left hand sides of the main image. If necessary, the image will be cropped for the catalog and/or website by our designers. You will receive a proof.

Catalog



Website



- **WHAT IS A HIGH RESOLUTION PHOTO?**

There really is a difference between lo- and hi-res. It can determine whether your logo and photo look fuzzy or crystal clear. High resolution photos are required for sharp reproduction. Pictures should be taken at the highest resolution setting on the camera or phone. The more pixels a picture has, the larger its file size will be. Hi-res images are at least 300 pixels per inch (ppi). The best way to tell if an image is hi-res is to open the picture in an image program and view the file properties. Most computers come with a basic image editing program that will work for this.

CATALOG

Photos and logos must be high resolution which means 300 dpi or higher, jpeg format. The finished size of the photo will be approximately 2.4" square, but the designer can resize it if your image is larger than that. (If you need additional direction for ensuring a high res photo, please contact our designer, Kathie Fowler, at katfowler4@aol.com.)

WEBSITE

Again, your nonprofit's image on the website is the same image used in the printed catalog, however the proportions will be slightly different. The web photo should be in landscape mode (a horizontal rectangle), approximately 2.4" h x 4.5 w. A larger image can also be resized by the designer.

UPLOAD:

- 1) Your nonprofit's hi-res logo [link](#)
- 2) Hi-res image for catalog and website [link](#)

GENERAL QUESTIONS

It is the intention of CanDo's *Give!Guide (G!G)* to include a cross section of nonprofit organizations in the *G!G* each year. This application is designed to accommodate nonprofits from small to large. Please don't be concerned if some of the questions don't seem to apply to your organization. Simply make note of your particular situation. Applications received by the deadline will be considered equally.

ELIGIBILITY

1. Attendance at a May 2nd Orientation is required for three categories of nonprofits that wish to apply.
 - a. Your nonprofit has never participated in the *G!G* before, or
 - b. Your nonprofit did not participate in 2018 (even if it participated in previous years), or
 - c. Your nonprofit participated in 2018, but a new person will be in charge of the project this year.

2. Provide the name of the person(s) who attended:

3. NPO must be a 501(c)3 in good standing serving for at least two years at time of application. If the NPO has served Napa and another county, a significant portion of the beneficiaries or the work of the nonprofit must be located in Napa County. Monies earned through the *Give!Guide* must stay in Napa County.
 Yes, I confirm that we are a registered and active NPO that has been serving Napa County for two years or more.

4. Your Tax ID Number (aka TIN, EIN, Employer Identification Number), as listed at <http://apps.irs.gov/app/eos/> _____

ORGANIZATION PROFILE

5. Formal name of your organization as listed at <http://apps.irs.gov/app/eos/>

6. Common name (if different from above). **NOTE:** this is the name under which your nonprofit organization [NPO] will be listed in the [*G!G*] _____

7. Year organization was founded _____

8. Organization's mailing address. This will be included in the catalog and website.

Street /PO Box: _____

City: _____ Zip: _____

Phone number: _____

Email: _____

Website : _____

9. Director's name: _____

Director's email address: _____

Director's phone number: _____

10. Please provide the following information for the persons designated as your primary and secondary contacts for the *G!G*. These are the persons who will actually coordinate your *Give!Guide* campaign.

Primary *G!G* contact: _____

Email: _____

Phone number: _____

Secondary *G!G* contact: _____

Email: _____

Phone number: _____

11. Of the categories listed, which best describes the focus of your nonprofit?

Select only one:

- Animals
- Arts and Culture
- Community
- Education
- Environment
- Health & Wellness
- Youth & Seniors

12. What is the mission statement of your organization?

13. Members of the Board (Identify the Chair). You may attach a list if available. [Upload list here.](#)

14. Provide the links to your social media connections (as applicable):

- a. Website: _____ (if different from above)
- b. Facebook: _____ # of followers: _____
- c. Twitter: _____ # of fans: _____
- d. Instagram: _____ # of followers: _____
- e. Other: _____

15. When you send out a group mailing or email, to how many people does it go? _____

16. Do you have any paid staff? Yes ____ No ____ If so, how many full-time? ____ Part-time? ____

17. Did you use volunteers in 2018? Yes ____ No ____ If so, approximately how many individuals? ____

What were your average monthly volunteer hours in 2018? _____

Briefly describe the types of activities in which your volunteers participate:

18. What is your budget for the current fiscal year (check one):

- \$0 - 150,000
- \$150,001 – 750,000
- \$750,001 – above

19. Of your current budget, what percentage comes from donations? (i.e. not grants or other funding.)

Donations _____%

SCORED CRITERIA (55 Total Points)

20. Each NPO is featured in the *G/G* catalog with a photo, contact info and a description of 50-words or fewer called “What We Do”. Motivate donors from the very first phrase. Typically, that’s not with stats, but with the importance of your service to the community. Explain what you do: how you serve the community, what’s unique about your NPO, perhaps excerpts from your mission statement, etc. Donor appeals to the heart tend to be more successful than appeals to the head.

On the website, you’ll have a second page and 100 more words to further describe your mission, but prospective donors won’t even go there if your first 50 words don’t engage them.

With the exception of minor copyediting, this description will be the primary feature of your NPO’s profile in the *G/G* and on the website so be concise. Sentence fragments are fine. Refer to previous *G/Gs* for examples. **(50 word limit - 10 points.)**

TIP: *Since your NPO’s name is right there, no need to use valuable words by repeating unless you think it’s critical.*

21. The *G/G* website homepage includes a “LEARN MORE” link at the end of your 50-word description. Potential donors simply click the link to reach a second page with additional information about your nonprofit. Use this section to provide up to an additional 100 words to further describe your organization’s good work. You need not repeat the 50 words from the home page. (100 word limit - 5 points)

TIP: *Your NPO name and contact information will already be listed on the page so don’t use this valuable space by repeating it.*

22. One feature in the *G/G* catalog is “What \$10 Buys/What \$50 Buys.” CanDo’s goal is to help donors recognize that donations of all sizes have positive impacts.

Please give 1-2 specific examples to illustrate the power of \$10 and \$50 donations. Especially helpful are examples of tangible items donors can picture (e.g. \$10 buys 5 10-packs of pencils for a teacher; \$10 buys enough food for Beth to feed her goat twice a day for 12 days; \$50 feeds a family of three for a week; \$50 provides diapers and/or formula to a family struggling to make ends meet, etc.) (5 points)

- a. How does a donation of \$10 further your mission? (20 word limit)

- b. How does a donation of \$50 further your mission? (20 word limit)

23. A testimonial is an important component of your NPO's profile in both the catalog and website. This quote demonstrates a speaker's first-hand experience with your nonprofit and should be a voice that inspires. Provide a brief testimonial from a client, volunteer, staff or board member, anyone who knows the excellent work done by your organization.

Include the speaker's name (either first and last, or first and last initial). If desired, you may include a very brief identifier (e.g. volunteer). (35 word limit – 5 points)

TIP: Name and/or identifier do NOT count as part of the word limit for the testimonial.

24. One primary goal of the G!G is to encourage first time and younger adult donors (35 and under) because data shows that once a person donates, s/he tends to become a lifelong donor. We want to expand that donor base for the future.

Describe a couple of specific strategies that your NPO will implement to expand this pool of first time/young donors, including but *not limited to* social media. Quantify where possible (e.g. # of events, # of attendees, # of church bulletins, # of announcements at concerts). (100 word limit – 10 points)

25. Each nonprofit promotes itself during the G!G campaign, but you're also strongly urged to support the G!G as a whole. This benefits all participating NPOs by inspiring an ever-larger community of givers. Remember, on average, G!G donors give to three different NPOs when donating.

What will your NPO do to promote the G!G as a whole and the concept of working together to build stronger communities in Napa County? Please describe in detail. Quantify where possible. This should not be solely limited to posting on social media. Be creative. (100 word limit – 10 points)

26. Business partnerships are strategic alliances between nonprofits and (typically) local businesses which can stretch and strengthen the reach of your organization. In the 2018 *G!G*, business partner matches contributed \$33,800 to the total amount donated. (5 points).

a. Do you have a business partner(s) willing to match a donation amount to your NPO through the *Give!Guide*? Yes _____ No _____ Describe:

b. Do you have a business partner(s) willing to assist your organization with its *G!G* efforts by providing donors with items such as coupons or incentive gifts, or by offering specific publicity and marketing perks?

Yes _____ No _____ Describe:

c. If you don't have a Business Partner yet, briefly outline your plan to secure one. Remember: asking an existing business partner or donor to act as your *G!G* partner offers a great opportunity to strengthen your connection with them.

27. On the *G!G* website, each NPO's second page features a section called OTHER WAYS TO HELP. In addition to financial contributions, what are a few other ways supporters might help your NPO? These might include wish list items, volunteer opportunities, social media support, etc. Provide these Other Ways to Help in a brief, bulleted list. (100 word limit – 5 points)

TIP: *Your contact info is already featured on this page so you don't need to use precious words to tell folks how to reach you.*

28. What else would you like us to know about your NPO to help us better understand the contributions your organization makes to the communities of the Napa Valley? (50 word limit)
