



## **YMCA of Austin | Amplify Austin 2020**

### **Frequently Asked Questions**

#### **What is Amplify Austin?**

Amplify Austin Day is our community's annual day of online giving. The 24-hour period provides an easy and fun way for our entire community to give together. Over the past seven years, Amplify Austin Day has raised over \$57M for over 750 local nonprofit organizations.

Anyone can make a donation, set up monthly recurring gifts, or fundraise for a cause they are passionate about at any time. The AmplifyATX.org site is the leading resource for companies, newcomers, and families when they are looking to connect to giving in Central Texas.

#### **When and where are donations accepted for Amplify Austin?**

While Amplify Austin Day is from March 5-6 (6pm-6pm), early giving towards Amplify Austin begins on January 21, 2020! That means all donations from January 21<sup>st</sup> through March 6<sup>th</sup> count towards our Amplify Austin goals and matching by St. David's Foundation. Donations must be made on AmplifyATX.org; our page link is: [www.amplifyatx.org/organizations/ymca-of-austin](http://www.amplifyatx.org/organizations/ymca-of-austin)

#### **Who created Amplify Austin?**

I Live Here I Give Here created this initiative in 2013. I Live Here I Give Here is a nonprofit organization on a mission to make Austin the most generous community in the nation.

#### **Why does the Y participate? What are the benefits of participating?**

The Y benefits from participating in Amplify Austin Day in several ways:

- 1) Amplify is an excellent way to engage our community, our fundraisers, and our donors. Community involvement is important to our mission, and the media buzz surrounding Amplify is a fun opportunity to reach new audiences while uniting our donors and fundraisers around exciting goals.
- 2) By participating, the YMCA of Austin gains visibility as one of the leading charitable organizations in the city. Raising awareness and educating the community about our work and our status as a non-profit organization is as important as the funds raised, and will strengthen our fundraising efforts in the long run.
- 3) As a partner of St. David's Foundation, all donations raised by the YMCA of Austin on AmplifyATX.org between January 21-March 6 at 6pm will be matched by St. David's Foundation at a certain percentage, which has typically ranged between 20-25%. This means that a \$100 donation made on this day has the potential to be a \$125 donation!



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#### **How does Amplify Austin fit in with the Y's Annual Giving Campaign?**

All funds raised through Amplify Austin go toward our Annual Giving Campaign goals and allow us to support more members of our community with financial assistance. As you are engaging your donors by sharing your Y story and connecting them with the causes they care about, keep in mind that Amplify Austin is a prominent community event that gives us a chance to expand our reach by sharing our mission and educating people about the important work we do.

**With fund matching from St. David's Foundation, Amplify Austin is hands-down the most effective way your donors can support the Annual Giving Campaign!**

#### **Is the YMCA of Austin a St. David's Foundation partner?**

Yes! We are thrilled to once again be a St. David's Foundation partner.

#### **Isn't there a service charge on Amplify Austin gifts?**

Yes – however with matching funds, the I Live Here I Give Here Amplify Fund, opportunities for donors to underwrite the fees, and marketing opportunities, Amplify Austin is still one of the most effective ways to give! Here's how it works: I Live Here I Give Here works hard to ensure that AmplifyATX.Org is a cost-effective and successful fundraising platform. While transactions scheduled for and made for Amplify Austin Day incur a platform fee and credit card processing fee, the final effective fee is based on how many donors choose to underwrite the fees and the overall contributions to the I Live Here I Give Here Amplify Fund. I Live Here I Give Here works hard to ensure that AmplifyATX.Org is a cost-effective and successful fundraising platform.

The final effective fee for Amplify Austin Day 2019 was approximately 3%, including the platform and credit card processing fees. Transactions made on AmplifyATX.org outside of Amplify Austin Day will incur a platform fee of 6%.

### **EARLY GIVING**

#### **How does early giving work?**

Early giving is a convenient way for donors to participate in Amplify Austin who may be too busy or otherwise unable to donate on March 5<sup>th</sup>. The early giving period provides an ample amount of time for donors to give without feeling rushed.

#### **What are the benefits of early giving?**

The organization with the highest number of early giving contributions will win a *grand prize of \$5000!* This is a great reason to make your gift during the early giving period!



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#### **If I give during early giving, will my gift be processed right away?**

Yes. Early gifts are processed right away (no prescheduling), and will reflect on our goal thermometer and Leaderboard total after midnight on March 6, 2020.

#### **Where will my receipt be sent?**

I Live Here I Give Here sends an automatic confirmation of the donation and a tax receipt via email once a donor gives.

### **EVENTS AND PRIZES**

#### **Will the Y be coordinating any events for Amplify Austin?**

Yes! The YMCA of Austin will be hosting a Watch Party from *6:00pm-8:00pm on March 5<sup>th</sup>*. Come join us to celebrate our hard work as fundraisers and watch the donations come in!

#### **Where can I learn about other Amplify Austin events hosted by I Live Here I Give Here?**

Information on other Amplify Austin events hosted by ILHIGH can be found on [their website](#).

#### **Can the Y win a grand prize and hourly prize?**

Yes, organizations may qualify for one grand prize and one hourly prize.

#### **What prizes can I help the Y win?**

This year, the Y is coordinating our fundraising efforts toward an ambitious goal of winning two prizes, and we need your help to get there!

- **Grand Prize (\$5,000) – Most dollars raised during early giving:** Help us win a grand prize of \$5,000 by making your donation early! The organization with the most dollars raised during early giving (January 21<sup>st</sup> through March 5<sup>th</sup> at midnight) will be awarded an amazing \$5,000!
- **Hourly prize (\$1,000) – Most dollars raised from 7-8pm on March 5<sup>th</sup>:** Stretch your contribution even further with a gift during the power hour of 7-8pm on March 5<sup>th</sup>! If we raise the most dollars of any organization during this hour, we will win \$1,000 to help more children and families access Y membership and programs!



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### **FUNDRAISING PAGES**

#### **Where do I go to donate or fundraise for the YMCA of Austin during Amplify Austin?**

Visit our Amplify Austin page at: [www.amplifyatx.org/organizations/ymca-of-austin](http://www.amplifyatx.org/organizations/ymca-of-austin)

#### **How do I support my branch specifically during Amplify Austin?**

The Amplify Austin website makes it easy to support your branch! You can give directly through your branch's Amplify page (listed below), or set up your own personal Amplify page to raise funds for your branch.

<b>Branch</b>	<b>Link</b>
Bastrop	<a href="https://www.amplifyatx.org/p2p/117588/bastrop-ymca">https://www.amplifyatx.org/p2p/117588/bastrop-ymca</a>
Camp Moody	<a href="https://www.amplifyatx.org/p2p/117583/ymca-camp-moody">https://www.amplifyatx.org/p2p/117583/ymca-camp-moody</a>
East Communities	<a href="https://www.amplifyatx.org/p2p/117572/ymca-of-austin-east-communities">https://www.amplifyatx.org/p2p/117572/ymca-of-austin-east-communities</a>
Extend-A-Care YMCA	<a href="https://www.amplifyatx.org/p2p/117614/extend-a-care-ymca">https://www.amplifyatx.org/p2p/117614/extend-a-care-ymca</a>
Hays Communities	<a href="https://www.amplifyatx.org/p2p/117587/ymca-of-austin-hays-communities">https://www.amplifyatx.org/p2p/117587/ymca-of-austin-hays-communities</a>
Metro Association	<a href="https://www.amplifyatx.org/p2p/117570/ymca-of-austin-metro-association">https://www.amplifyatx.org/p2p/117570/ymca-of-austin-metro-association</a>
North Austin	<a href="https://www.amplifyatx.org/p2p/117590/ymca-of-austin-north-austin">https://www.amplifyatx.org/p2p/117590/ymca-of-austin-north-austin</a>
Northwest	<a href="https://www.amplifyatx.org/p2p/117593/ymca-of-austin-northwest-family">https://www.amplifyatx.org/p2p/117593/ymca-of-austin-northwest-family</a>
Southwest	<a href="https://www.amplifyatx.org/p2p/117592/ymca-of-austin-southwest-family">https://www.amplifyatx.org/p2p/117592/ymca-of-austin-southwest-family</a>
Springs Family	<a href="https://www.amplifyatx.org/p2p/117589/ymca-of-austin-springs-family">https://www.amplifyatx.org/p2p/117589/ymca-of-austin-springs-family</a>
TownLake	<a href="https://www.amplifyatx.org/p2p/117599/ymca-of-austin-townlake">https://www.amplifyatx.org/p2p/117599/ymca-of-austin-townlake</a>

#### **What are the benefits of fundraising for the Y?**

Through the Amplify website, you can show support for the Y with a personal fundraising page, and track donations in real time! You can modify your personal page with your Y story, and you can specify that donations will be raised to your home branch. Simply note this on your page's story. If you have any questions about this, please contact Sharon Sparlin at [Sharon.Sparlin@austinyymca.org](mailto:Sharon.Sparlin@austinyymca.org)

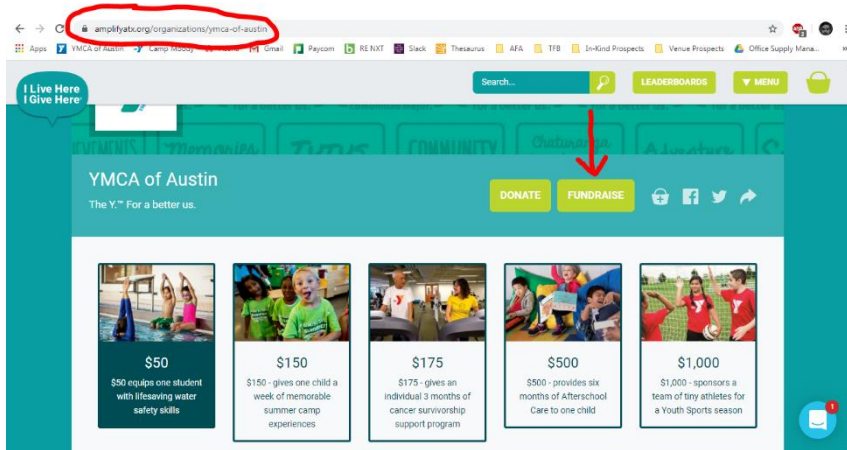
#### **How do I set up a fundraising page?**

Setting up your personal fundraiser page is easy – it takes less than 5 minutes! To start, visit the Y's Amplify Austin page, [here](#). Then click "Fundraise" towards the top of our AmplifyATX.org page. Below are some screenshots to guide you through the process:



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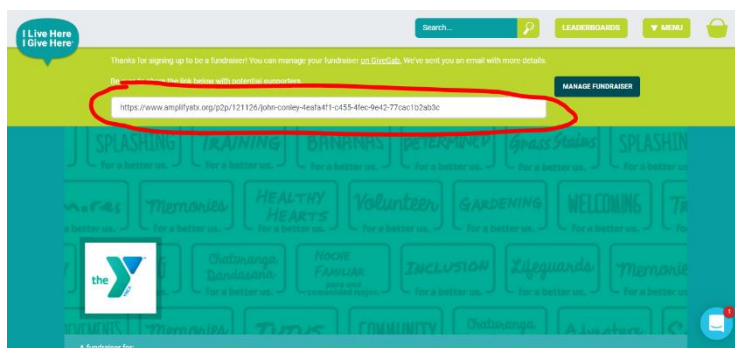


To begin, start at the YMCA of Austin’s profile on the Amplify ATX website, and click the button that says FUNDRAISE.

Fill out the sign-up form with your name, email, and a password.

You will find your participant center, where you can add a photo, set a fundraising goal and share more about your Y story.

In the meantime, default information – including a \$500 goal and basic information about the Y – will be included in your profile.



You’re done! At the top of your personal fundraising page and in the right-hand column, you are provided a link to your page that you can share with potential donors.

### GET SOCIAL!

You can help the Y generate buzz for Amplify Austin by tagging us in your online posts: **Twitter:** @AustinYMCA **Facebook:** www.facebook.com/AustinYMCA/  
**Instagram:** @austinyymca

**Use the official hashtags:** #ILiveHereIGiveHere #AmplifytheY #ForABetterUs