



**FOR IMMEDIATE RELEASE**

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## **Nonprofits Invited to Register for KY Gives Day 2016**

*Kentucky nonprofits encouraged to register in the state's fourth annual day of online giving being held on Tuesday, May 24, 2016*

LEXINGTON – Kentucky Nonprofit Network, the state’s association of nonprofits, is pleased to announce the return of KY Gives Day, a 24-hour statewide online giving event designed to increase philanthropy in Kentucky. The fourth annual event benefits participating nonprofits across the state as Kentuckians near and far come together for a day of giving.

All nonprofit organizations with 501(c)(3) designation in Kentucky are invited to participate. Nonprofits interested in boosting or launching their online fundraising efforts with KY Gives Day are encouraged to register at [www.kygives.org](http://www.kygives.org), said Danielle Clore, executive director of Kentucky Nonprofit Network – the event’s host. “Thanks to generous Kentuckians, the hard work of Kentucky’s nonprofits and support of our sponsors, KY Gives has raised over \$930,000 in its first three years,” Clore said. “Online giving is an important fundraising tool for nonprofits - affordable, efficient and growing. We look forward to continuing our momentum into 2016 and breaking the \$1 million mark!” Clore added.

The deadline for charities to sign up to participate is Tuesday, May 10; however resources are being provided to charities now. “We encourage nonprofits interested in participating to connect with us as soon as possible to make the most of the resources Kentucky Nonprofit Network is providing to help them be successful on Kentucky Gives Day,” said Clore.

Registration is free for members of Kentucky Nonprofit Network. Charities who are not yet members of the association can join at the time of registration or pay a one-time registration fee.

Kentucky Gives begins at midnight EST on May 24 and continues until 11:59pm EST. Kentuckians will go online to [kygives.org](http://kygives.org), connect with causes they care about and make tax-deductible donations to support the important work of Kentucky charities. Supporters will search for participating nonprofits and simply click to safely and securely donate. Many charities will have matching gift incentives and with support of event sponsors, prizes are awarded by Kentucky Nonprofit Network throughout the day to help nonprofits provide an incentive for donors to keep giving.

Anthem Medicaid, Anthem Blue Cross and Blue Shield in Kentucky and Keeneland are sponsors of the 2016 event.

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About the Kentucky Nonprofit Network:

Kentucky Nonprofit Network is the state association of nonprofits, existing to strengthen and advance Kentucky's nonprofit community. The association serves as a resource for nonprofit leaders, board members and other volunteers, an information center on effective nonprofit organizational practices, and an advocate for the nonprofit sector. For more information about the Kentucky Nonprofit Network, visit <http://www.kynonprofits.org>.