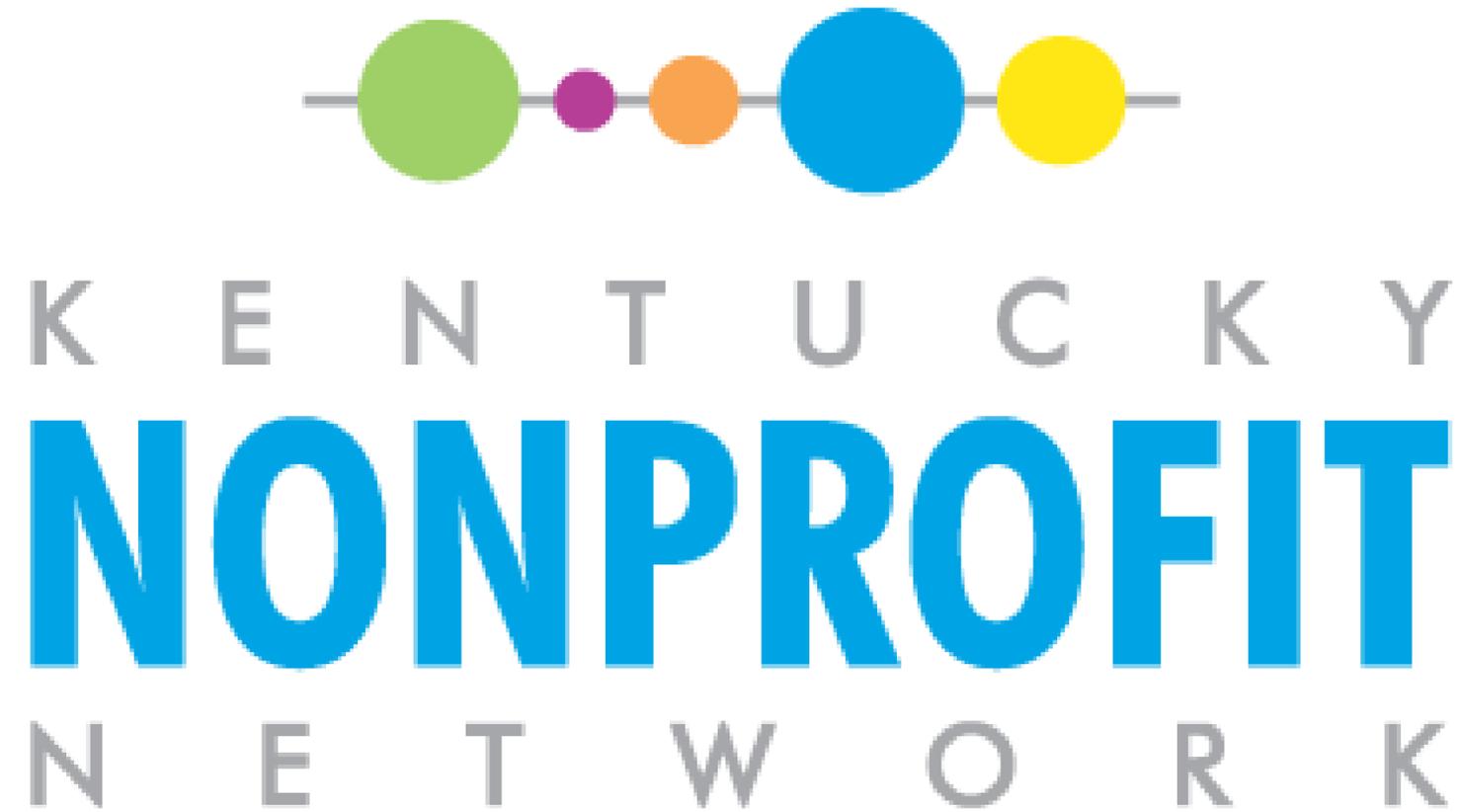


Getting Ready for

#KYGives26



KY Gives Day Host



2026 Sponsors

Sponsored by



FIDELITY Charitable®

CATALYST FUND

2026 Sponsors

Media Partners



Regional Partner

Regional Partner



Our Technology Partner: GiveGab / Bonterra

-  **GiveGab / Bonterra** — same platform
-  Your one-stop shop to **register, build profiles, and process gifts**
-  Dedicated support team available via **email and chat** (real people!)
-  Extensive online help center — **searchable 24/7**



Contact: customersuccess@givegab.com



Tip: Look for the question mark in the bottom right corner of kygives.org to chat for instant help!

What is KY Gives Day?

A statewide 24-hour online giving event bringing Kentuckians together to support local nonprofits.

Our Goal

Raise as much money as possible in 24 hours to empower Kentucky charities.

 *Note: While the site is open May 1-13, prizes and leaderboard placement rely solely on ONLINE gifts made on **May 12**.*



24 Hours of Giving

On **May 12**, from 12:00 a.m. to 11:59 p.m. ET, the entire state unites for a day of generosity.



Easy Online Donations

Supporters simply go online, search for participating nonprofits, and make secure tax-deductible donations.



Connect with Causes

It's an opportunity for donors near and far to discover and connect with the causes they care about most.

Look What We Accomplished Together in 2025!



\$896K+

Raised



3,900+

Donors



277

Organizations
Raising Funds

Could 2026 be the year we hit \$1 million? 🎯

Mark Your Calendars

Key dates leading up to the big event

May
01

Donation Site Opens

Early giving begins

May
12

KY Gives Day

12:00 a.m. – 11:59 p.m. ET

Official Giving Day & Prize/Leaderboard
Eligibility

May
13

Site Closes

11:59 p.m. ET

Last chance for donations before the
portal closes.

www.kygives.org 

[#KYGives26](https://twitter.com/KYGives26)

How KY Gives Day Works — For Donors



Search & Browse

Visit kygives.org and search by organization name or cause category to find nonprofits.



Gift Basket

Add multiple organizations to your "gift basket" and complete all donations in one transaction.



Instant Receipt

Receive an automatic tax-deductible receipt via email immediately after donating.



Live Chat Support

Donors can get help directly within the donation form via the blue chat bubble.



Donation Minimums

\$5 via credit/debit card • \$100 via ACH/bank transfer

Donation Fees Explained

\$5 Minimum



Credit / Debit Card

Platform Fee	3.5%
Processing	2.5% + \$0.30 per transaction

Total per Transaction
6% + \$0.30

\$100 Minimum



ACH / Bank Transfer

Platform Fee	3.5%
Bank Fee (Flat)	\$3.00 per transaction

Total per Transaction
3.5% + \$3.00

- ✓ Encourage **major donors** to use ACH/Bank Transfer to significantly reduce fees on large gifts.

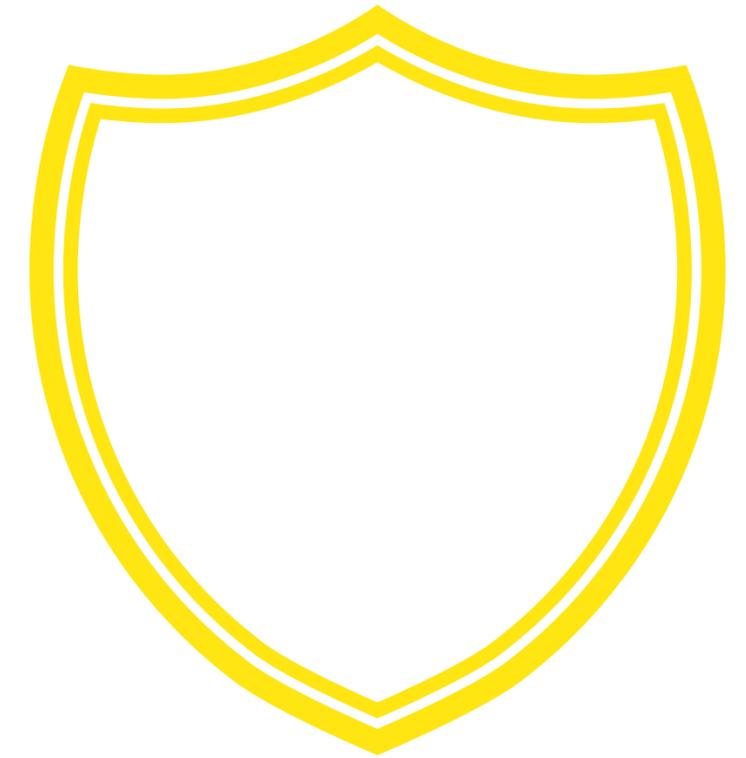
- ✓ Donors have the option to **cover fees** at checkout so 100% of their intended gift goes to your mission. **Last year, 88% of donations had fees covered.**

NEW

Donors can now make a gift through their **Donor Advised Funds (DAF)** at checkout.

Security & Payment Processing

- 🔒 GiveGab/Bonterra partners with **Stripe — a PCI Level 1 payment processor** (the highest level of compliance available)
- 👤 **Donor payment information is never stored** in the system — securely passed directly to Stripe
- 🏛️ Funds deposited directly to your bank account within **5–7 business days**
- ☀️ All participating organizations are verified as IRS and state-recognized nonprofits



⚠️ **Note:** Financial regulators may require additional verification steps — watch for emails from our process manager and check your spam folder!

Donor Support — Day Of

-  **Live chat support** available inside the donation form via the blue chat bubble
-  **Immediate email receipt** sent automatically after donation completion
-  Clear **fee explanation** at checkout; donors can choose to cover fees
-  Comprehensive **help center articles** available 24/7



Pro Tip:

If donors have trouble, encourage them to use the **chat first** — platform support can resolve most issues in real time!

How KY Gives Day Works — For Nonprofits

1



Register & Build

Register your organization and complete your profile at kygives.org.

2



Campaign

Run your own campaign: email supporters, post on social media, engage your board.

3



Share Your Link

Share your direct giving page link widely to drive traffic to your profile.

4



Track Real-Time

Access live reporting on donations and donor data throughout the giving day.

5



Receive Funds

Gifts processed securely by Stripe; funds deposited in 5-7 business days.

 **Tip:** The more you share your direct link, the more donations you'll receive. KNN markets statewide, but your direct outreach is key!

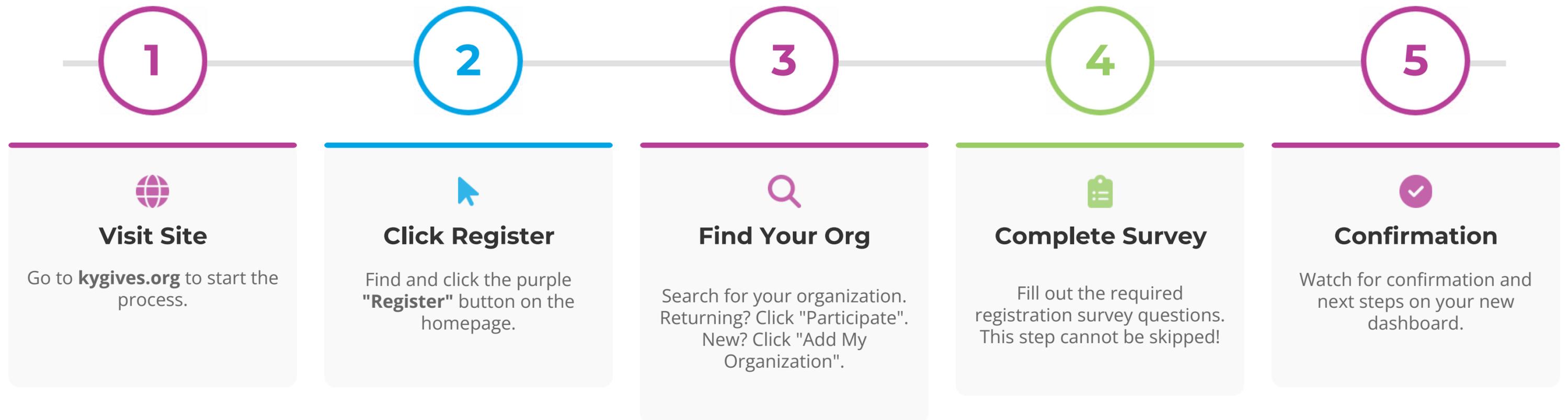
Eligibility Requirements

-  Be a **501(c)(3) nonprofit operating in Kentucky**
-  Be registered with the **Kentucky Attorney General's Office** to solicit funds (annual requirement)
-  Have a **valid checking account** to receive ACH/bank deposits directly
-  Have a **current KNN membership** (or pay a \$350 event registration fee)
-  Complete **registration and profile setup** on kygives.org

Benefits of Participating

-  Capitalize on **statewide momentum** and KNN's extensive marketing campaign
-  Reach **new audiences collectively** that you couldn't reach alone
-  **Re-engage and strengthen relationships** with existing supporters
-  Learn and utilize **new digital fundraising tools** and strategies
-  **Prize and match incentives** motivate giving — donors' dollars go further
-  Engage volunteers in a new way — through **marketing or peer-to-peer fundraising**
-  Leverage the giving day to **reach other internal goals**
-  **Raise general awareness** of your organization

How to Register



KY Attorney General Registration - Required

-  All organizations soliciting funds in KY **must be registered** with the KY Attorney General (annual requirement)
-  You must submit your **updated 990 each year** to remain on the public list
-  This protects donors and ensures all organizations are **legitimate and tax-deductible**
-  This is **NOT the same** as registration with the Secretary of State
-  This is not just a KY Gives Day requirement - **it's the law.**

 **Critical:** You must appear on the active list by April 20, 2026 to participate.

KY AG List - What You Need To Do

1



Visit List

Go to the KY Attorney General's charitable organizations list (link in FAQ).

2



Find Name

Search for your organization. The list is updated every Monday.

3



Screenshot

Take a clear screenshot showing your organization's name on the active list.

4



Upload

Upload the screenshot as a PDF with your KY Gives Day registration (or email later).

5



Missing?

If not listed, re-send your documents to the AG's office immediately.

KY AG List - Screenshot

7343	Kentucky Malt Beverage Council, Inc.		\$0.00	\$101,316.00	2024	305 Ann Street, Suite 201		Frankfort	KY	40601
5105	Kentucky Mansions Preservation Foundation, Inc.	Mary Todd Lincoln House	\$73,996.00	\$456,343.00	2024	578 West Main Street	PO Box 132	Lexington	KY	40504
7513	Kentucky Medical Logistics, Inc	King's Daughters Medical Trans	\$0.00	\$4,560,384.00	2023	425 22nd St		Ashland	KY	40014
1526	Kentucky Mining Institute		\$34,100.00	\$175,243.00	2024	812 University Circle		Madisonville	KY	42431
16289	Kentucky Minuteman Relief Fund, Inc.		\$0.00	\$0.00	2023	514 Collins Rd.		Jamestown	KY	42629
6913	Kentucky Mountain Health Alliance		\$3,239,410.00	\$37,273,287.00	2024	279 East Main Street	PO Box 816 41072	Hazard	KY	41701
3081	Kentucky Mountain Housing Development Corp., Inc.		\$401,488.00	\$1,214,946.00	2024	PO Box 729		Manchester	KY	40962
18088	Kentucky Mountain Laurel Foundation Inc.		\$15,850.00	\$51,662.00	2024	715 Worchester Avenue		Middlesboro	KY	40965
1218	Kentucky Natural Lands Trust, Inc.		\$7,599,019.00	\$8,089,123.00	2024	433 Chestnut Street		Berea	KY	40403
4137	Kentucky Nephrology Research Trust, Inc.		\$250,000.00	\$838,251.00	2024	PO Box 910341		Lexington	KY	40591
9067	Kentucky Nonprofit Network, Inc.		\$178,107.00	\$763,144.00	2024	PO Box 24362		Lexington	KY	40524
12329	Kentucky Oil & Gas Association		\$100,025.00	\$260,270.00	2024	PO BOX 58		Frankfort	KY	40602
11889	Kentucky Optometric Association		\$0.00	\$1,230,084.00	2024	PO Box 572		Frankfort	KY	40602
11888	Kentucky Optometric Foundation		\$46,391.00	\$60,817.00	2024	PO Box 572		Frankfort	KY	40602

Page 76 of 160

Current Non-Profit Entities Filing IRS Tax Form 990 with the Attorney General

Updated: 3/2/2026

ID	Name	DBA	Contributions	Revenue	Yr Last Filed	Address 1	Address 2	City	State	Zip
3714	Kentucky Partnership for Families and Children, Inc.		\$1,097,482.00	\$1,231,411.00	2023	600 Teton Trail		Frankfort	KY	40601
6454	Kentucky Pediatric Society Foundation		\$19,977.00	\$19,997.00	2023	420 Capitol Avenue		Frankfort	KY	40601
15365	Kentucky Perinatal Association, Inc.		\$152,006.00	\$168,914.00	2024	PO BOX 577		Shelbyville	KY	40066
10698	Kentucky Pest Control Educational Fund, Inc.		\$18,000.00	\$120,173.00	2023	712 Providence Road		Lexington	KY	40502
7546	Kentucky Pharmacists Association, Inc.		\$133,234.00	\$873,800.00	2024	96 C. Michael Davenport Drive		Frankfort	KY	40601
7472	Kentucky Pharmacy Education & Research Foundation, Inc.		\$7,497,276.00	\$8,274,535.00	2024	96 C Michael Davenport Drive		Frankfort	KY	40601
1657	Kentucky Physicians Health Foundation, Inc.		\$58,500.00	\$740,283.00	2023	6002 Brownsboro Park Blvd		Louisville	KY	40207
7289	Kentucky Press Association		\$243,510.00	\$291,576.00	2024	101 Consumer Lane		Frankfort	KY	40601
7753	Kentucky Propane Gas Association Inc.		\$0.00	\$129,563.00	2024	340 Democrat Dr.		Frankfort	KY	40601
11910	Kentucky Psychiatric Medical Assoc.		\$37,396.00	\$112,569.00	2024	PO Box 7246		Louisville	KY	40257

KY AG List — Don't Miss the Deadline



Deadline:

Monday, April 20, 2026

You must appear on the Kentucky Attorney General's charitable organizations list by this date to participate.



Annual Requirement

This is an annual requirement. Even if you were listed last year, you must verify your status again.



Check Mondays

The list is updated every Monday. Check back weekly to confirm you're listed.

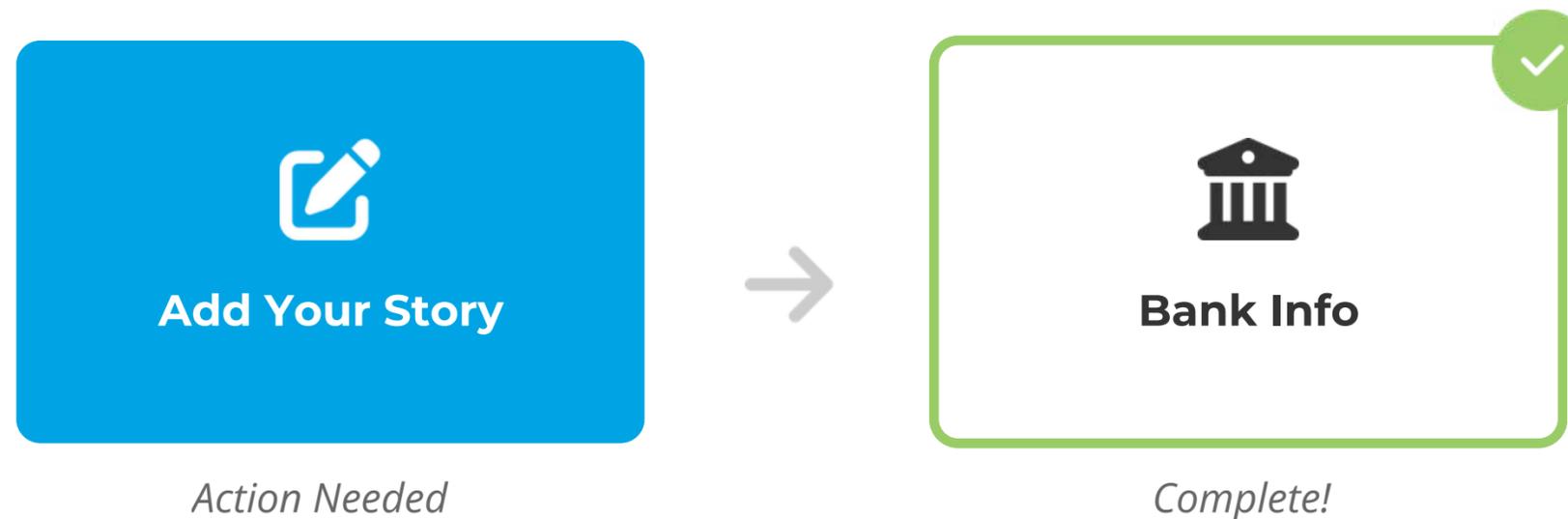


Need Help?

Visit kygives.org FAQ for links or contact Laura@kynonprofits.org at KNN for assistance.

Your Giving Day Dashboard

- 🏠 Your **home base** for managing your profile after registering
- ☰ Track progress: Blue boxes mean **incomplete**, Green checkmarks mean **complete**
- 🎯 Goal: Turn everything **green** before April 28 - donations open May 1!
- 📄 Returning organizations can **copy last year's profile** to save time



⚠️ **Reminder:** Even if copying a profile, ALWAYS verify your bank account information is still correct!

Copying your profile from previous year

The screenshot displays the GiveGab user interface. At the top left is the GiveGab logo. The top right contains navigation links for Home, Support, and a user profile for Aja. The main content area features a profile for 'Pawsitive Change Day (Support)' with a paw print icon, a photo of a dog, and statistics: \$0.00 Raised, 0 Donors, and 0 Gifts. Below this is a 'Welcome to Another Giving Day!' message and a paragraph explaining that giving day veterans can copy over content and settings from previous years. A list of past giving days is shown below, including 'Pawnee Gives (2022)', 'Pawsitive Change Day (2022)', and 'Pawnee Community Giving (2021)'. Each entry has a 'Copy This Profile' button. An orange arrow points to the 'Pawsitive Change Day (2022)' entry, and another orange arrow points to its 'Copy This Profile' button, which is highlighted with an orange border. On the right side, a 'Participation Approval Status' box shows 'Pending'.

Update Your Admins

Returning? Add/Update Your Admins!

Nickie Fredenburg (c)

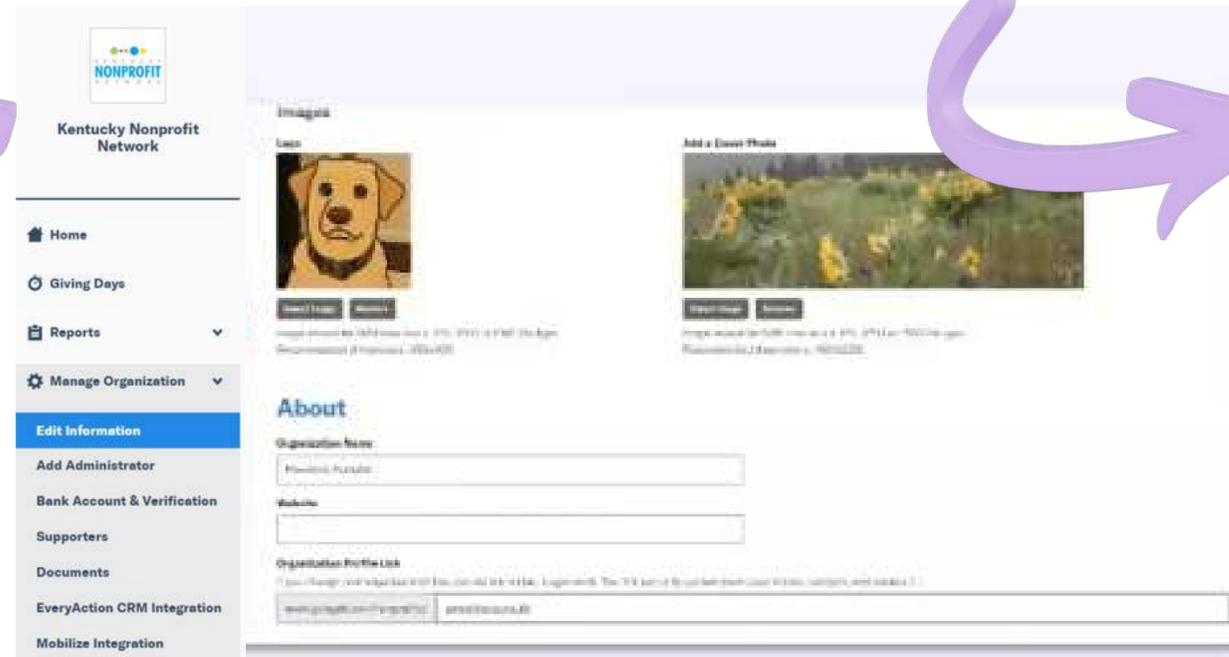
Manage your administrators in the Supporters tab, including adding, editing, removing, and customizing access levels

The screenshot displays the GiveGab dashboard for 'Big Dog Ranch'. On the left, a navigation menu includes 'Home', 'Giving Days', 'Reports', 'Manage Organization' (highlighted with a red box), 'Edit Information', 'Add Administrator', 'Bank Account & Verification', 'Supporters' (circled in green), 'Documents', and 'EveryAction CRM Integration'. The main content area is titled 'Get Set Up' and lists five tasks: 'Add Your Organization's Info', 'Add Your Story', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. The first four tasks are marked with green checkmarks. Below this, the 'Supporter Engagement' section is visible, featuring a search bar, a '26 Results per page' dropdown, and a table with columns for 'Last Name', 'First Name', 'Email', 'Deadline', 'Fundraising', and 'Full Admin Access'. An orange arrow points to the 'Full Admin Access' column header, and a red box highlights the 'Full Admin Access' icon in the first row of the table.

Last Name	First Name	Email	Deadline	Fundraising	Full Admin Access
Milner	Keane	keane.milner@givegab.com	\$0.00	\$0.00	

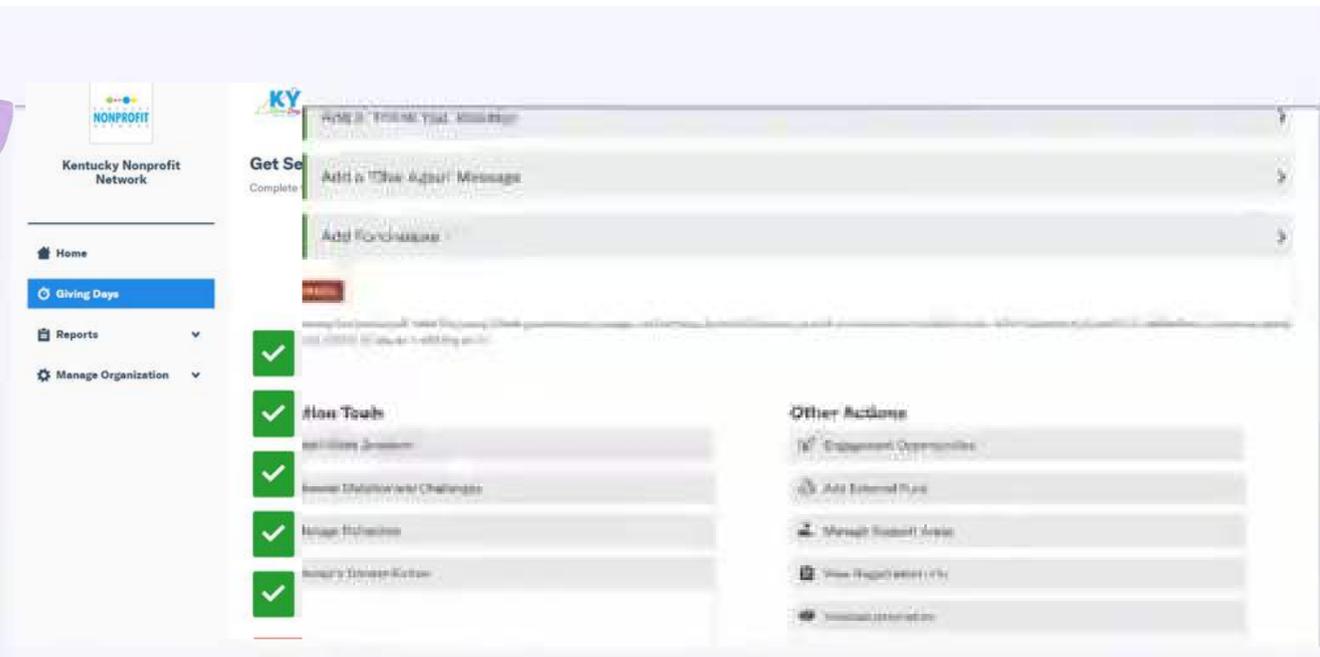
GiveGab profile VS Giving Day profile

GiveGab Profile



- Manage donors and volunteers in one place
- Run fundraising campaigns and events
- Create and manage volunteer opportunities
- Use your GiveGab page year-round to showcase your organization
- Maintain one centralized GiveGab page for your organization

Giving Day Profile



- Your Giving Day profile is used for a limited time
- Functions as a campaign or appeal page for this specific Giving Day
- Highlight a compelling, Giving Day-specific story to engage supporters
- Share your direct profile link to build excitement leading up to the big day

21

Profile Step 1: Basic Organization Info

-  Upload a **high-quality square logo** so your brand is instantly recognizable to supporters.
-  Add your **website URL** to drive traffic and provide more information about your mission.
-  Select your **top 3 causes** to improve discoverability in search results.



Donors can search kygives.org by cause category (e.g., "Animals," "Education"). This helps new donors find you even if they haven't heard of your organization yet!

Basic Information



✓ Add Your Organization's Info

Website

Logo

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

Save

Profile Step 2: Add Your Story

- 🖼️ Add a strong **cover photo** (compelling, visual, on-brand)
- 🎯 Set a clear **fundraising goal** (dollar amount) - OPTIONAL
- ✍️ Tell your **impact narrative** — WHY are you raising funds?
- “ Use **testimonials**, beneficiary quotes, or leadership notes
- 📺 Include **photos or video** to drive emotional connection

💡 *First impressions matter! This is often a new donor's first interaction with your organization.*

Add Your Story

Cover Photo

Set a Goal

Display Goal on Profile

10000.00

Tell Your Story

Furrever Friends

In 2011, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four-legged friend she had always wanted. She wasn't sure what to expect as she first went to the shelter, but her life forever changed when she met Logan. Within minutes, the eyes of the 10-year-old pup met her heart. Unlike anything she had ever seen, he wasn't a pup; he was a dog. He was a dog who had been through a lot, but when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

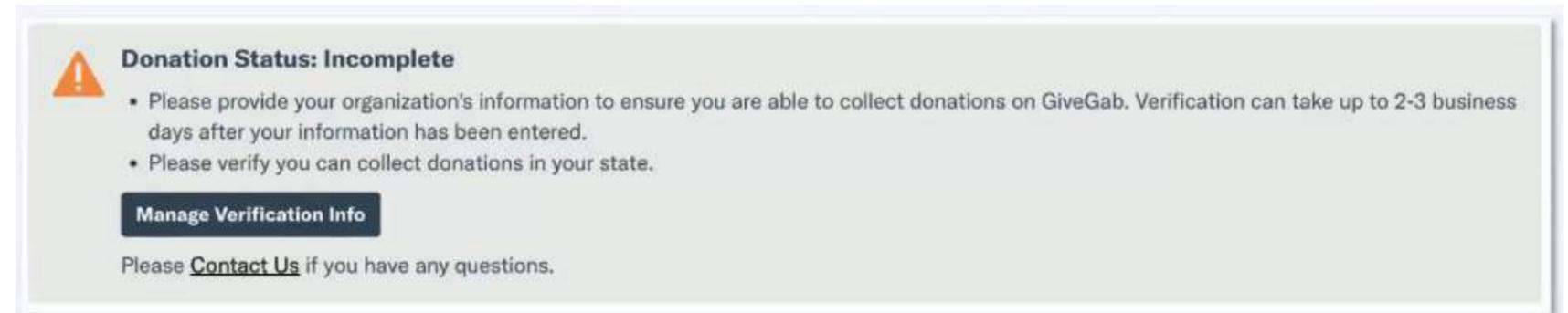
Alyssa and Logan were the perfect pair. Despite some of the health problems that come with being an older dog, he brought out the best in her and she did the same for him. With a little extra love and attention, Logan's life was made so much better. They brought Alyssa a lot of joy and she would trade "best" for any other word. Thank you to the wonderful people at KyGives.

Video URL

<https://www.youtube.com/watch?v=ucM7NvCQ4U>

Save

Profile Step 3: Get Verified to Collect Donations ⚠️



Donation Status: Incomplete

- Please provide your organization's information to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered.
- Please verify you can collect donations in your state.

[Manage Verification Info](#)

Please [Contact Us](#) if you have any questions.

- 📄 Complete **state charitable solicitation attestation** (confirm compliance)
- 🏛️ Provide legal organization info & **banking details** for direct deposits
- 👤 Designate an **organization representative** (must have admin access + bank oversight)
- 🗃️ Note: You may be asked for last 4 digits or full SSN (normal/secure)
- 🔒 All completed through the secure **Stripe portal** (PCI Level 1 compliant)

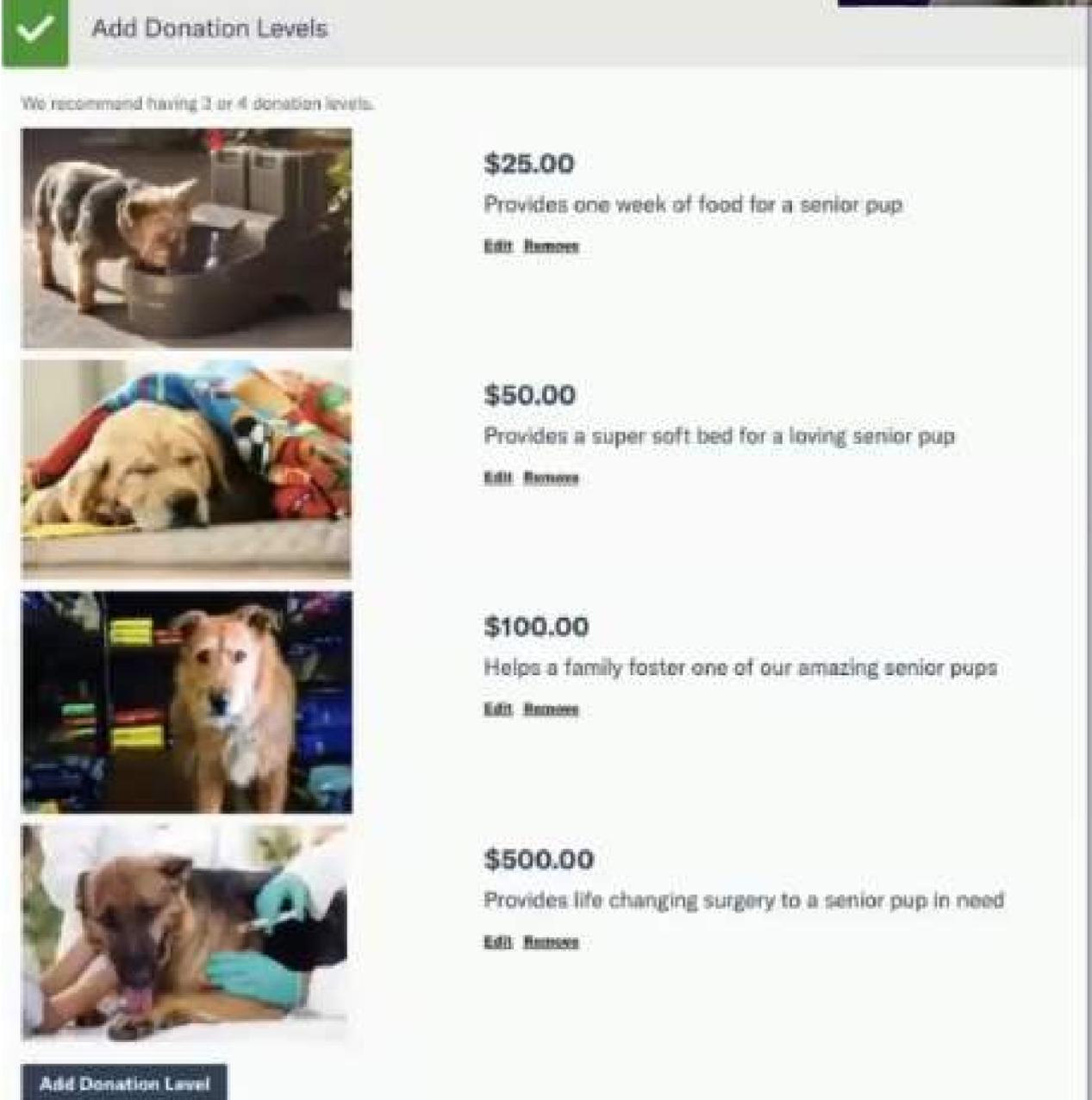
⚠️ CRITICAL TIMELINE

Verification can take **up to 7 DAYS** — start this early! Watch your email (and spam folder) for requests from our process manager.

Profile Step 4: Add Donation Levels

- Create **specific suggested amounts** tied to real program costs
- 🕒 Helps donors visualize the **concrete impact** of their gift
- ✓ Specificity builds **trust and credibility** with new donors
- 💰 Donors can always enter a **custom amount**

💡 **Tip:** Don't be afraid to use very specific numbers! They make the impact feel real and tangible.



The screenshot shows a user interface for adding donation levels. At the top, there is a green checkmark icon and the title "Add Donation Levels". Below the title, a message reads "We recommend having 3 or 4 donation levels." The interface displays four donation levels, each with a small image of a dog, a suggested amount, a description of the impact, and "Edit" and "Remove" buttons.

Image	Amount	Description	Buttons
	\$25.00	Provides one week of food for a senior pup	Edit Remove
	\$50.00	Provides a super soft bed for a loving senior pup	Edit Remove
	\$100.00	Helps a family foster one of our amazing senior pups	Edit Remove
	\$500.00	Provides life changing surgery to a senior pup in need	Edit Remove

At the bottom of the interface, there is a button labeled "Add Donation Level".

Profile Step 5: Add a Thank You Message

-  Customize the **automatic receipt email** donors receive immediately after giving.
-  This email serves as their official **tax-deductible receipt** (includes EIN and donation amount).
-  It's the **FIRST point of contact** from your organization after their gift—make it count!
-  Include a warm personal message, and add an **image or video** to reinforce your impact.

★ *Stewardship begins immediately—make donors feel appreciated the moment they click "Give"!*



On behalf of the board and staff of **Kentucky Nonprofit Network**, as well as the entire **Kentucky** nonprofit community that we serve – thank you for your donation! Your gift to KNN is an investment in our mission to provide the nonprofits serving you and your community with a unified public policy voice and access to information, resources, and education. Again, our sincere thanks! Danielle Clore, CEO

Your donation receipt from **Kentucky Nonprofit Network**

Donor:	Laura Whitaker
Date:	May 13, 2025
Organization:	Kentucky Nonprofit Network
EIN:	46-0963142
Designation:	KY Gives Day 2025
Amount:	\$47.85
Total:	\$47.85

[View Your Donations](#)

The organizations raising funds through **Kentucky Gives Day** are public charities exempt from tax under section 501(c)(3) of the Internal Revenue Service Code. You did not receive any goods or services in exchange for this contribution and your contribution is tax-deductible to the full extent allowed by law.

Profile Step 6: Peer-to-Peer Fundraisers (Optional)

-  Recruit supporters to **fundraise on YOUR behalf**—they create personal fundraising pages linked to your profile
-  All donations from their pages **roll up automatically** into your organization's total
-  **Target Recruits:** Board members, volunteers, alumni, staff, and passionate ambassadors

+\$2,512

Last year - Average amount raised MORE by orgs using Peer-to-Peer vs. those who don't

2 Prizes

Awarded by KNN to organizations with the most active Peer-to-Peer fundraisers

 **Pro Tip:** More training on peer-to-peer strategies is available on the Trainings page at kygives.org!

Strategy Deep Dive: Peer-to-Peer Fundraising

-  **Why it works:** People give to people. A personal ask from a friend is more powerful than any organizational email.
-  **How to execute:** Recruit supporters, equip them with messaging/images, and celebrate their progress.
-  **Set clear goals:** Give fundraisers a personal target (e.g., "Raise \$500" or "Get 10 donors").
-  **Rally around milestones:** Create friendly competition or collective goals to keep momentum high.

+\$3,200

Average Increase Raised on Bonterra

Compared to organizations that did not use peer-to-peer fundraising strategies.

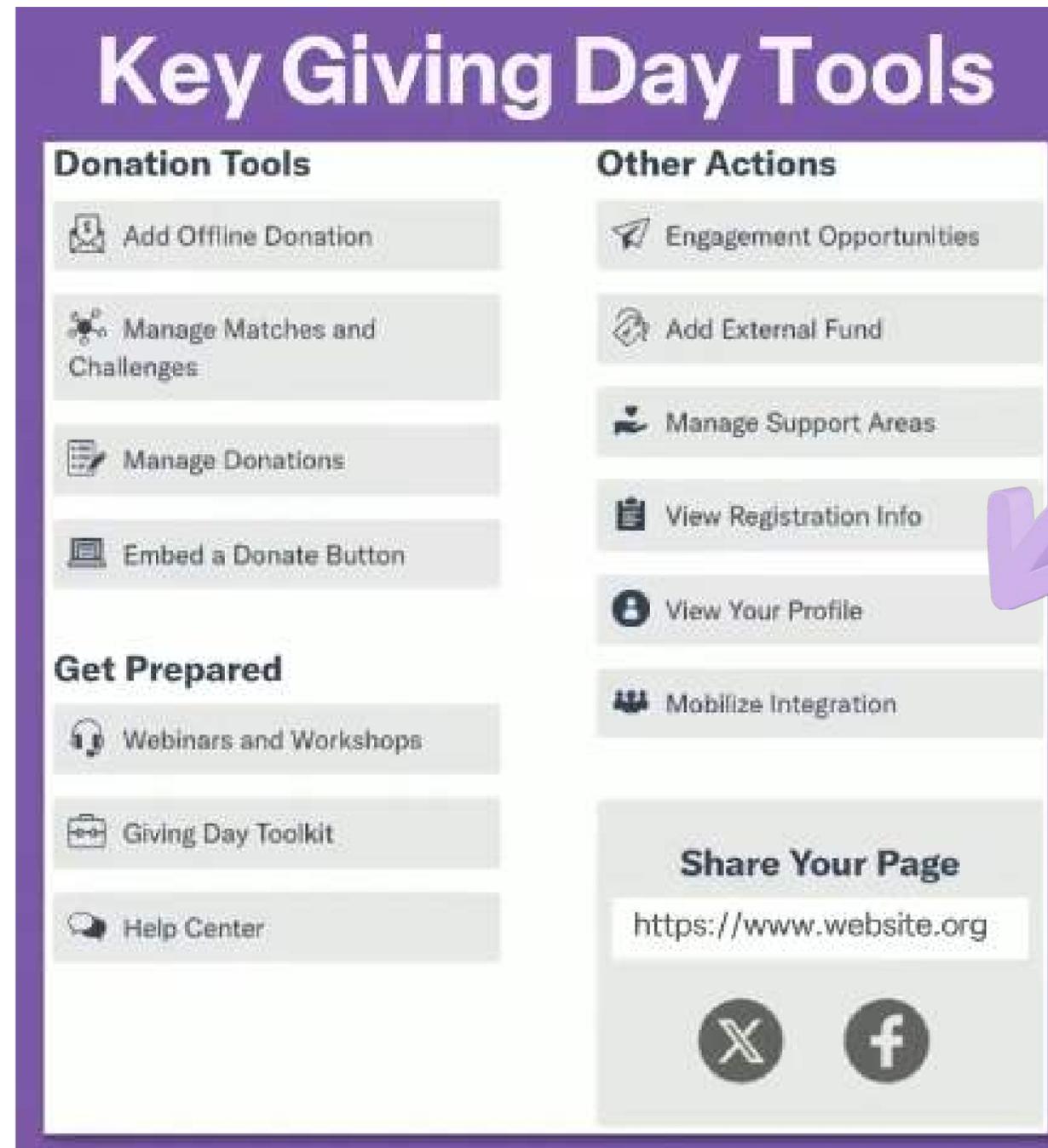
Maximizing Giving Day Impact with P2P Fundraising, Matches, and Challenges

Next live session: March 10, 1pm ET
Click "Register" to choose a training date or watch the recording

In this session, we'll discuss how you can gamify your day with matches and challenges, and other key tools that will help you make the most of the giving day.

REGISTER OR WATCH A RECORDING

Other Tools in Your Dashboard



Key Giving Day Tools

Donation Tools

- Add Offline Donation
- Manage Matches and Challenges
- Manage Donations
- Embed a Donate Button

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile**
- Mobilize Integration

Share Your Page

<https://www.website.org>

X f

A purple arrow points to the 'View Your Profile' button in the 'Other Actions' section.

Other Tools in Your Dashboard

Key Giving Day Tools

Donation Tools	Other Actions
 Add Offline Donation	 Engagement Opportunities
 Manage Matches and Challenges	 Add External Fund
 Manage Donations	 Manage Support Areas
 Embed a Donate Button	 View Registration Info
Get Prepared	 View Your Profile
 Webinars and Workshops	 Mobilize Integration
 Giving Day Toolkit	Share Your Page
 Help Center	https://www.website.org
	 



Sharing Your Profile

Maximize your reach once your profile is complete:

- ✓ Use the "**Share Your Page**" link from your dashboard
- ✓ Utilize **Quick-Share buttons** for Facebook and Twitter/X
- ✓ Copy your **direct link** to share via email, Bluesky, LinkedIn, or text
- ✓ Update your website's donate button to your **kygives.org page** (May 1–13)
- ✓ Add your link to **email signatures** and board communications

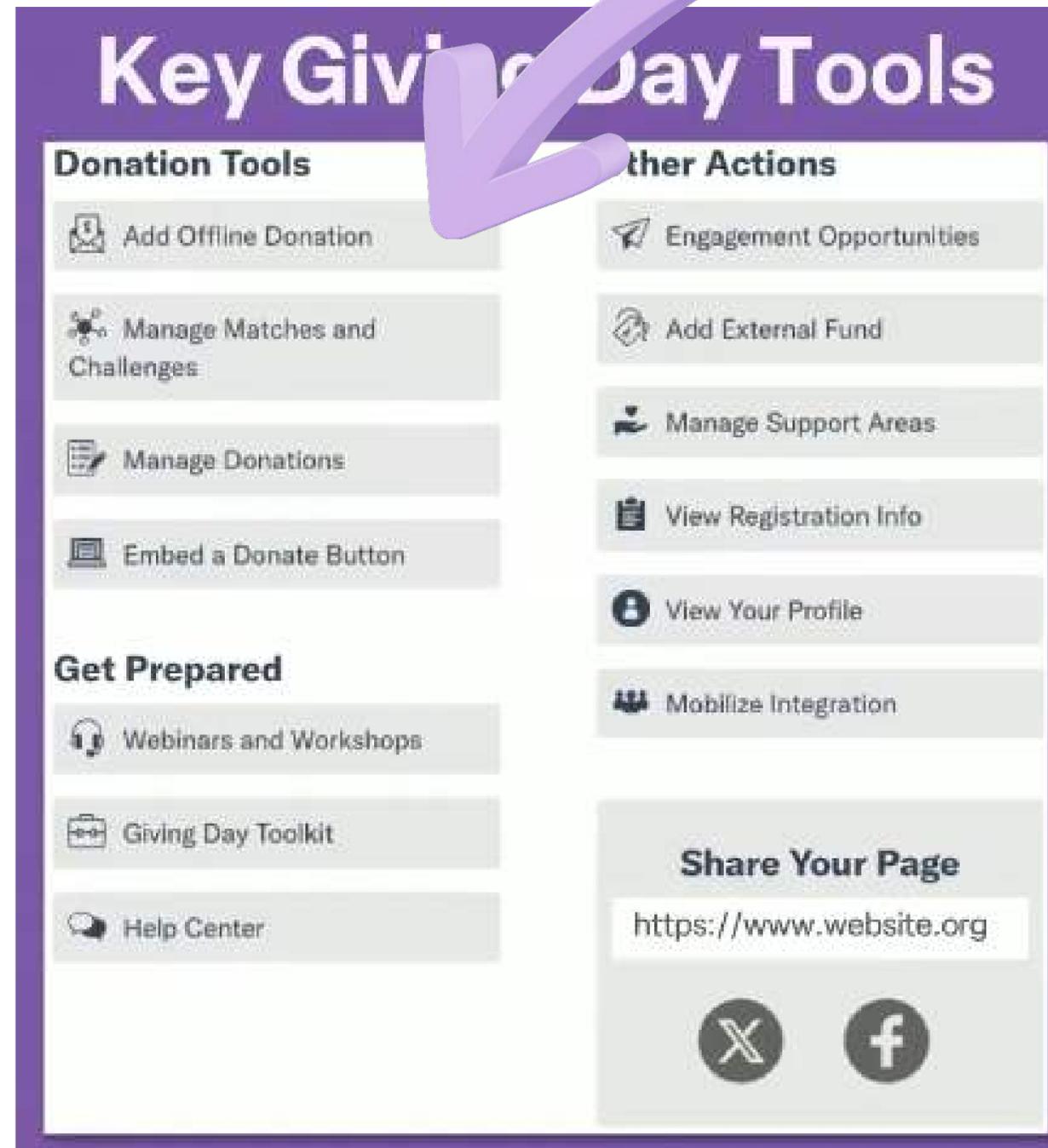


Visibility Boost: KNN will be marketing statewide, but your own direct outreach is key to driving donations to your specific page.



Reminder: The more you share your direct link, the more potential donors you reach. Don't be shy about posting multiple times!

Other Tools in Your Dashboard



Key Giving Day Tools

Donation Tools

- Add Offline Donation
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<https://www.website.org>

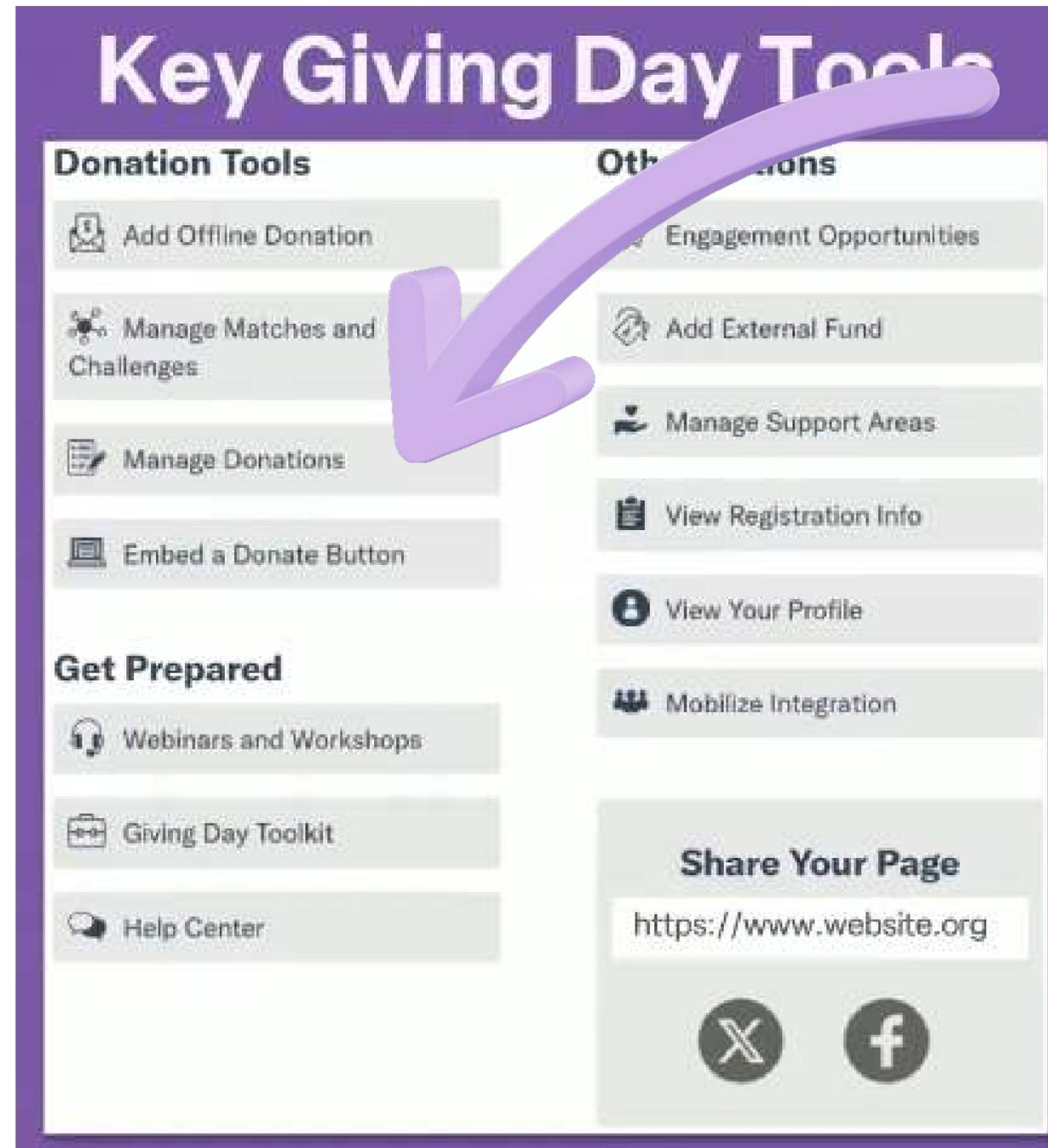
Offline Donations

-  **Cash or check gifts** received outside of the kygives.org platform
-  Add them **manually** to your giving day dashboard to show your full community support
-  If someone gives via another online system during May 1–13, add as an offline donation
-  Encourage all donors to give online at kygives.org when possible



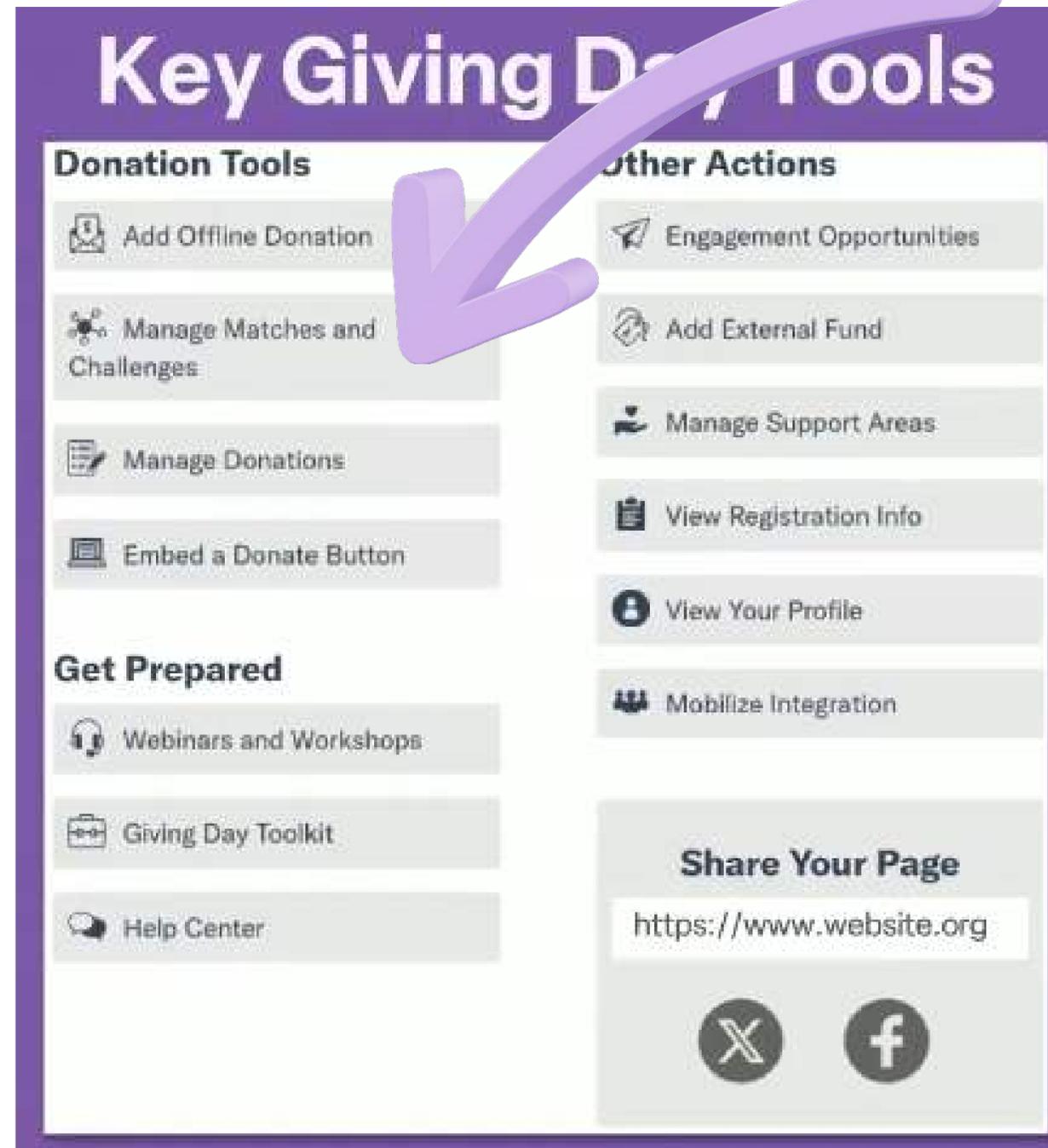
IMPORTANT: Offline gifts do NOT count toward leaderboards or prizes. Only online gifts made at kygives.org on May 12 count for prizes.

Other Tools in Your Dashboard



**See all donations,
access reports**

Other Tools in Your Dashboard



Key Giving Day Tools

Donation Tools

- Add Offline Donation
- Manage Matches and Challenges
- Manage Donations
- Embed a Donate Button

Get Prepared

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- Giving Day Toolkit
- Help Center

Other Actions

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- Add External Fund
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- View Registration Info
- View Your Profile
- Mobilize Integration

Share Your Page

<https://www.website.org>

Matches & Challenges — Overview

These are two of the most powerful tools available to you on KY Gives Day. Secure funds in advance to motivate others!

 **IMPACT: +\$8,000 average boost for participating orgs**



Matches

- ✓ **Dollar-for-Dollar:** Every online gift is matched instantly until the pool runs out.
- ✓ **Motivator:** Creates urgency for donors to give "before it's gone."
- ✓ **Best For:** Doubling impact and driving volume of gifts.

Example Messaging:

"Donate now! Your \$50 gift becomes \$100 thanks to our match sponsor!"



Challenges

- ✓ **Goal-Based Unlock:** A lump sum is released only when a specific goal is met.
- ✓ **Motivator:** Rallies community around a shared milestone (e.g., 50 donors).
- ✓ **Best For:** Hitting donor count targets or specific timeframes.

Example Messaging:

"Help us reach 50 donors by 5pm to unlock a \$2,000 bonus gift!"

How Matches Work

-  Secure a pledge from a major donor **BEFORE Giving Day** (e.g., \$2,000)
-  Every online gift on May 12 is matched **dollar-for-dollar** until the pledge runs out

Donor Gives

\$10

+

Match Adds

\$10

=

Total Raised

\$20

*"Your impact is **doubled** instantly!"*

-  Creates **urgency and momentum**: "Give now before the match runs out!"



Perfect for Email Blasts



Great for Social Countdowns

How Challenges Work

 **Challenge Concept: Unlock a lump sum when a goal is reached**

 **Pledge secured pre-Giving Day** (e.g., \$2,000 from a major donor)

 **Unlock when a goal is met** (e.g., "Reach 50 donors by 5 p.m.")

 **Messaging:** "Be the donor who unlocks \$2,000 for our cause!"

 Great **rally point** for Peer-to-Peer fundraisers and board engagement

 **Tip:** *Plan time-bound mini-goals throughout May 12 to maintain momentum all day long (e.g., "Help us reach 25 donors before lunch!")*

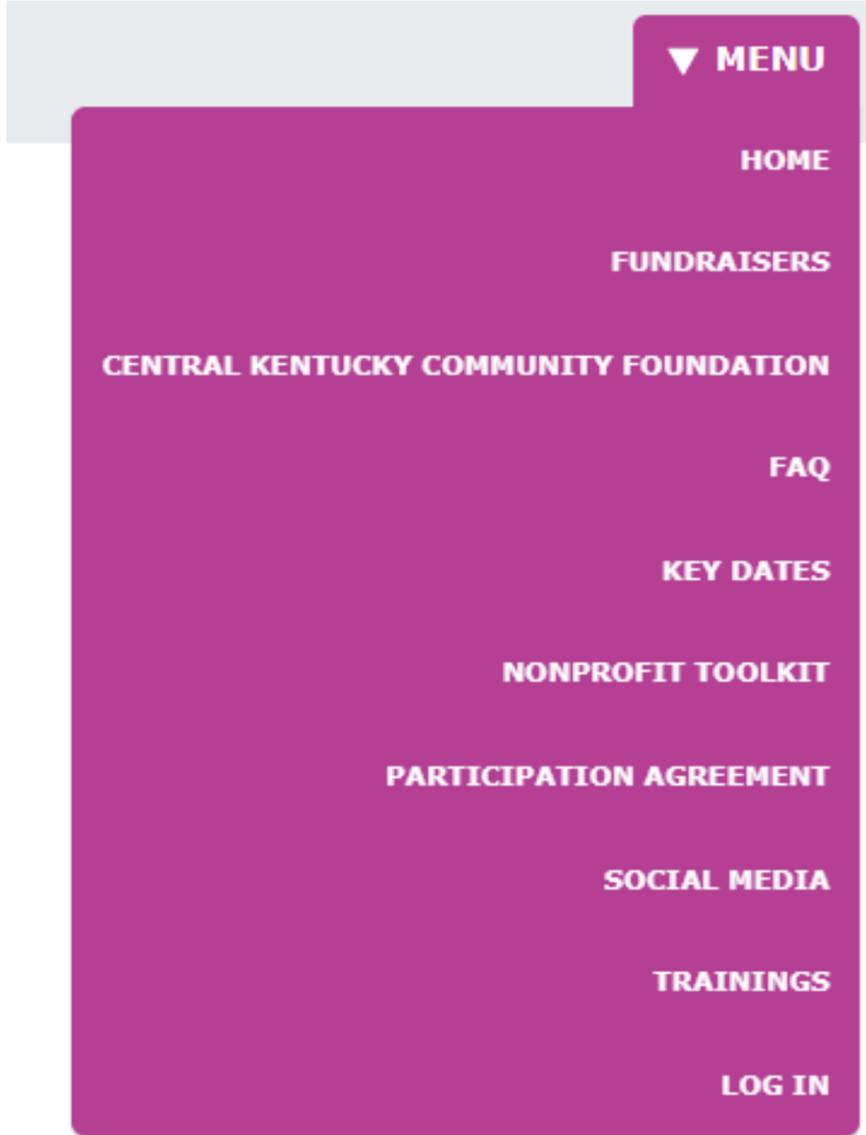
Maximizing Giving Day Impact with P2P Fundraising, Matches, and Challenges

Next live session: March 10, 1pm ET
Click "Register" to choose a training date
or watch the recording

In this session, we'll discuss how you can gamify your day with matches and challenges, and other key tools that will help you make the most of the giving day.

REGISTER OR WATCH A RECORDING

www.kygives.org MENU



FAQ

Nonprofit FAQ

Q. What is KY Gives Day?

KY Gives Day is an opportunity for Kentuckians (near and far) to come together to make donations to participating Kentucky charities in an effort to raise as much money as possible in 24 hours. On May 12, from 12 a.m. to 11:59 p.m. ET, supporters of Kentucky nonprofits will go online, connect with causes they care about and make tax-deductible donations. Supporters will search for participating nonprofits and simply click to donate. Note: The Kentucky Gives Day site will open for donations from May 1 through May 13, but leaderboard placement and prizes will be determined based on gifts made only on Kentucky Gives Day itself (May 12, 2026).

Q. How Does KY Gives Day Work?

Donors visit www.kygives.org and use the search function to either browse for organizations of their interest or find a specific organization of their choice to make a donation. Donors can also connect to the site with a direct link sent to them by participating nonprofits via email or shared on social media.

The Kentucky Gives Day site will be open for donations from May 1 through May 13, however KY Gives Day itself officially takes place on May 12.

Leaderboard placement and prizes will be determined based on online gifts made only on Kentucky Gives Day itself (May 12, 2026). For organizations seeking prizes, gifts must be made:

- Between 12 a.m. and 11:59 p.m. ET on Tuesday, May 12
- Via credit card (\$5 minimum donation) or via ACH withdrawal (\$100 minimum donation)
- Online at www.kygives.org

Q. Why should my organization participate?

- Participating organizations are encouraged to utilize Kentucky Gives Day to boost their

Nonprofit Toolkit

[Getting Started](#) [Next Steps](#) [Spread the Word](#) [Give Thanks](#)

Psst! Remember to Register Your Organization to Participate by **April 22!**

1. Getting Started



Register!
[Find out how to register here!](#)



Training Sessions
[Sign Up](#)



Key Dates
[View](#)

2. Next Steps



Peer-to-Peer Fundraisers
[View](#)



Communication Guide
[View](#) | [Printer Friendly Version](#)



Building Board Support
[View](#)

3. Spread the Word



Social Media Tips & Tricks
[View](#)



Sample Email Content
[View](#)



Graphics & Downloads
[View](#)

4. Give Thanks

Webinars & Training Videos

Webinars and training videos are a great way to learn more about KY Gives Day campaign strategies, and put your organization on the path to success! Join us for a live webinar or check out the pre-recorded training videos designed to help you learn more about specific topics of all levels. No matter the size and shape of your organization, we've got the tools to help you succeed!

Getting Ready for KY Gives Day

March 5, 10:30am ET

If your organization or key staff are new to KY Gives Day or you want a quick refresher from last year, this is your opportunity to learn everything you need to know about #KYGives26 - including what it is, how it works, and what to expect. You will also learn how to get registered and the steps your organization should take to be as successful as possible. We'll conclude by highlighting resources that will help make getting ready for KY Gives Day a breeze and answering any questions you have.

[REGISTER](#)

Maximizing Giving Day Impact with P2P Fundraising, Matches, and Challenges

Next live session: March 10, 1pm ET
Click "[Register](#)" to choose a training date or watch the recording

In this session, we'll discuss how you can gamify your day with matches and challenges, and other key tools that will help you make the most of the giving day.

[REGISTER OR WATCH A RECORDING](#)

Final Preparations & Wrapping Up Your Giving Day

Next live session: March 17, 1pm ET

Click "[Register](#)" to choose a training date or watch the recording

We'll focus on key strategies for final preparations, along with tips and best practices to engage your supporters and ensure success both during and after your Giving Day.

Nonprofit Toolkit + Training Resources

-  **Communication Templates:** Ready-to-use email copy, social media posts, and press releases.
-  **Downloadable Graphics:** Social media images, Zoom backgrounds, and logos.
-  **Resources for All:** Guides for board members, volunteers, and peer-to-peer fundraisers.

On-Demand Videos

Watch training sessions anytime at your own pace.

Live Webinars

Interactive sessions on strategy, matching, and more.



All resources available year-round at kygives.org

Important Reminders

★★ **Remember: Donations don't happen automatically**—successful organizations **actively promote** their campaign and engage their supporters leading up to AND throughout the day on May 12!

★★ Like any fundraising effort, **you get out of KY Gives Day what you put into it!**

Engage your staff and board teams to help you run a successful campaign, communicate with your regular donors, & plan ways to reach new donors!

Leaderboard & Prizes

#KYGives26



Only Online Gifts Made on May 12 Count!

Leaderboard placement and prizes are determined strictly by donations made on www.kygives.org on May 12.



The Timeframe

Donations must be made between
12:00 a.m. and 11:59 p.m. ET
on Tuesday, May 12.



The Location

Gifts must be made online at
www.kygives.org
to qualify for prizes.

Prize Details Coming Soon - stay tuned!



Only Online Gifts Made on May 12 Count!

Leaderboard placement and prizes are determined strictly by donations made on www.kygives.org on May 12.

Golden Tickets: Random donor during time frame is selected; organization receiving their donation receives a prize

Power Hours: Based on most unique donors during time frame; small and large nonprofit winners

Peer-to-Peer Fundraising Prize: Organizations with the most active P2P fundraisers

Central KY Community Foundation Prizes: For organizations participating in their region

Prize Details Coming Soon - stay tuned!

BIG NEWS!!

The prize pool has **DOUBLED** thanks to



FIDELITY Charitable®

CATALYST FUND

New Sitewide **Matches!**

#KYGives26



KY Gives Day's FIRST-EVER sitewide matches!

★ ★ \$20,000 total

1:1 matches

throughout the day on May 12!

More details coming soon

FIDELITY Charitable®

CATALYST FUND

Your Next Steps — Checklist

Here is your action plan to prepare for May 12:

- Register at kygives.org (if you haven't already) - **Deadline: April 22, 2026**
- Confirm you're on the **KY Attorney General's list** (**Deadline: April 20, 2026**)
- Complete all sections of your **Giving Day profile** & View Your Profile to double-check
- Finish **bank account verification** (allow up to 7 days!)
- Update your website's donation link to your **kygives.org profile page** (active May 1–13)
- Watch for emails from KNN and GiveGab/Bonterra (check spam folder too)
- Plan your **Peer-to-Peer fundraising strategy** (recruit & equip fundraisers)
- Secure a **Match or Challenge pledge** from a major donor
- Explore the **Nonprofit Toolkit** at kygives.org for templates & graphics
- Register for upcoming **training webinars** (or watch recordings)
- Follow KY Gives Day on social media and use **#KYGives26** in all posts
- Get your **team** on board and **plan your campaign / strategy**

Questions?

We're here to help!



**General Qs about KY
Gives Day**

Laura Whitaker
KNN

laura@kynonprofits.org



**Tech Support, Help
creating your profile,
using your dashboard**

GiveGab / Bonterra
Chat bubble on kygives.org

customersuccess@givegab.com

kygives.org

[#KYGives26](https://twitter.com/KYGives26)