

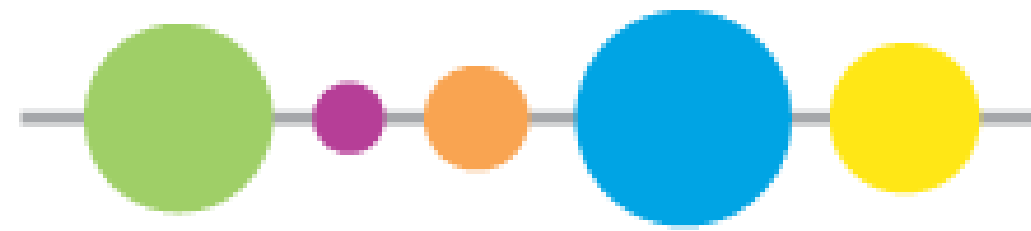
#KYGives26

Prizes & Matches

April 28, 2026



KY Gives Day Host



K E N T U C K Y

NONPROFIT

N E T W O R K

2026 Sponsors

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marketing

2026 Sponsors

Media Partners



Regional Partner

Regional Partner



This Session Will Cover:



Leaderboards

Prizes



Matches & Challenges

Sitewide Match



Offline donations, new DAF feature

Tips to plan for a successful campaign!

Quick KY Gives Day Refresher

May
1-13

Donation Window

Early and late giving open

May
12

KY Gives Day

12:00 a.m. – 11:59 p.m. ET

Official Giving Day & Prize/Leaderboard
Eligibility

May
12

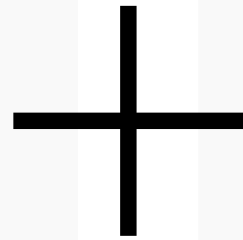
Prizes, Leaderboards, & Sitewide Matches

Online gifts only (www.kygives.org)
May 12 only

Key Updates for 2026



Prize Pool
DOUBLED



NEW Special Opportunity
MATCH
FUNDING



**EXPANDED
OPPORTUNITIES**
to win
throughout the day

**Note: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.*

Leaderboard & Prizes

#KYGives26



Only Online Gifts Made on May 12 Count!

Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.



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.

Leaderboards

2 leaderboards will be visible - both show online dollars & online donors, for May 12 only

- KY Gives Day leaderboard
 - On homepage: www.kygives.org
- Central KY Community Foundation leaderboard
 - On CKCF page: www.kygives.org/info/ckcf

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Prizes

BIG NEWS!!

The prize pool has **DOUBLED THIS YEAR** thanks to our sponsors



Prize Overview



Only Online Gifts Made on May 12 Count!

Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.

Golden Tickets (9 time slots): Randomly selected donation during each time frame earns the receiving organization a \$200 prize

Power Hours (4 time slots): \$500 for most unique donors each hour, with small and large nonprofit winners

Peer-to-Peer Fundraising Prize: \$500 for the organization with the most active P2P fundraisers

NEW - Recurring Gifts Momentum Prize: \$500 for highest number of recurring donors

NEW - Social Media Impact Prize: \$400 for outstanding Facebook campaign creativity and impact

Central KY Community Foundation Prizes: Additional prizes for participating organizations in their region

Golden Tickets

Golden Ticket Prizes

A random donor will be selected during each time frame & the organization that received the donation from that donor receives a **\$200 prize**

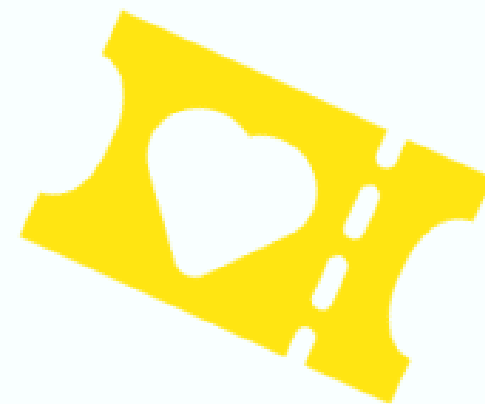
12-1 am ET

8-9 am ET

9-10 am ET

12-1 pm ET

1-2 pm ET



3-4 pm ET

6-7 pm ET

7-8 pm ET

10-11 pm ET

9 chances to win!

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Power Hours

Power Hour Prizes

\$500 prizes to the **small & large** organizations with the **most unique donors** each power hour

Early Bird



6-7 am ET

Morning



10-11 am ET

Happy Hour



4 -5 pm ET

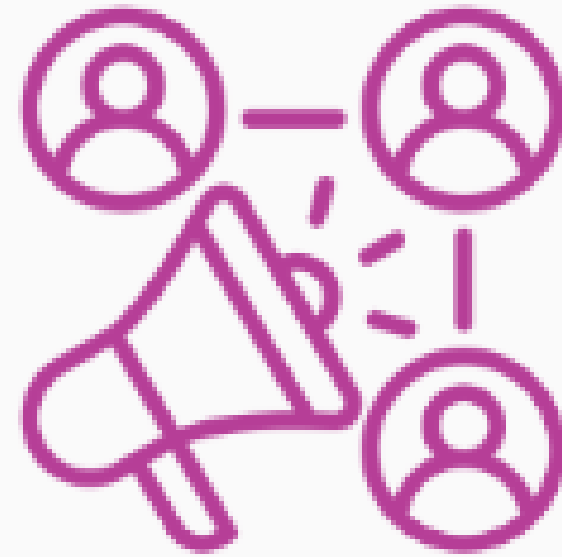
Final Stretch



11pm-12am ET

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Peer to Peer Fundraising Champion Prize



\$500

The organization with the most individual peer to peer fundraisers raising funds for their mission who secure donations from at least two unique donors each on May 12 from 12:00AM - 11:59PM ET will receive \$500!

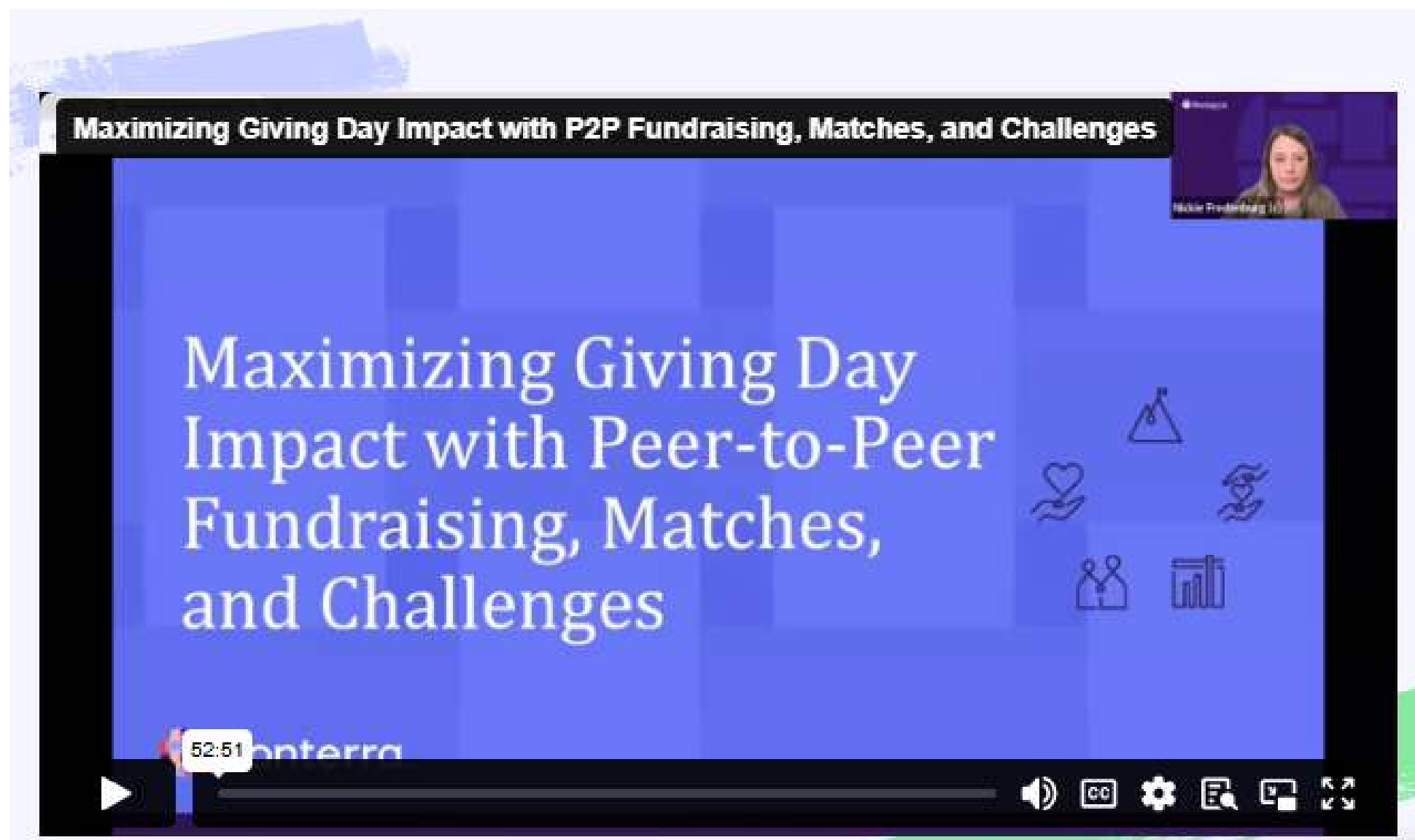
**Note: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.*

Peer to Peer Fundraising

- Organizations using P2P fundraisers raised more than twice as much on average as those without on last year's KY Gives Day.
- P2P fundraisers expand your reach by tapping into supporters' personal networks.
- A P2P fundraiser is a supporter who creates and shares their own fundraising page tied to your KY Gives Day profile
- These fundraisers help bring in new donors and increase visibility for your cause.
- Great P2P fundraisers include board members, volunteers, staff, friends, and family who are passionate about your mission - ask folks who are comfortable and active on social media!

Learn More!

Learn more about matches, challenges, and peer-to-peer fundraising on this recording:



SCAN ME

Recurring Gifts Momentum Prize



\$500

This prize will be awarded to the organization that secures the highest number of unique recurring donors who start a recurring gift (monthly or quarterly) through GiveGab on May 12, 2026. Only recurring donations initiated online on www.kygives.org on KY Gives Day will count. Recurring gifts help organizations plan and serve more consistently!

Choose an amount to give:

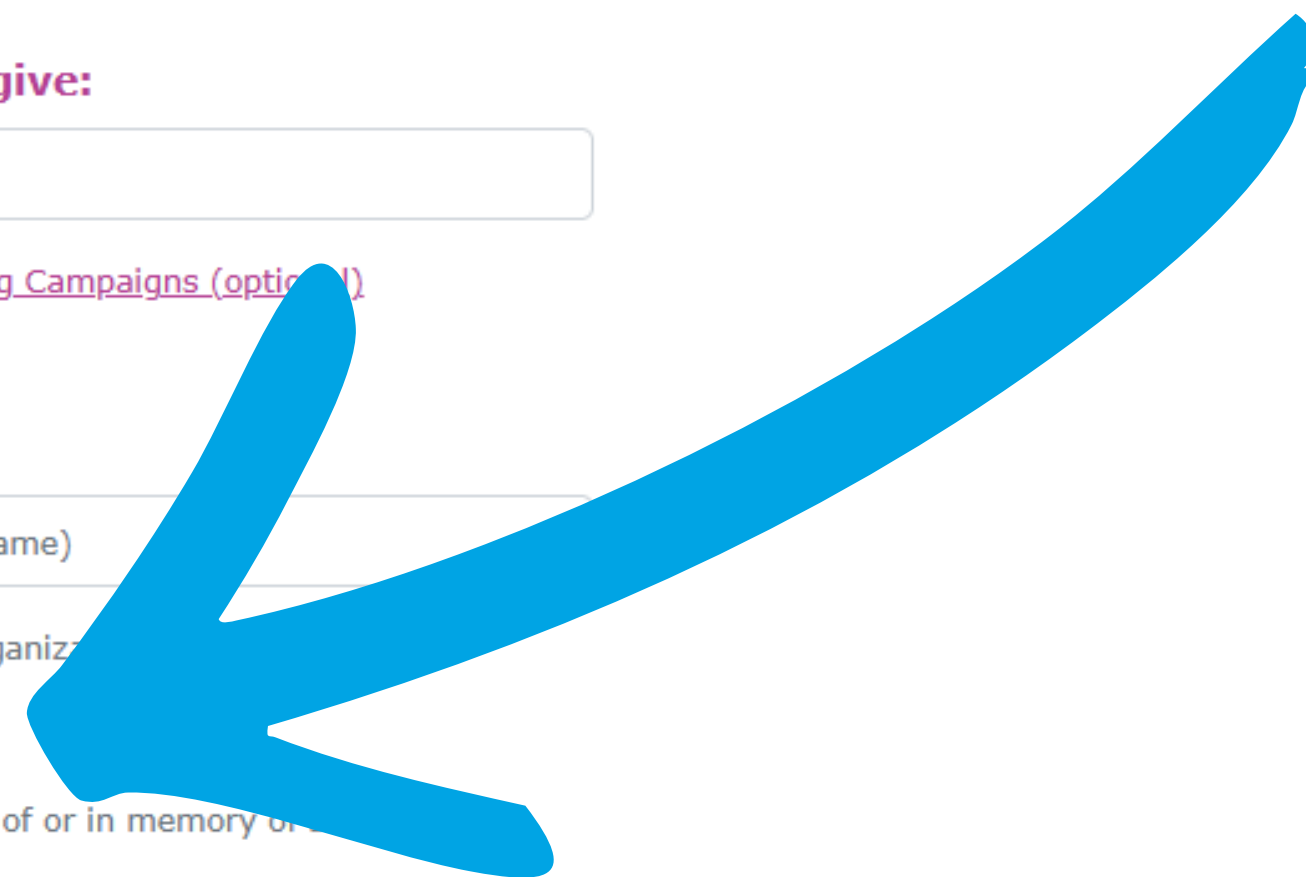
[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)

Name to display (optional):

- I am a new donor to this organization
- Make this a recurring gift.
- Make this donation in honor of or in memory of

[Add a public message to this donation](#)



Monthly and quarterly options

**Note: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.*

#KYGives26 Social Media Impact Prize

#KYGives26



\$400

This prize recognizes one organization for outstanding creativity and effectiveness in promoting its KY Gives Day campaign on Facebook. Eligible posts must be shared as Facebook posts (not stories) on May 12, 2026, include a direct link to the organization's KY Gives Day profile, and use the official hashtag #KYGives26. KY Gives Day staff will review eligible posts and select a winning organization based on clarity of message, creativity of posts, and overall impact in encouraging giving. This prize is not based on follower count or number of likes. Organizations are encouraged to share their KY Gives Day message across all social media platforms and methods, even though this prize is limited to Facebook posts only.



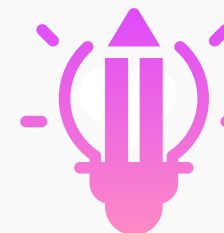
Facebook Post

Posts must be shared as Facebook posts (not stories)



Must Include Link and Hashtag

Include a direct link to your organization's KY Gives Day profile, and use the official hashtag #KYGives26.



Judged on Creativity and Impact

Winning post will be based on creativity, clarity of message, and overall impact in encouraging giving.

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Prize Details

VIEW ALL PRIZES



PRIZE RULES



**Note: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.*

Matches & Challenges

- Last year, organizations with matches or challenges raised nearly \$14,000 more on average than those without.
 - Even before matching funds are added, nonprofits that promote matches see increased online donations.
 - Matches are pools of funds from an individual or organization that double donor gifts (e.g., \$50 becomes \$100).
 - Options to set up matches in the following ratios
- Matching Ratio ⓘ

 - 1:1** example: \$10 donation is matched by \$10
 - 2:1** example: \$10 donation is matched by \$20
 - 3:1** example: \$10 donation is matched by \$30
- Challenges are gifts that are unlocked when a goal is met, such as:
 - Total dollars raised
 - Total dollars engaged
 - Total number of donations

Match Depletion

If you have a match or challenge for your organization, you will hear from KNN directly to find out how you want your match counted at the end of the day on May 12.

In most cases, organizations receive the full match/challenge gift regardless of if other donations are received. Even if you don't technically reach the full match amount, your match donor will still give you the full amount they committed to.

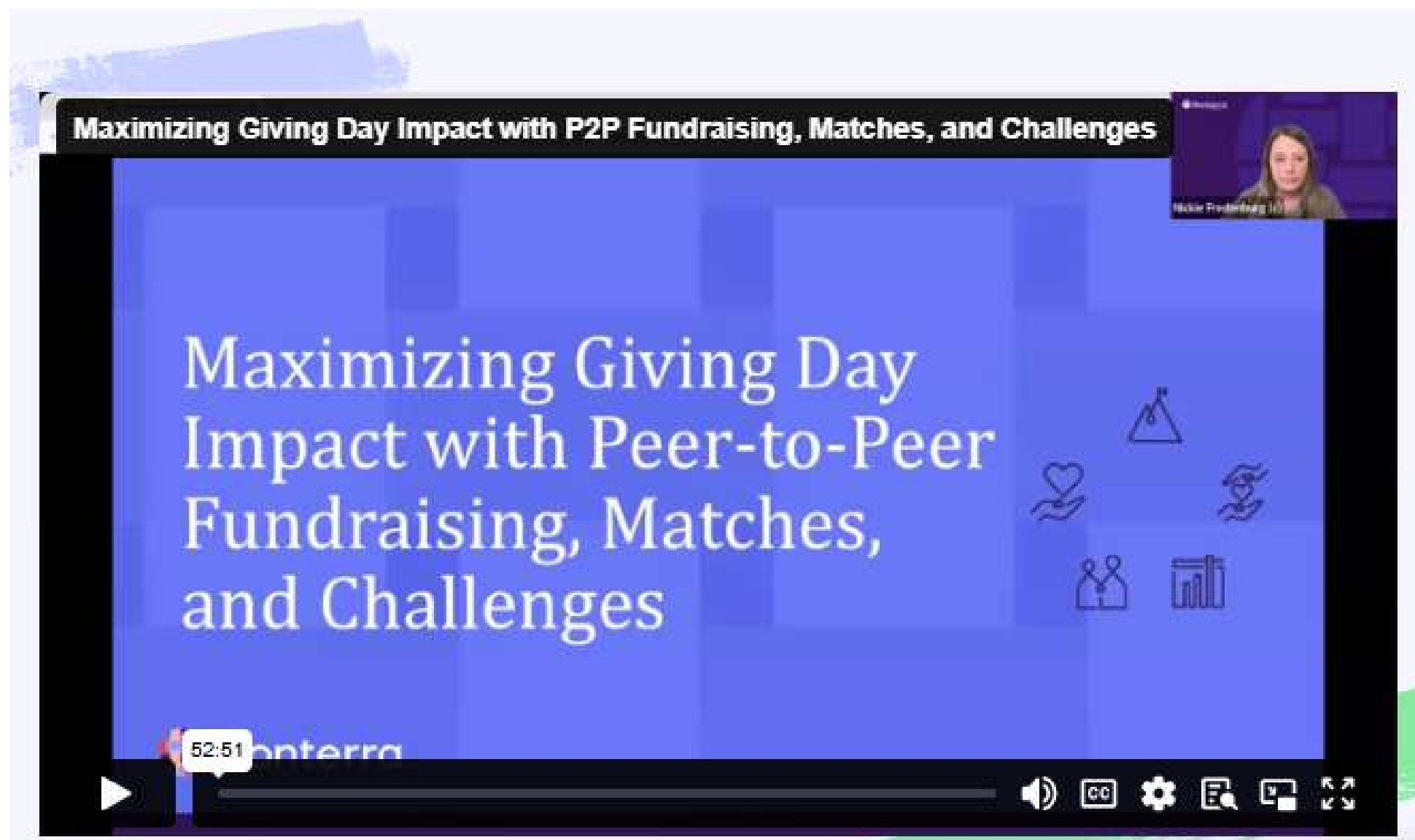
In this case, we want to be sure we count that full match amount as an offline donation toward the end of KY Gives Day (late night May 12) – this ensures that we have an accurate count of total offline donations to report in press releases, media alerts, on your profile page, etc.

There are simple steps to take in GiveGab to “deplete” your match (in other words, mark your match as received), which will add the full match amount to your organization's totals. **KNN is happy to do this for you that night if needed.**

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Learn More!

Learn more about matches, challenges, and peer-to-peer fundraising on this recording:



SCAN ME

New Sitewide Matches!

#KYGives26







KY Gives Day's FIRST-EVER sitewide matches - a special opportunity for 2026!

\$20,000 total

1:1 matches throughout the day on May 12!

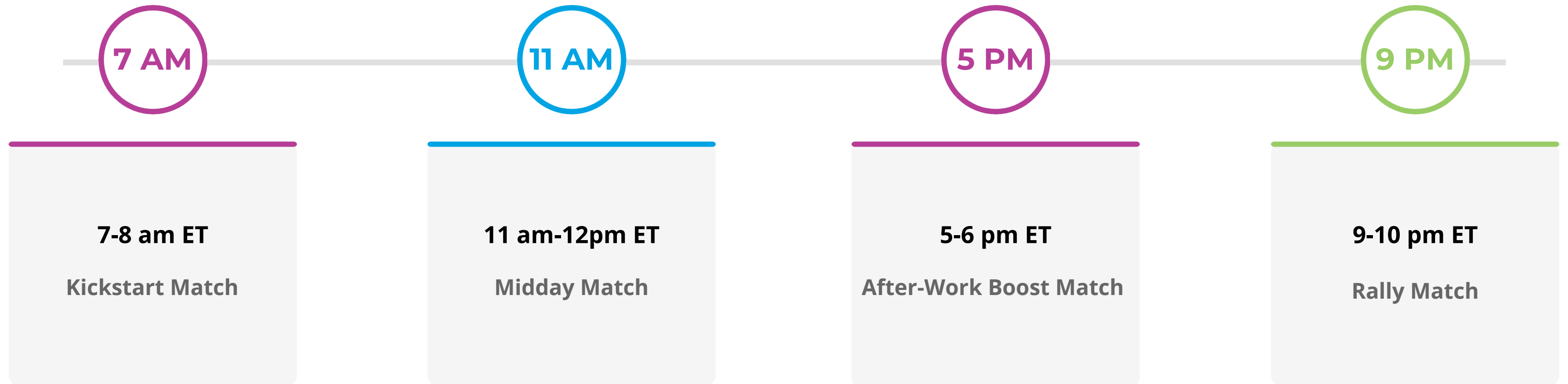
**Note: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.*

Sitewide Match Overview





-  **Total: \$20,000** - four time slots, **\$5,000 will be matched per time slot**
-  One-to-One Match (ex. Donor gives \$50, organization receives \$50 match)
-  Maximum / match cap: \$100 per gift (Donors can give more, but only the first \$100 will be matched)
-  **Sitewide** Match = All participating organizations are eligible

**Note: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.*

Sitewide Match Schedule Overview



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 (ex. your direct donation page) during May 1–13, add as an offline donation
-  Show the true power of the giving day! Encourage all donors to give online at kygives.org when possible!
 - Help show funders, sponsors, media, and the public the scale of support & the power of the nonprofit sector working together.
 - Ensure your organization's total is accurate fully on your profile - hopefully generating more support.

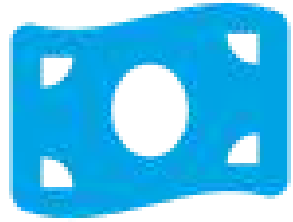


IMPORTANT: Only online donations given on www.kygives.org on May 12 count toward prizes, sitewide match, and leaderboard. Offline gifts, DAF gifts, and gifts given on other dates are not eligible.

Quick and easy instructions:

<https://support.givegab.com/en/articles/89228-how-do-i-add-an-offline-donation-to-my-giving-day-profile>

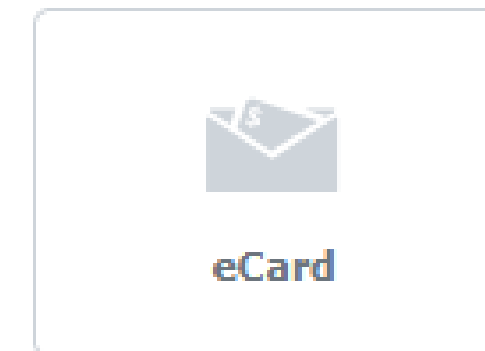
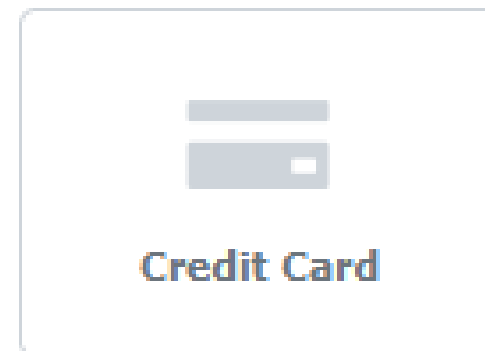
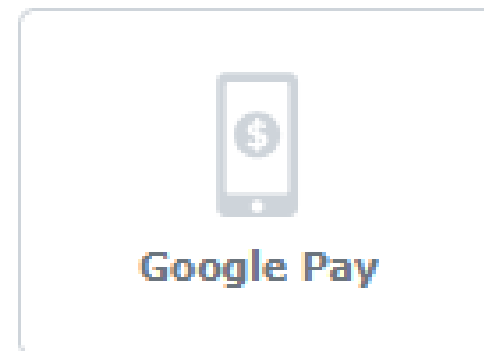
NEW Donor Advised Fund (DAF) Option



Donors now have the option to give from their DAF held at a local community foundation. Officially counts as an offline gift (since funds are not actually given through the platform).

Your **\$100.00** Gift

Payment Method *(Click on one of the following)*



If You've Not Already...

- **Set up your profile!** Early donations open May 1 - be ready to go for any early donors as marketing efforts pick up!
- Reach out to any **media contacts** you have - spread the word about your campaign on KY Gives Day.

If You've Not Already...

- **Choose your strategy (ies)!**
 - **Which prize(s)** do you want to try to get to boost donations throughout the day?
 - **Which sitewide match time blocks** do you want to encourage donors to give during?
 - Are you using **Peer-to-Peer Fundraisers**?
 - Do you have an organization **match or challenge**? A regular sponsor or other partner you could ask to leverage their gift?
 - What **other strategies** do you want to focus on?
 - **Choose some and focus - don't stretch and try to do them all!**

If You've Not Already...

- **Email last year's KGD donors**
 - We've heard from donor surveys - they WANT organizations they've donated to in the past to reach out and remind them, ask them to give again.
 - Don't make them feel forgotten!
- **Check in with your staff and volunteer team**, assign roles, and discuss the day
- **Review the FAQ** - www.kygives.org/info/faq
- **Make a plan to celebrate!** No matter how big or small your donations, celebrate the support you garner on KY Gives Day

If You've Not Already...

- **Check in with your Peer-to-Peer fundraisers!** See what they need and share a few tips from the P2P toolkit.

www.bonterratech.com/blog/peer-to-peer-fundraising

If You've Not Already...

- **Draft an email to your board**, encouraging them to reach out to their contacts.
 - Provide them with sample text they can copy/paste

Visit www.kygives.org/info/sample-board-email-templates

If You've Not Already...

- **Plan and schedule your social media posts**
- Use the **hashtag** on social media **#KYGives26**
- **Preschedule** some posts
- Post other **updates throughout the day** - when you reach a goal, if you want to shout out personal thank yous to donors, etc!

#KYGives26

If You've Not Already...

- Think about your **donor stewardship plan** - how are you thanking your donors and staying in touch after KY Gives Day is over?

Visit www.kygives.org/info/donor-stewardship

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)