
BETTER TOGETHER FAQ

WHAT IS BETTER TOGETHER?

Better Together projects are time-sensitive opportunities to improve our community, together. Recommended by community experts, the needs are immediate and the solutions are smart—let's make Columbus better together!

The Columbus Foundation presents these projects in The Giving Store and provides promotion tools to nonprofits to help them meet their fundraising goal. Each project has a dedicated page that tracks fundraising progress in real time.

WHAT ORGANIZATIONS ARE ELIGIBLE FOR BETTER TOGETHER?

Nonprofits with a Directory Listing in The Giving Store and who have been in existence for three years or more are eligible to submit a Quick Pitch detailing the project for consideration.

WHAT TYPES OF PROJECTS ARE FEATURED THROUGH BETTER TOGETHER?

Better Together is designed to lift up time-sensitive, urgent needs that directly impact the individuals served by your nonprofit. Better Together projects address **specific programming needs** with a defined fundraising goal, (e.g., \$8,000 to replace a vehicle that transports clients to a program site or \$1,200 to purchase summer reading supplies). Projects can represent one-time challenges (e.g., repair a damaged roof) or ongoing needs (e.g., provide opiate overdose treatment kits).

WHAT TYPES OF PROJECTS ARE NOT ELIGIBLE?

Projects must be program related and show a direct impact. Event costs, strategic planning, general operations, pilot projects, and administrative expenses are not eligible for Better Together promotion.

WHAT IS THE APPROVAL PROCESS?

The Columbus Foundation staff reviews submitted projects on a weekly basis. If the project is a good fit for Better Together, nonprofits will be invited to participate and asked to share more information about the project for final approval. Foundation staff will work with featured nonprofits to collect the information and images needed for posting the project in The Giving Store.

HOW IS MY PROJECT FUNDED?

Better Together projects are supported by crowdsourcing donations from individual donors. Donors with funds at The Columbus Foundation can suggest a grant of \$100 or more toward the project, and anyone can contribute to the project with a gift of \$20 or more using a credit card. Better Together projects **DO NOT** receive board-directed grant dollars.



WHAT IS THE ROLE OF THE COLUMBUS FOUNDATION?

The Columbus Foundation staff will work with you to collect images and information to promote your Better Together project. We will help you:

- Craft a message to describe and raise dollars for your project;
- Provide a suite of marketing templates for your use in social media and email communication efforts;
- Feature your project in The Giving Store;
- Provide a safe and secure online platform for donors to contribute to your project;
- Provide tax receipt details to donors;
- Provide gift acknowledgment details so you can personally thank your donors; and
- Provide general guidance on how to be successful.

HOW WILL I RECEIVE CONTRIBUTIONS TO MY PROJECT?

Your Giving Store Directory Listing administrator(s) will be notified by email when someone makes an online donation to your project with a credit card. Credit card donations will be deposited electronically to your organization's bank account on a weekly basis. Donor information will be available online for acknowledgment purposes.

Grants made from Donor Advised Funds held at The Columbus Foundation are sent weekly through the mail and include acknowledgement details.

The Columbus Foundation provides each donor with a tax receipt.

HOW WILL I BE ALERTED OF PROGRESS TOWARDS MY FUNDRAISING GOAL?

Your Better Together project page in The Giving Store will include a progress bar that tracks contributions in real time.

WHAT IF WE EXCEED OUR GOAL?

Your Better Together project will be noted as fully funded in The Giving Store soon after you reach your fundraising goal. Any donation in excess of your goal must be applied toward programmatic needs at your organization.

WHAT IF WE DON'T REACH OUR GOAL?

The Columbus Foundation will partner with you to help support your success. If the fundraising goal isn't met, donations must be applied toward programmatic needs at your organization.

WHAT IS THE TIMELINE TO SUBMIT AND POST A BETTER TOGETHER PROJECT?

We review submitted **Quick Pitch** forms on a rolling basis, as the Better Together platform is designed to support urgent, time-sensitive needs. Once the Foundation has the necessary information and images to help promote the project, the ideal fundraising timeline is 30-45 days. Please see the **Better Together Suggested Timeline** in the Better Together Toolkit.