

**Give to the Max Day: Greater Washington  
Award Structure**

*Give to the Max Day: Greater Washington* is structured to help nonprofits bring in new donors. While there are three “Grand Awards” that go to the nonprofits that receives the most money, the rest of the awards will go to nonprofits of different sizes for attracting the highest number of individual donors. This ensures that all nonprofits of all sizes work to raise money and expand their donor base. By helping nonprofits attract new donors and build online fundraising capabilities, *Give to the Max Day: Greater Washington* builds long-term nonprofit success.

**Grand Awards**

In the main pair of competitions, the top nonprofits that generate either the highest dollar amount or the most individual donors will win. There will also be prizes for 12<sup>th</sup> and 44<sup>th</sup> place.

| <b>Highest Dollar Amount</b>                              | <b>Most Individual Donors</b>                             |
|---|---|
| Grand Award \$25,000                                      | Grand Award \$25,000                                      |
| Second Place Award \$10,000                               | Second Place Award \$10,000                               |
| Third Place Award \$5,000                                 | Third Place Award \$5,000                                 |
| Fourth Place Award – \$2,500                              | Fourth Place Award – \$2,500                              |
| New Year Award (12th place for 2012) – \$2,500            | New Year Award (12th place for 2012) – \$2,500            |
| Obama Award (44th place for the 44th president) – \$2,500 | Obama Award (44th place for the 44th president) – \$2,500 |

**Entrepreneurial Awards**

*Give to the Max Day: Greater Washington* will also offer five “Entrepreneurial” awards at \$10k, \$5k, \$3K, \$2K and \$1k for the nonprofits with under \$1 million in revenue that attract the most individual donors.

**The Care2 Fundraiser Awards**

The top three individual fundraisers who garner the the most individual donors will win a \$10k, \$5k, or \$1k award for their cause of choice.

**Golden Tickets**

\$1000 at the end of every hour starting at 2 PM and ending at midnight, awarded to the nonprofit that garners the most individual donors in each hour. For example, the nonprofit that garners the most individual donors from 2-3 PM, or from 11 PM to midnight, will receive an additional \$1,000.

\*\*\* Note: These awards are NOT given out on November 9<sup>th</sup> and award money does not count towards larger awards.

\*\*\* Any nonprofit may create a matching grant on their own to help attract donors and win awards. As long as these matching grants are awarded on the Give to the Max Day site on November 9<sup>th</sup>, they WILL count towards overall awards.