



2010 March Goodness Competition

About Razoo

Razoo is a company dedicated to revolutionizing the online charitable giving space. We provide a web-based giving marketplace connecting donors and nonprofits, and our network has facilitated more than \$17 million in donations for US charities since 2008.

March Goodness 2010

In conjunction with the “March Madness” collegiate basketball tournament, Razoo is launching a March Goodness giving campaign where a select group of nonprofits will compete for grants based on fundraising through the Razoo network. In last year’s competition, more than \$160,000 was raised for 30 participating nonprofits that competed for nearly \$20,000 in grants and prizes.

In the 2010 edition, 64 nonprofits (16 in each of four regions) will be chosen by Razoo’s Selection Committee to participate in the main tournament (“Big Dance”). Nonprofits with annual revenues less than \$250,000 will have the option to compete in a secondary tournament specifically for smaller nonprofits (“RazooNIT”).

In order to promote this competition and receive optimal exposure, Razoo will host a March Goodness campaign site (www.marchgoodness.com) where partners will be recognized, and where donors can follow and donate to their favorite nonprofit “team”.

Campaign Calendar

- **February 11:** Newsletter to nonprofits announcing Razoo March Goodness and application information
- **February 26 (11:59PM EST):** Deadline for nonprofit applications
- **March 4:** Razoo to announce the 64 Big Dance nonprofit teams and 32 RazooNIT nonprofit teams¹
- **March 15 (12AM EST) – March 30 (11:59PM EST):** Razoo to kick off March Goodness Regional Tournaments and RazooNIT (ranked by number of unique donors)
- **March 25:** DC United Sweet 16; nonprofit who raises the most money on March 25 will receive a prize pack for the organization and one lucky donor!
- **March 31:** Big Dance Final Four teams and RazooNIT winner will be announced
- **April 2 (12AM EST) – April 6 (11:59PM EST):** Big Dance Final Four. The slates are wiped clean, and the top nonprofit (ranked by dollars raised) during this period will be declared the winner of the Razoo March Goodness Tournament on April 7

Selection Criteria

Razoo will publish eligibility requirements and an application form for participating nonprofits on marchgoodness.com by February 11. Participating nonprofits must meet all eligibility requirements and submit a completed application by February 26 (see *below section on nonprofit eligibility*). Invitations to the Big Dance and RazooNIT are at the sole discretion of the Razoo Selection Committee. The Committee will make a concerted effort to select a diversity of participants by geography, category, and size.

¹ Nonprofits with less than \$250,000 in revenue based on their most recent Form 990



Prize Breakdown (\$25,000 total prize pot)

Big Dance (prize pot of \$20,000): Within each of the four regions, the top 3 organizations *by unique donors* will receive prize money of \$1,250 for regional winner, \$750 for runner-up, \$500 for third place. The regional winners then compete in the Final Four where the top organization *by dollars raised* will receive the \$10,000 grand prize.

RazooNIT (prize pot of \$5,000): The top 4 organizations *by unique donors* will receive \$2,000, \$1,500, \$1,000, and \$500 based on final standings

Nonprofit Eligibility

Nonprofit must be registered on Razoo and have at least one ACTIVATED administrator. To apply for, and activate, administrative access:

1. As an authorized representative of the nonprofit, you will need to complete our online form: www.razoo.com/p/claim-org
2. Once we have approved the administrative access request, you will receive an email with activation link (from do-not-reply@razoo.com).
3. Click on the activation link in the email, which will associate your Razoo user account with administrative rights for your organization
4. If activation is successful, you will see a "My NPO" link on the main toolbar when you log in.

Nonprofits must complete the online March Goodness application form accurately and in its entirety. The application form will be available on www.marchgoodness.com from February 11 to 26.

Eligibility requirements for the RazooNIT remain same as above, EXCEPT only organizations with annual revenues less than \$250,000 (based on most recent Form 990) are eligible to participate

Donation Eligibility

Eligibility time period: All donations must be made between 12:00am on March 15 and 11:59pm on March 30 for Big Dance Regional Tournaments and the RazooNIT. For the Final Four, all donations must be made between 12:00am on April 2 and 11:59pm on April 6. All time stamps are based on EST.

All donations must be made through newly created project pages designated for the March Goodness campaign. Additional details will be provided once the nonprofits are selected

Final Four eligible donations must be made through separate Final Four Project Pages. Donations made through other pages (direct to organization pages or through other project or fundraising pages) will not be eligible to be counted towards the final amount

Razoo Contact Information

For nonprofit inquiries about March Goodness, please contact Derek Wong, Manager of Nonprofit Services, at (202) 684-7549 or derek@razoo.com