



Spring2ACTion Value Statement

Spring2ACTion is a 24-hour online event that encourages donors to contribute to Alexandria's nonprofit organizations, through www.Spring2ACTion.org. Last year, Spring2ACTion raised \$1,337,493 in just 24 hours for 152 nonprofit organizations and awarded nearly \$40,000 in additional prizes. The money raised funded a wide range of projects in Alexandria, including playground renovations, mentoring services, scholarships and arts programming.

On **Wednesday, April 5**, Alexandria will once again come together to support the nonprofit community that makes our city strong. Spring2ACTion is hosted by ACT for Alexandria, the community foundation serving Alexandria. ACT partners with Razoo, a technology provider specializing in crowdfunding and online giving days, to power the Spring2ACTion platform. Razoo provides a robust giving day platform with several unique features, including matching grant tracking, donor reports, individual "free agent" fundraiser pages, customized leader boards, and technology support.

In order to provide these valuable services, Razoo Foundation retains a platform fee of 3.9% of each contribution. In compliance with industry standards for online payment processing systems, Razoo also collects a 2% credit card processing fee plus \$.30 per transaction. Charges total 5.9% plus \$.30 per transaction, and reflect a special, discounted giving day rate negotiated by ACT based on a long standing partnership with Razoo. [Please click here to learn more about Razoo's standard fee structure.](#)

Spring2ACTion is the product of several months of intensive staff time and coordination. To ensure that Spring2ACTion is successful, ACT provides the following:

- Use of the custom-designed Spring2ACTion platform
- Print and online marketing materials
- Training Sessions for nonprofit organizations and their fundraisers
- Substantial financial support from business and community partners
- Staff administrative and operations support
- Day of the event coordination
- Prize money (*Not subject to transaction fees)

In order to cover some of the costs of these items, ACT charges a 2.1% event management fee. With the Razoo and ACT fees combined, the total percentage deducted from each donation is 8% plus \$.30 per transaction. Razoo also offers a feature called the Donation Booster. With one-click at checkout, donors can choose to cover the credit card and platform fees. Industry research shows nearly 40% of donors choose to boost their donations, which means nonprofit can receive even more funds for their programs and services.

One of most exciting aspects of Spring2ACTion is the opportunity for nonprofits to win additional prizes and leverage matching funds. Neither prizes nor matching grants are subject to fees. This year, nonprofit participants can win nearly \$40,000 in additional prizes, and ACT has added even more prizes to ensure that all organizations have the chance to win.

For questions about Spring2ACTion, ACT or Razoo fees, please contact Brandi Yee at brandi.yee@actforalexandria.org or 703-739-7778. Thank you and we hope you will join us for an incredible day of giving on Wednesday, April 5 at www.Spring2ACTion.org.