



STRETCH FUNDERS



WHAT INSPIRES GIVING?

Generally, donors say that the joy they receive from making a difference in their community is what inspires them to continue giving. So, how do you motivate someone to make their first gift? Research by the Knight Foundation¹ shows that people are more likely to give when their gift is multiplied through a matching opportunity. This is why we raise funds for the Give More 24! Stretch Pool every year.

Incentives and friendly competition make giving infectious and create a fun and exciting atmosphere. Nonprofits have a stake in these incentives as well. Every dollar raised for the Stretch Pool is prorated and given to each participating organization based on the total amount of dollars each raises. Last year, we awarded \$80,350 in Stretch Pool bonuses to nonprofits, which added a little more than 13 cents to every dollar raised by participating organizations.

This year, our goal is to increase the Stretch Pool to \$100,000 through generous gifts from individuals, local funders and businesses. In return for your support, we will design a benefits package that corresponds to your gift and philanthropic goals.

"The Stretch Pool served as a catalyst for our Give More 24! campaign. It gave our donors something to strive for and inspired larger gifts."

Diane McWithey
Executive Director, Share

¹ ...matches were successful at encouraging nonprofit and donor participation and served as incentives to promote giving days. During Silicon Valley Gives, hours that had matching incentives raised 153% more dollars and had 67% more donations on average...

YOUR GIFT...

- Increases awareness of participating nonprofit organizations
- Attracts new donors to local philanthropic efforts
- Encourages individual donors to make larger financial contributions
- Contributes to a tide that raises all ships in the nonprofit community
- Engages our community and spurs charitable giving in a major way
- Creates excitement surrounding the event for donors and nonprofits
- Sparks goodwill and camaraderie across southwest Washington
- Provides a learning opportunity for online fundraising strategies



LOCAL GIVING AMPLIFIED

How does one gift accomplish so much? Well, it's part math, part psychology and a lot of magic. By giving to the Stretch Pool, your gift works on our brain's natural reward system. Nonprofits and donors see that they can accomplish more by giving during Give More 24! and the word begins to spread across networks and throughout organizations.

That brings new donors to local nonprofits who can become long-term supporters of the organization and its mission. This is how gifts to the Stretch Pool go beyond Give More 24! to create a culture of giving.

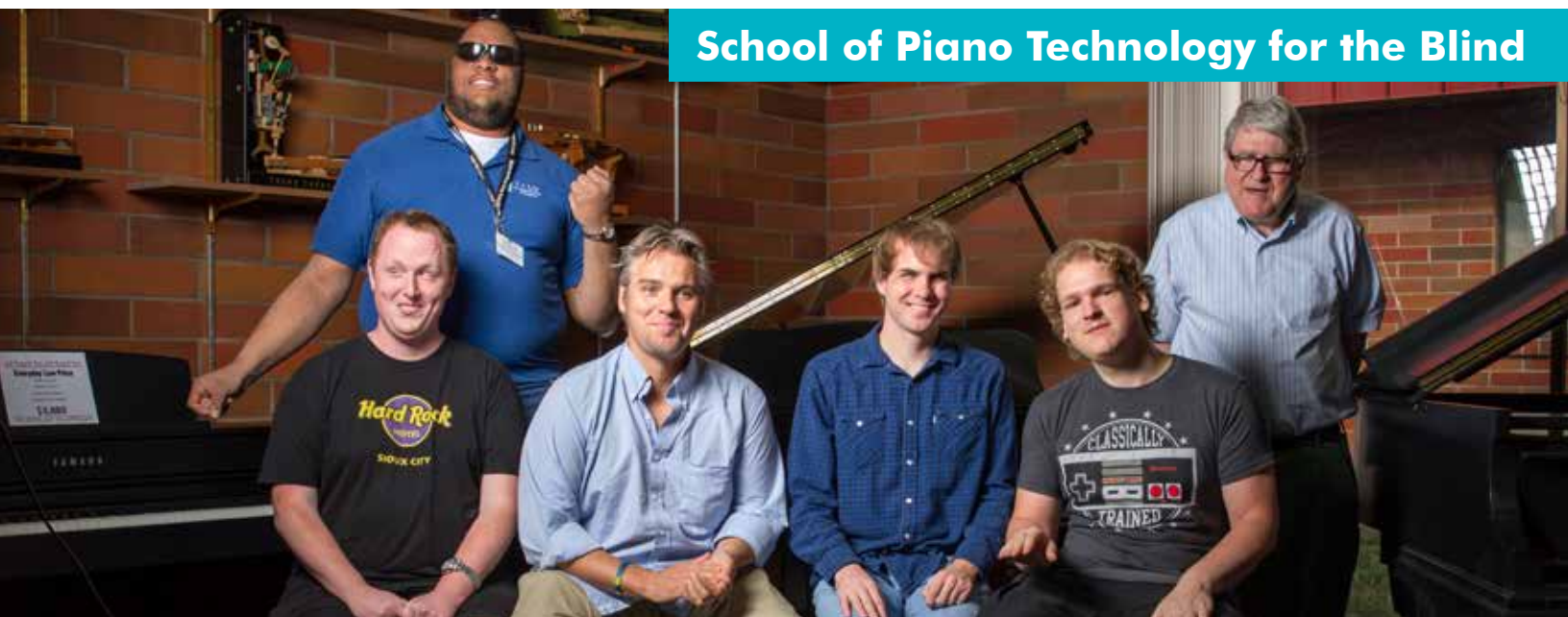
Now that you see how it works in the hearts and minds of participants, we also want to show you how it works on paper. Once the final dollars are cast at midnight, our team uses the following calculation to divvy up the Stretch Pool between each participating nonprofit.



$$\frac{\text{DOLLARS RAISED BY NONPROFIT}}{\text{GIVE MORE 24! GRAND TOTAL}} = \text{STRETCH PERCENTAGE}$$

$$\text{STRETCH PERCENTAGE} \times \text{STRETCH POOL} = \text{NONPROFIT STRETCH}$$

Last year, nonprofits raised a total of \$596,955 during our 24-hour campaign. The School of Piano Technology for the Blind brought in \$7,000. Thanks to the \$80,350 Stretch Pool, it also received a stretch bonus of \$942. This is just one example of how a gift to the Stretch Pool can amplify fundraising efforts, and it's all because of generous donors who understand the impact that is made by inspiring others to get involved and give back.



School of Piano Technology for the Blind