



November 28, 2017

REQUIREMENTS FOR PARTICIPATION:

1) Your organization must be an IRS designated 501(c)(3) nonprofit. (EIN is required to verify this.)

NEW THIS YEAR:

2) Each participating nonprofit must have an active and current Facebook page. Please include the title of your organization's Facebook page here:

IMPORTANT:

The following must be submitted with registration:

1) Color digital file (jpeg, png or gif) of your logo or photo for use on the Giving Tuesday donor page. It should be approx. 4"x4" and 150 dpi.

___ Check here if you participated in 2016 and would like to use the same photo and information from last year.

SEND REGISTRATION TO:

CFNEM
P.O. Box 495
Alpena, MI 49707
or email to chitch@cfnem.org
with "GIVING TUESDAY REGISTRATION" in subject line.

NEW THIS YEAR:

Each participating nonprofit will be asked to submit a **final marketing report** detailing the participant's own marketing efforts. Submission of this report will be required for consideration in future Giving Tuesday Northeast Michigan events.

Nonprofit Application / Registration

Please note that the information submitted below will be used for the Giving Tuesday Northeast Michigan donor web page and other promotional efforts, so accuracy is important. Registration will be limited as follows on a first-come, first-served basis, provided the 501(c)(3) and Facebook page requirements (see left) are met:

- CFNEM service area (Alcona, Alpena, Montmorency and Presque Isle Counties): 30 participants
- Iosco County: 10 participants
- North Central Michigan CF service area (Crawford, Ogemaw and Oscoda Counties): 10 participants
- Straits Area service area (Cheboygan County and Mackinaw City): 10 participants

REGISTRATION DEADLINE: **October 16, 2017**

Nonprofit Name: _____

EIN: _____

Street Address: _____

County/Zip Code: _____ Other Counties Served: _____

Fax: _____

Website: _____

Name of Director: _____

Email (required): _____ Phone: _____

Name of Giving Tuesday Point Person: _____

Email (required): _____ Phone: _____

Compelling Statement Describing Nonprofit Cause or Mission: (must be 50 words or less)

Do you currently have a fund with the Community Foundation? YES ___ NO ___

If so, do you want donations designated for your nonprofit distributed to your existing fund or have a check cut to your organization for the amount donated? DEPOSITED IN FUND ___ or CUT CHECK ___

MARKETING TOOLS

The following marketing tools are offered to each participant at no cost. Please check all of the items you would like to receive to help you spread the word about your organization's participation in Giving Tuesday Northeast Michigan.

- ☐ 50 post cards to mail to your supporters
- ☐ Digital file of post card so you can print additional copies on your own
- ☐ 5 posters (11" x 17") with your organization's name
- ☐ Digital file of your poster so you can print additional copies on your own
- ☐ Giving Tuesday Northeast Michigan Facebook timeline image, specific to your organization (will be e-mailed)

