



December 3, 2019

Nonprofit Application

Please note that the information submitted below will be used for the Giving Tuesday Northeast Michigan donor web page and other promotional efforts if your organization is selected for participation, so accuracy is important. Organizations will be evaluated based on application, social media review, previous Giving Tuesday participation and engagement, and then by lottery. Your organization is eligible if all of the following are true:

- Your organization is a 501(c)(3) nonprofit, or a school, church or government agency.
- Your organization has an active AND current Facebook page.
- Your organization serves at least one of the counties in the **Community Foundation for Northeast Michigan** service area (see below).

- 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

APPLICATION DEADLINE: WEDNESDAY, SEPTEMBER 25, 2019

Nonprofit Name: _____

EIN (required): _____

Street Address: _____

City/Zip Code: _____

Counties served: Alpena Alcona Cheboygan Crawford Iosco Ogemaw
 Oscoda Mackinaw City/Emmet Montmorency Presque Isle

Website: _____

Name of Director: _____

Email (required): _____ Phone: _____

Name of Giving Tuesday Point Person: _____

Email (required): _____ Phone: _____

1. Do you currently have a fund with the Community Foundation? YES * ____ NO ____

*If yes, how do you want donations designated for your nonprofit distributed?

DEPOSITED IN FUND ____ or CUT A CHECK ____

2. How will your organization use the funds raised on Giving Tuesday?

We will endow the funds at CFNEM.

We will add the donations to our own general expense account.

These funds will be used for a specific purpose (i.e. Capital Campaign, new equipment, renovations)

3. Please include a compelling statement (must be 50 words or less) about your organization, and how

Giving Tuesday funds would be used.

4. Does your organization already have plans to participate in your own separate campaign, or in any other Giving Tuesday efforts outside, and in addition to, the Community Foundation? No. Yes. (If yes, briefly explain.)

MARKETING FOR GIVING TUESDAY

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

OTHER SOCIAL MEDIA

In addition to Facebook, what other social media channels, if any, does your nonprofit utilize?

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 if your organization is chosen for 2019 participation. There is a cost to the Community Foundation for printed items. Please only check if your organization will use them.

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)

SEND REGISTRATION TO:

CFNEM

P.O. Box 495

Alpena, MI 49707

or email to chitch@cfnem.org

with "GIVING TUESDAY

REGISTRATION" in subject line.

*CFNEM may request additional information from your organization.

