



## **YSGivingTuesday 2020**

### **Memorandum of Understanding**

Between

Yellow Springs Community Foundation  
and  
Participating Nonprofit Organizations

This Memorandum of Understanding (MOU) sets for the terms and understanding between the Yellow Springs Community Foundation (YSCF) and Participating Nonprofit Organizations (Organization) regarding the YSGivingTuesday Program for 2020; **December 1, 2020.**

#### **Background**

In order to leverage this one-day giving event again this year, the participating nonprofit organizations of Yellow Springs and the YSCF have come together with the goal of receiving donations and further developing donor data for each of the Organizations. Participating Organizations will advertise, receive donations and donor data, and celebrate donations to YSGivingTuesday, December 1, 2020.

#### **A. Purpose**

This MOU will assure that terms of participation are clear, and outline the responsibility of participating organizations and the committee.

The above goals will be accomplished by undertaking the following activities:

1. Confirmation to participate by November 1, 2020.
  - a. Please complete, sign and return the fourth page of this MOU to [JCox@yscf.org](mailto:JCox@yscf.org) or PO Box 55, YS, OH.
2. Organizations provide necessary information to the committee, (if you are a first-time participant)
  - a. Hi-resolution Logo, in .ai, .png or .jpeg file format
  - b. Website Links
  - c. 501(c)3 documentation status
  - d. Funding Steps confirmation
  - e. Provide Thank You notes to their donors within 30 days of receipt of the donor information
3. Yellow Springs Community Foundation (YSCF) provides back-office support to Organizations
  - a. Creates website designed specifically for YSGivingTuesday donations tied to the nonprofit directory
  - b. Provides marketing logo for YSGivingTuesday
  - c. Provides marketing in YS News and Foundation Friday newsletter prior to the event

- d. YSCF facilitates online donations
  - i. YSGivingTuesday is an “on-line” program; however, to support donor preferences Cash / check donations will be accepted on the day of the event
- e. YSCF manages donation IRS acknowledgement letters
- f. YSCF funds disbursement process to participating organizations
- g. YSCF provides donor data by organization in an excel format
- h. YSCF provides on-going support of re-occurring donations; reconciliation will be provided quarterly.

## **B. Funding**

- This event is connected to the Foundation Fundraising platform 2020 - 2021 for consistency in messaging. “Give for Today, Plan for Tomorrow”. In such, for every YSGivingTuesday donation made Tuesday, December 1, funding will be distributed in the following way; Give for today: 80% will go directly to the participating organization through their pass-through fund and Plan for tomorrow: 20% will go directly to the nonprofit’s field of interest endowment fund.
  - A field of interest endowment fund can be set up with the Foundation if an organization does not currently have one.
- Nonprofit long-term stability is fundamental to the Foundation’s mission; thus your field of interest endowment is important, too. We know donors like to give in different ways. This will provide an opportunity for them to do this with each gift and help nonprofits build for the future.
- We will also make a call for volunteers; we know some people cannot give monetarily or as much as they would like so volunteering is a way they can participate.
- We will include an opportunity for donors to provide a pledge; today more than ever people are thinking of getting their affairs in order. We need to make sure and be available to help them if a legacy / bequest is in their plans.

## **C. Fees**

In support of this event, Yellow Springs Community Foundation (YSCF) will not charge administration fees for donations received through [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) for the 24-hour period of Tuesday, December 1, 2020. Standard Credit Card processing fees will apply.

Donations received through [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) on a day other than December 1, 2020 will be charged a pass-through fund administrative fee of 5% and applied by the end of the following month with funds provided quarterly; donor data will be provided. Organizations may opt out of receiving donations via [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) after Tuesday, December 1, 2020 by written request to the Yellow Springs Community Foundation; [yscf@yscf.org](mailto:yscf@yscf.org).

## **D. Participation**

### **1. Complete this MOU for your organization**

- a. Provide 501(c)(3) status documents to YSCF as requested
- 2. Review and confirm nonprofit directory website detail is accurate, [www.yscf.org](http://www.yscf.org)**
- 3. Set a quantifiable goal for Giving Tuesday of new donors**
  - a. E.g. Number of current donors, number or percent of new donors
- 4. Identify a purpose for the funds raised**
  - a. E.g. for scholarships, specific event, a capital improvement, etc.
- 5. Test the site between November 1 and November 15 and provide confirmation**
  - a. Recommended Participating Organization's administer a test donation and provide test confirmation.
    - i. A test donation will not be subject to administrative fees
- 6. Use at least one electronic communication to reach potential donors**
  - a. E.g. provide a screen shot illustrating: send emails, use social media, post to website, Twitter and or facebook etc.
- 7. Complete survey after Giving Tuesday event as provided**
  - a. A survey link will be provided to all participating organizations

**E. Grant**

The Yellow Springs Community Foundation funding will cover the support, development cost of [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com), general marketing of the event and administrative fees for Tuesday, December 1, 2020 for each donation; additional grant funding will not be provided.

**F. Duration**

This MOU is at-will and may be modified by mutual consent of authorized officials from the Yellow Springs Community Foundation and Participating Organization. This MOU shall become effective upon signature by the and Participating Organization and will remain in effect until November 1, 2021, modified or terminated by any one of the partners by mutual consent.

**Participating Organization**

\_\_\_\_\_ Date: \_\_\_\_\_  
(Organization Signature)

Org Name:  
Org Representative:  
Position:  
Address:  
Telephone:  
Cell number:  
E-mail:

**Yellow Springs Community Foundation**

\_\_\_\_\_ Date: \_\_\_\_\_  
(YSCF Signature)

YSCF Representative: Jeannamarie Cox  
Position: Executive Director  
Address: PO Box 55, Yellow Springs, Ohio 45387  
Telephone: 937-767-2655  
Cell Number: 937-477-3252  
E-mail: [YSCF@YSCF.org](mailto:YSCF@YSCF.org)