



## **YSGivingTuesday 2021**

### **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 (ORGANIZATIONS) regarding the YSGivingTuesday Program for 2021; **November 30, 2021**.

#### **Background**

In order to leverage this one-day giving event again this year, the 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.

#### **A. Purpose**

This MOU will assure that terms of participation are clear and outline the responsibility of ORGANIZATIONS and the YSCF.

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

1. Confirmation
  - a. If you are planning to participate you do not need to notify us. You are included unless we hear from you otherwise; by not declining by the deadline you are confirming your participation and acceptance of these terms.
  - b. If you are not planning to participate this year please advise by the November 5, 5pm deadline; by not declining by the deadline you are confirming your participation and acceptance of these terms.
2. First time ORGANIZATIONS:
  - a. Hi-resolution Logo, in .ai, .png or .jpeg file format
  - b. Website Links
  - c. 501(c)3 documentation status
3. Returning ORGANIZATIONS:
  - a. Advertise with your prospective donors
  - b. Provide Thank You notes to donors within 30 days of receipt of the donor information
4. Yellow Springs Community Foundation (YSCF) provides back-office support:
  - a. Maintains website [www.ysgivingtuesday.org](http://www.ysgivingtuesday.org) designed specifically for YSGivingTuesday donations tied to the YSCF nonprofit directory and donations page

- b. Provides marketing logo for YSGivingTuesday; marketing materials available at the bottom of website landing page
  - c. Provides marketing on WYSO, in YS News, and in Foundation Friday newsletter prior to the event
  - d. YSCF facilitates online donations
    - i. YSGivingTuesday is an “on-line” program accepting Credit Cards and Crypto Currency
  - 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
5. Cash Donations Cash / check donations may be accepted on the day of the event by ORGANIZATIONS.
- a. A report of cash / check donations needs to be provided to the Foundation within 5 days of GivingTuesday: # of donors & \$ of donations direct to the organization; data will be combined to advise the community of the success of the program-

## **B. Funding**

- This event is connected to the YSCF Fundraising platform for consistency in messaging. “Give for Today, Plan for Tomorrow”. In such, for every YSGivingTuesday donation made through the portal, 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 YSCF if an organization does not currently have one.
  - Organizations may choose a greater amount to be made to their Plan for Tomorrow Field of Interest endowment; please notify the YSCF of such modifications.
- Nonprofit long-term stability is fundamental to the YSCF’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 provide support.
- 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, YSCF will not charge administration fees for donations received through [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) for the 24-hour period of GivingTuesday. Standard Credit Card processing fees will apply.

Donations received through [www.ysgivingtuesday.com](http://www.ysgivingtuesday.com) on a day other than the official YSGivingTuesday event will be charged a pass-through fund administrative fee of 7.5% 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) by written request to the YSCF@yscf.org.

### **D. Participating Organization Requirements**

#### **1. Review the MOU for your organization**

- a. Provide any change to your 501(c)(3) status to YSCF.

#### **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 10 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.
- b. Mail and flyers may also be used to communicate about this important event
- c. Marketing materials available at the bottom of website landing page.

#### **7. Complete survey after Giving Tuesday event if provided**

- a. A survey link may be provided to all 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, November 30, for each donation; additional grant funding is under consideration.

**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 November 5, 2021 at 5:00 EST unless the YSCF is notified prior to the deadline of modifications or an organization plans to decline to participate. This MOU will remain in effect until November 1, 2022, unless modified or terminated by any one of the partners by mutual consent.

**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)