

# THE AMAZING RAISE

## 2013 Incentive Grant Prizes

### Grand Prizes

- The grand prize winners will be selected based on the highest number of unique gifts of \$50 or more. An eligible or unique gift is defined as one gift of \$50 or more to one organization from one donor.
- Donors are encouraged to make gifts of \$50 or more to multiple organizations of their choice. However, only one gift per organization will be counted towards this grant prize.
- The top three organizations with the most unique donors with gifts of \$50 or more will receive the following grant prizes. The grants may be used at the discretion of the Executive Director.

**1st Place - \$20,000**

**2nd Place - \$15,000**

**3rd Place - \$10,000**

### 50/50 Early Bird Challenge

- The first 15 organizations to receive 50 unique gifts of \$50 or more will receive a grant prize of \$2,500. Please be reminded that only one gift per donor, per organization will be counted towards the prize.
- Nonprofits that receive the grand prizes for the most unique gifts will not be eligible for this category.
- The 50/50 Challenge grant awards may be used at the discretion of the Executive Director.

### Bonus Prizes

- Organizations will be eligible for the following bonus prizes, which can be won with donations of \$25 or more:
  - **PRE-EVENT**

<b>Start the Commotion Promotion</b>	<b>Now – September 17</b>	<b>\$1,000</b>
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At noon on September 17<sup>th</sup>, one person will be selected at random from those who register to “Attend” The Amazing Raise on GiveRichmond’s Facebook Event page - Don’t forget to also “Like” GiveRichmond to receive event updates, including announcement of prize winners.
  - **Raise the Bar**

	<b>September 18<sup>th</sup>, 10 – 11 am</b>	<b>\$1,000</b>
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Awarded to the donor who gives the largest amount during this time. The \$1,000 will be added to their donation to the nonprofit that received the original donation.

- **Lunch Break** **September 18th, 12 – 2 pm** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **After School Special** **September 18<sup>th</sup>, 3 – 5 pm** **\$1,000**  
A donor will be randomly chosen and \$1,000 will be added to their donation.
- **Sunset Special** **September 18<sup>th</sup>, 7:13 pm** **\$1,000**  
Awarded to the organization that receives the donation made closest to sunset in Richmond, VA at 7:13 pm.\* (\*Source: U.S. Naval Observatory, Astronomical Applications Department – [http://aa.usno.navy.mil/data/docs/RS\\_OneDay.php](http://aa.usno.navy.mil/data/docs/RS_OneDay.php))
- **Primetime Prize** **September 18<sup>th</sup>, 8 – 10 pm** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **Midnight Madness** **September 19<sup>th</sup>, 12:00 am** **\$1,000**  
Awarded to the organization that receives the donation made closest to midnight.
- **Night Owl** **September 19<sup>th</sup>, 2 – 5 am** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **Sunrise Special** **September 19<sup>th</sup>, 6:55 am** **\$1,000**  
Awarded to the organization that receives the donation made closest to sunrise in Richmond, VA at 6:55 am.\* (\*Source: U.S. Naval Observatory, Astronomical Applications Department – [http://aa.usno.navy.mil/data/docs/RS\\_OneDay.php](http://aa.usno.navy.mil/data/docs/RS_OneDay.php))
- **Coffee Break** **September 19<sup>th</sup>, 9 - 10 am** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **Lunch Break** **September 19<sup>th</sup>, 12 – 2 pm** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **Afternoon Sprint** **September 19<sup>th</sup>, 3 – 3:30 pm** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **Procrastinator's Prize** **September 19<sup>th</sup>, 5 – 6 pm** **\$1,000**  
Awarded to the organization that receives the most donations during this time.
- **Most Improved** **\$1,000**  
Awarded to the organization that demonstrates the greatest improvement (in number of donations) from last year's event. Eligible organizations include those that received at least one donation in 2012.
- **Notable Newcomer** **\$1,000**  
Awarded to the organization that is a first time active participant and receives the most donations. Eligible organizations include those that have not received an Amazing Raise donation in the past.
- **Go the Distance Prize** **\$1,000**  
Awarded to the organization that receives donations from the most countries outside the United States.
- **10,000<sup>th</sup> gift** **\$1,500**  
Awarded to the organization that receives the 10,000<sup>th</sup> gift.