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Minnesotans Challenged to Break Their Own Online Giving Record

GiveMN's "Give to the Max Day" Returns on Nov. 16

MINNEAPOLIS – Sept. 1, 2010 – Nonprofit organizations throughout the state will once again ask Minnesotans to display their record-breaking generosity during the second annual “Give to the Max Day” on Nov. 16.

“We set a single-day record for philanthropic giving last year and want to keep that streak going in 2010,” said Dana Nelson, executive director of GiveMN.org, which debuted last fall as the first-of-its-kind giving website and sponsors Give to the Max Day. “This is a day for us to come together as Minnesotans and show our support for the nonprofit organizations that work tirelessly to improve our communities.”

During last year’s Give to the Max Day, more than 38,000 donors logged on to GiveMN. The result: more than \$14 million for 3,434 Minnesota nonprofits, whose missions range from feeding the hungry, to protecting the environment, to promoting the arts. This year’s goal is to engage more than 40,000 donors to give to their favorite Minnesota charities in just 24 hours.

“We were in awe of the wonderful outpouring of support from Minnesotans last year,” said Rob Zeaske, executive director of Second Harvest Heartland and first-place grant winner. “Give to the Max Day is truly a motivating and inspiring way to engage Minnesotans in the nonprofits that are dedicated to making our communities a better place to live.”

Give to the Max Day became the most successful one-day online fundraising drive in history, smashing the previous record of \$3.8 million raised in Dallas.

“That was an auspicious start for GiveMN, which was created to help Minnesotans discover, support and directly engage with organizations that match their giving goals,” Nelson said.

New in 2010, GiveMN will offer several incentives to encourage nonprofit and donor participation in Give to the Max Day, including:

- A \$20,000 and \$10,000 prize grant will be awarded to the top two nonprofits in the Twin Cities and the top two nonprofits in greater Minnesota that attract the largest number of individual donors on Give to the Max Day.
- Throughout the event, an individual donor will be randomly chosen every hour to have an additional \$1,000 given to the charity that received the donor’s original donation.
- Donors will have the opportunity to double their dollars for hundreds of featured nonprofits that have secured matching funds for Give to the Max Day.

At GiveMN, Minnesota nonprofits can showcase their work and introduce their organizations to potential donors. Customized profiles of Minnesota charities detail their individual missions, programs and events. The site also lets donors manage their charitable giving by recording online contributions and storing receipts.

GiveMN is powered by [Razoo](#), a critical partner in making Give to the Max Day a success. Razoo offers a secure platform, streamlined donation process and a suite of free and easy-to-use fundraising tools that inspire individuals and nonprofits to give and fundraise online.

About GiveMN

GiveMN is a collaborative venture to transform philanthropy in Minnesota by growing overall giving and moving more of it online. GiveMN is an independent 501(c) (3) supporting organization of the Minnesota Community Foundation. Many partners shaped GiveMN to build upon Minnesota’s strong tradition of philanthropy, including: ADC, Blandin Foundation, Briggs & Morgan, the Bush Foundation, Central Minnesota Community Foundation, Ecolab Foundation, F.R. Bigelow Foundation, General Mills, Inc., Greater Twin Cities United Way, HealthPartners, Initiative Foundation, The Minneapolis Foundation, Northland Foundation, Northwest Minnesota Foundation, The Saint Paul Foundation, Southern Initiative Foundation, Southwest Initiative Foundation, Target, West Central Initiative Foundation and Women’s Foundation of Minnesota. For more information, visit www.GiveMN.org.

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