



BOILERPLATE LANGUAGE FOR USE IN COMMUNICATIONS

Organizations promoting Give to the Max Day are welcome to use any or all of the boilerplate language provided below to share information about GiveMN and Give to the Max Day. This language may be placed in your key communications, such as newsletters, print publications and news releases from your organization.

About Give to the Max Day

Give to the Max Day was created in 2009 to launch GiveMN, a collaborative venture led by Minnesota Community Foundation and many other organizations committed to helping make our state a better place.

That initial spark touched off an outpouring of generosity — \$14 million in 24 hours. Celebrating its 15th anniversary in 2023, Give to the Max Day has become Minnesota’s annual giving holiday, raising \$290 million in its first 14 years. Every year, thousands of organizations and individuals generate donations and excitement for Minnesota causes that are working to improve the quality of life for all Minnesotans.

Give to the Max Day has become a national model for giving days.

About GiveMN

GiveMN is an independent nonprofit organization working to ignite generosity and grow giving through GiveMN.org, Minnesota’s giving marketplace, and RaiseMN, a fundraising coaching and training program.

Since 2009, more than 730,000 donors have made gifts with ease and enthusiasm through [GiveMN.org](https://www.givemn.org) to make a difference for causes in their communities. Through this online marketplace for generosity, and giving events like the annual Give to the Max Day, GiveMN has helped to generate more than \$380 million for more than 14,000 nonprofits.

RaiseMN serves Minnesota nonprofits through individualized coaching and programs to transform nonprofit fundraising. Focusing on small- to medium-sized organizations, RaiseMN builds more healthy and sustainable fundraising practices so nonprofits can continue to pursue and expand their mission in their communities.

Launched in 2009 by Minnesota Community Foundation, GiveMN is supported by many generous foundation and corporate partners, contributions from individual donors, and revenue from its programs.

Shorter Version | About GiveMN

GiveMN links donors with organizations that are working to make Minnesota a better place. Its online giving website, GiveMN.org, enables charitable giving any time and any place, allowing people to donate with ease and enthusiasm. GiveMN brings innovation, energy and fresh ideas to Minnesota generosity.

GiveMN is an independent 501(c)(3) nonprofit organization. Explore [GiveMN.org](https://www.givemn.org) today.

GiveMN By The Numbers

- Give to the Max is celebrating its 15th anniversary in 2023.
- Since its inception in 2009, nonprofits and schools have raised more than \$380 million through GiveMN.org and giving events like Give to the Max.
- More than 14,000 organizations fundraise for their causes on GiveMN.org.
- More than 770,000 individuals have made donations on GiveMN.org.
- Give to the Max Day 2022 raised \$34.0 million for 6,439 nonprofits and schools even during a time of record global inflation, nearly matching the record high of \$34.3 million set during GTMD21.
- GiveMN has given away more than \$2.7 million in prize grants to hundreds of nonprofits and schools through giving events like Give to the Max.

Quotes from GiveMN

Any of these quotes may be used in your own news releases or other communications.

“Give to the Max started 15 years ago as a one-time launch party for the new GiveMN.org,” said Jake Blumberg, executive director of GiveMN. “That idea sparked an outpouring of generosity each year, as hundreds of thousands of people from around the world have invested nearly \$300 million in Minnesota causes through this annual giving holiday.”

“Research shows that individual giving from donors like you and me is the largest source of revenue for nonprofits each year,” said Jake Blumberg, executive director of GiveMN. “Give to the Max shines a spotlight on the power of our collective giving each year, showing that tens of millions of dollars for good can be raised \$10, \$25, and \$100 at a time.”

“Give to the Max is a celebration of Minnesotan generosity and the impact it has in every community across our state,” said Jake Blumberg, executive director of GiveMN. “Every year, we start at \$0 and are humbled by the power hundreds of thousands of gifts can have when our community gives together during Minnesota’s giving holiday.”

“For many nonprofits and schools, Give to the Max is their biggest fundraiser of the year and your support is essential to helping power their work for the year ahead,” said Jake Blumberg, executive director of GiveMN.