BOILERPLATE LANGUAGE FOR USE IN COMMUNICATIONS

We've prepared the following language to help you promote Give to the Max Day. Go ahead and place this language in your key communications, like newsletters, print and email 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. Now in its 16th year, Give to the Max Day has become Minnesota's annual giving holiday, raising nearly $330 million in its first 15 years. Every year, thousands of organizations and individuals generate donations and excitement for Minnesota causes working to improve the quality of life for all Minnesotans.

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 770,000 donors have made gifts safely and easily through GiveMN.org, making 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 $400 million for more than 14,000 nonprofits and schools.

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 connects donors and 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 safely and easily. GiveMN brings innovation, energy and fresh ideas to Minnesota generosity.

GiveMN is an independent 501(c)(3) nonprofit organization. Explore GiveMN.org today.

GiveMN By The Numbers

- Give to the Max is celebrating its 16th year in 2024.

- Since its inception in 2009, nonprofits and schools have raised more than $400 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 2023 raised $34.2 million for 6,615 nonprofits and schools. This was a record-breaking year for the number of organizations receiving gifts, and nearly matched the record total raised of $34.3 million set during GTMD21.

- GiveMN has given away more than $2.8 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.

"In times that feel uncertain, our local communities remain a source of strength and inspiration to see neighbors helping neighbors," said Jake Blumberg, executive director of GiveMN. "Nonprofits and schools are community hubs making Minnesota a better place to live, work and play, and we hope you'll give this year for the good deeds they help inspire."

"Minnesotans take pride in the places they call home, from the neighborhoods where they live to the communities where they grew up and their favorite places to visit," said Jake Blumberg, executive director of GiveMN. "During Give to the Max, we hope you'll give back to nonprofits and schools in all of the places across Minnesota that make you feel like you're home."

"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.