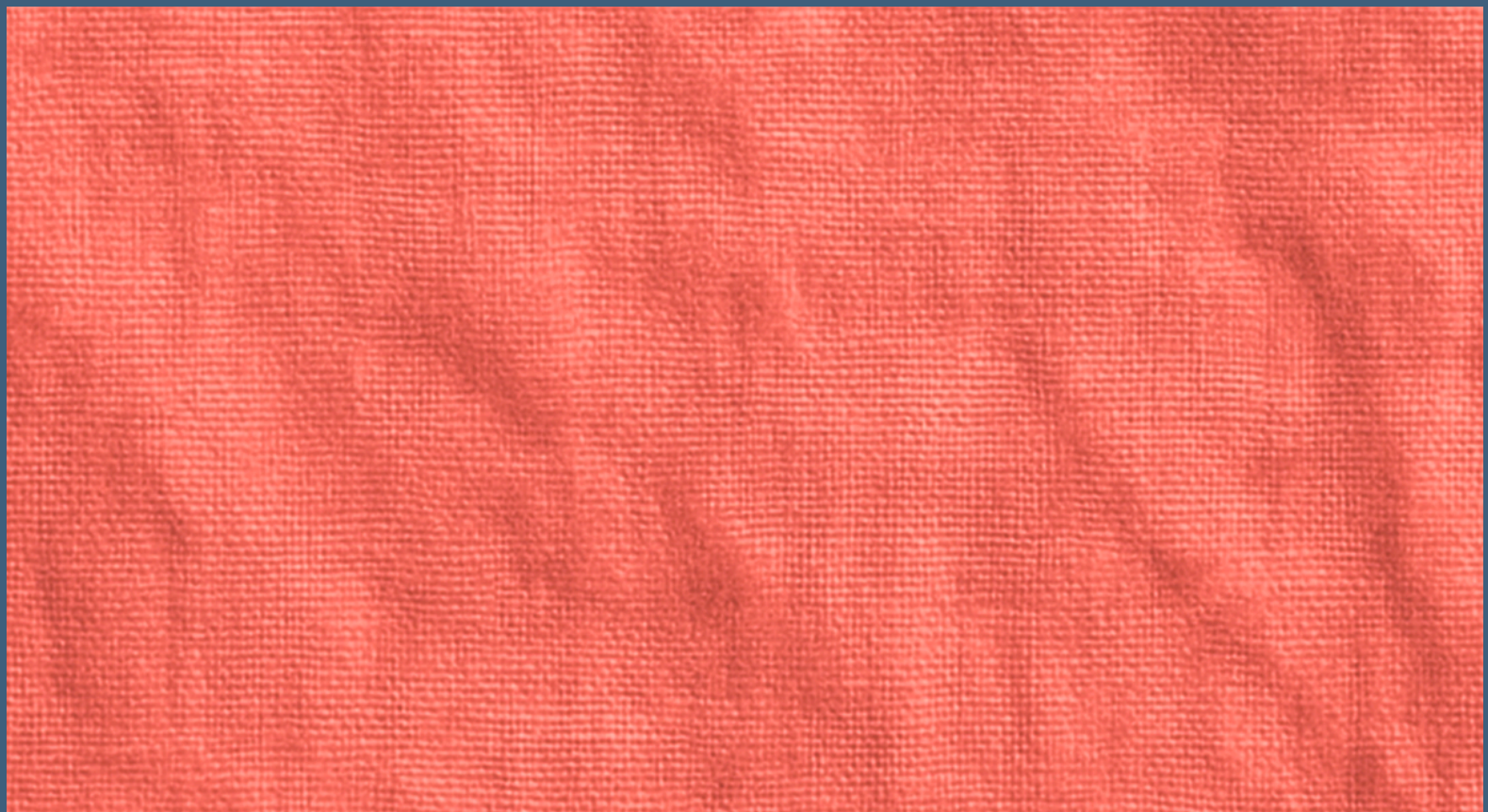
The Corporate Guide to

GIVE TO THE MAX DAY



BE PART OF MINNESOTA'S STORY OF GENEROSITY

Welcome to GiveMN's guide to getting involved with Minnesota's annual giving holiday, Give to the Max Day! We are so grateful for your partnership in helping nonprofits and schools build more resilient communities and open doorways to opportunity. Together, we are creating a more vibrant place to live, work, and play!

This guide is designed to help answer questions you might have about Give to the Max Day (GTMD) and provide ideas for ways your company can get involved. Whether you're a Fortune 500 or a local business, your participation is an important part of GTMD's success!

On behalf of the tens of thousands of nonprofits and schools in Minnesota, thank you for your investment!

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ABOUT GIVEMN

GiveMN launched in 2009 as a collaborative venture led by Minnesota Community Foundation and many other organizations committed to helping make our state a better place.

We're thrilled with how Minnesotans have embraced Give to the Max Day. But GiveMN is more than a one-day giving extravaganza. **We provide a giving website available year-round to link people with nonprofits and schools and make giving soar**. In our first 17 years, more than 750,000 donors have given nearly $400 million to 14,000 nonprofits and schools using GiveMN.org.

Since 2015, we've been redefining the way we grow giving. Now that almost all nonprofits are raising money online, we are building programs and products to **assist the nearly 70% of Minnesota nonprofits who say they aren't confident that their current fundraising efforts will allow them to continue to sustain their missions**.

To generate excitement for our launch in 2009, we organized a little something called Give to the Max Day. That spark touched off an **outpouring of generosity – $14 million in 24 hours.** Since that trial run in 2009, Give to the Max Day has become Minnesota's single largest day of philanthropic giving!

But more than just dollars raised, Give to the Max Day represents lives changes, dreams realized, and communities strengthened.

This year, Give to the Max Day will take place on Thursday, November 19, 2026. Early Giving begins on November 1, 2026, so mark your calendars!

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HISTORY OF GIVE TO THE MAX DAY



2009

The first-ever GTMD raises $14.5 million

2016

GTMD16 breaks the $20 million threshold and raises $20.1 million for 5,700+ organizations

2020

Minnesotans step up and support nonprofits through the pandemic by raising $35.6 million during #GiveAtHome and GTMD20

2021

In the second year of the pandemic, Minnesotans help nonprofits stay resilient by raising $34.4 million

2025

6,430 nonprofits and schools receive $37.8 million thanks to our state's continued generosity!

2026

GTMD26 marks the 18th year of Minnesota's giving holiday!



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TRENDS

39% of companies say they plan to expand their employee giving programs. [1]

RETENTION

Employees that engage in workplace giving have 75% longer tenure at their companies! [2]

ENGAGEMENT

Surveys show that companies that offer matching gifts to employees have higher employee engagement. [3]

DEMAND

Matching gift programs are the most in-demand type of workplace giving. [4]

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REASONS TO SUPPORT

give to the max

november 19, 2026

AWARENESS

Supporting an organization with a sponsorship or matching gift fund raises awareness of your company's brand.

RECOGNITION

Sponsoring or offering a matching gift fund can help increase your company's brand recognition.

RESPONSIBILITY

Corporate social responsibility is increasingly important. Participating in GTMD is a simple way to achieve your CSR goals!

CULTURE

Workplace giving brings employees together to make a positive change and can increase overall morale.

CONSUMERS

Supporting community causes can help foster a more positive relationship with your stakeholders.

IMAGE

Getting involved with the community can improve your company's image and public perception.

1: https://doublethedonation.com/matching-gift-statistics/
2: https://recharity.ca/corporate-giving-statistics/
3: https://www.matchinggifts.com/matching-gifts-and-employee-engagement/
4: https://360matchpro.com/workplace-giving-guide-for-companies/

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THREE WAYS TO PARTICIPATE

1

Want a simple way to give the gift of generosity to your employees or clients? With just a few clicks online, you can purchase GiveMN Giving Cards and your recipients will be able to use it to make a gift to any of tens of thousands of organizations on GiveMN.org!

Visit GiveMN.org/about/giving-cards to purchase Giving Cards for immediate digital delivery.

Only available for individual purchase online.

2

Group giving pages on GiveMN.org are an easy way to get multiple people involved in donating to causes that are near and dear to their hearts.

With a branded group giving page, you can invite employees, clients, friends, and family, to support a variety of causes. You can choose to highlight specific organizations that your company wants to support as well as allow individuals to donate to any organization of their choosing.

By using a group giving page, your company can also track its philanthropic influence on our community in one place!

3

Matching gifts are one of the most important and effective ways to boost giving! Matching fund messaging often sounds like "Your donation will be matched dollar-for-dollar!" They're the BOGO coupon of the fundraising world and make a huge difference for causes that your company cares about. In fact, during Give to the Max Day 2025, organizations with matching funds raised an average of 2x-5x more than organizations without.

When your company provides a matching gift fund for an organization, you're helping not only double the impact of individuals supporting that cause, but doubling your own impact by inspiring others to give!

Consider the following when you're thinking about funding a matching gift:
Location: Want to support an organization that's in your immediate community? You can search for organizations by city or zip code at GiveMN.org/search and using the location filter!
Cause Area: Think about the type of organization your company wants to support. What are your company's values? Who are the nonprofit partners that are most aligned with your business?

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SUPPORT GIVE TO THE MAX DAY

Whether you're encouraging your employees to volunteer, offering a matching gift fund for an organization, or mobilizing your community to donate to causes that matter most to them, we want to say thank you for being part of our philanthropy community.

Together, we raise millions of dollars for thousands of nonprofits and schools across Minnesota. Thank you for being part of the generosity that makes our state so unique!

INTERESTED IN SUPPORTING GTMD WITH A SPONSORSHIP? REACH OUT TO RAINAH AT RAINAH@GIVEMN.ORG TO LEARN MORE!

To learn more about sponsorship opportunities, setting up a group giving page, or for matching gift fund opportunities, please reach out to Rainah Ward, GiveMN's Business Development Manager.

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