First Timer's Guide to

GIVE TO THE MAX DAY

gtmd

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WELCOME TO YOUR FIRST GIVE TO THE MAX CAMPAIGN!



Congratulations on running your first Give to the Max campaign!

For some of you, this is your organization's first time participating in Minnesota's giving holiday. For others, you're a new fundraiser stepping into a campaign your organization has run before. Either way, we're glad you're here, and we hope this guide will help you get started on the right foot!

What is Give to the Max?
Created in 2009 to launch GiveMN – a collaborative venture led by the Saint Paul & Minnesota Foundation and many other organizations dedicated to improving life across the state – Give to the Max Day sparked an outpouring of generosity, raising $14 million in its first 24 hours. Now celebrating its 18th anniversary in 2026, Minnesota's annual giving holiday has raised $400 million in its first 17 years and become a national model for giving days.

To help make sure you have everything you need to have a successful GTMD campaign, we've put together a quick guide to get your first campaign up and running. Ready? Let's go!

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1. SET YOURSELF UP AS AN ADMINISTRATOR ON GIVEMN.ORG

Before you can edit your organization's GiveMN.org page, you'll need admin access.

To claim your organization, follow one of the following steps:

- Visit givemn.org/search and search for your nonprofit. Click on your organization's page, scroll down to the bottom, and click "Manage this organization." You'll be notified via email once an existing administrator approves your request.
- If your organization already has an administrator, you can ask them to add you directly. They can do this under "Settings," then "Admins."
- If you know the direct URL to your organization's GiveMN page, type it into your browser, scroll to the bottom, and click "Manage this organization." You'll be notified by email once you're approved.
- If your organization is not yet listed on GiveMN.org, no worries – we're always happy to welcome you! Please email help@givemn.org and let our Help team know you'd like to add your nonprofit or school to GiveMN.org. They'll walk you through the next steps.

2. START SETTING UP YOUR PAGE

Once you have admin access, you can start updating your page!

Our platform technology partners at Mightycause put together a guide with the most important first steps for making your page your fundraising home, on Give to the Max Day and all year long. Read more here.

3. REGISTER FOR GIVE TO THE MAX

Let us know you're planning to participate in Give to the Max through a free registration process! Registration unlocks additional GTMD features and prizes for your Minnesota organization, and helps us evaluate the program each year. Learn more and register here.

4. PLAN YOUR CAMPAIGN WITH GIVEMN'S RESOURCES

Although Give to the Max is a large statewide fundraiser, your organization's success will be strengthened by thoughtful donor engagement and solid campaign planning. Our resource page has tools to help you plan your campaign and make the most of Minnesota's giving holiday.

A few highlights:

- Guide to Fundraising Campaigns: A step-by-step guide to planning, launching, and celebrating your campaign.
- GTMD Checklist for Success: An at-a-glance list of GiveMN's recommendations for building a strong campaign.
- GTMD26 Kickoff Webinar: A recording of this year's kickoff webinar providing an overview of what to expect.
- GTMD Graphics: Logos, graphics and posters to help add visuals to your campaign.
- Office Hours: Join the GiveMN team for a live office hour to answer questions and get inspiration for your campaign.

NEED MORE CAMPAIGN HELP?

Reach out to our team of technology experts at Help@GiveMN.org anytime or visit the GTMD26 Resources Hub on GiveMN.org for more templates, guides, and tools to help make your campaign the best it can be.

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