welcome!
Your Accelerator Team

Megan DeSisti
Program Associate for
New Partner Support

Anna Juszczak
Program Fellow
Congratulations on your approved due diligence application!

- You can now participate in the Accelerator!
- Your due diligence application is valid for two years after the date of approval.
- If you don’t succeed in the September 2020 Accelerator, you’re welcome to join us for the 2020 Giving Season Accelerator in December so long as your due diligence is still valid. :)}
GlobalGiving’s mission is to transform aid and philanthropy to accelerate community-led change.
The Accelerator is the first step to joining GlobalGiving’s community of nonprofit partners!
Virtual Training Program
Aug. 31 - Sept. 3

Submit your project
By Sept. 4

Fundraising Campaign
Sept. 14 - 30
<table>
<thead>
<tr>
<th></th>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
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<tbody>
<tr>
<td>Aug. 30 - Sept. 5</td>
<td></td>
<td>30</td>
<td>31</td>
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<td>2</td>
<td>3</td>
<td>4</td>
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<td>Sept. 6 - 12</td>
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<td>12</td>
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<td>Sept. 13 - 19</td>
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<td>19</td>
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<td>Sept. 20 - 26</td>
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<td>23</td>
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<td>25</td>
<td>26</td>
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<tr>
<td>Sept. 27 - Oct. 3</td>
<td>27</td>
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<td>29</td>
<td>30</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>Oct. 4 - 10</td>
<td>4</td>
<td>5</td>
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**Training Week**

- **Sept. 6 - 12**: Campaign Preparation
- **Sept. 30 - Oct. 6**: 24-hour Bonus Day!
- **Oct. 2 - 8**: Campaign Ends!
To become a GlobalGiving partner, during the Accelerator, your organization needs to raise at least:

$5,000 from 40 unique donors
The more you raise, the more you win of GlobalGiving's $20,000 Incentive Fund

SEPT. 23
00:00:00 ET - 23:59:59 ET
BONUS DAY
Prize Overview

Top Performing Organizations

$10.5K in overall prizes

$10K from 60 donors
Homepage time on GlobalGiving

$7.5K from 50 donors
Exclusive email promotion

$5K from 40 donors
Become a GlobalGiving partner
Overall Prizes

All organizations are in the running to win these prizes until the end of the campaign on Sept. 30

<table>
<thead>
<tr>
<th>Most Funds Raised</th>
<th>Most Unique Donors</th>
<th>Most Recurring Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Place</strong></td>
<td><strong>1st Place</strong></td>
<td><strong>1st Place</strong></td>
</tr>
<tr>
<td>$3,000</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>2nd Place</strong></td>
<td><strong>2nd Place</strong></td>
<td><strong>2nd Place</strong></td>
</tr>
<tr>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td><strong>3rd Place</strong></td>
<td><strong>3rd Place</strong></td>
<td><strong>3rd Place</strong></td>
</tr>
<tr>
<td>$500</td>
<td>$500</td>
<td>$250</td>
</tr>
</tbody>
</table>

Bonus Day Prizes

Compete to win a proportional share of the $20,000 Incentive Fund

<table>
<thead>
<tr>
<th>Most Funds Raised</th>
<th>Most Unique Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,000</strong></td>
<td><strong>$1,000</strong></td>
</tr>
</tbody>
</table>

BONUS DAY | SEPT. 23
Terms and Conditions Apply
100% Matching on new monthly donations*

* Terms and conditions apply
How the Accelerator Recurring/Monthly Donor Match Works

New recurring donations (up to $200) will be matched at 100% after the third automatic payment.

If a recurring donation is cancelled before the third automatic payment, the one-time match will not be applied.

If your organization does not graduate from the Accelerator, your recurring donations will be cancelled.
Monthly Donors... 

Count Twice!
towards your goal of 40 unique donors and towards donor bonus prizes

UNIQUE DONOR COUNT

Terms + Conditions Apply
Track your progress on the leaderboards!

GlobalGiving Accelerator

This campaign ended on Jun 26, 2020 11:59:59 PM. Warm thanks to all donors and project participants! Please see final results on the Leaderboard below.

Terms and Conditions

<table>
<thead>
<tr>
<th>Rank</th>
<th>Project</th>
<th>Donations Goal</th>
<th>One Time Donors</th>
<th>Recurring Donors</th>
<th>Donor Count Goal</th>
<th>GlobalGiving Promotion</th>
<th>Bonus Prizes**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Keep N. Kensington Children's Orchestra Playing! by The Nucleo Project Give Now / Share</td>
<td>$80,173 Secured Raised Remaining</td>
<td>169</td>
<td>7 x 2</td>
<td>183 Secured Raised Remaining</td>
<td>Homepage Time Email Promotion</td>
<td>$3,000</td>
</tr>
<tr>
<td>2</td>
<td>Support orphaned and wild Chimpanzees in Uganda by Chimpanzee Sanctuary &amp; Wildlife Conservation Trust Give Now / Share</td>
<td>$39,360 Secured Raised Remaining</td>
<td>115</td>
<td>4 x 2</td>
<td>123 Secured Raised Remaining</td>
<td>Homepage Time Email Promotion</td>
<td>$1,500</td>
</tr>
<tr>
<td>3</td>
<td>COVID19 crisis: Help vulnerable people in Bethlehem by Associazione pro Terra Santa Give Now / Share</td>
<td>$28,556 Secured Raised Remaining</td>
<td>295</td>
<td>11 x 2</td>
<td>87 Secured Raised Remaining</td>
<td>Homepage Time Email Promotion</td>
<td>$500 $250</td>
</tr>
</tbody>
</table>
Benefits for Graduates

Organizations that successfully complete the GlobalGiving Accelerator by raising at least $5,000 total from a minimum of 40 different donors will earn:

- Permanent membership in the GlobalGiving community, including ongoing opportunities to attract new corporate and individual donors
- Inclusion in a GlobalGiving press release announcing the Accelerator graduates (example)
- A custom media kit to help promote your accomplishment
- A certificate of completion from GlobalGiving
- Additional promotional opportunities, including through GlobalGiving’s social media or homepage, for top-performers
What partnership looks like with GlobalGiving:

**Professional, Personalized Fundraising Pages**
Tell your story in a clear and compelling way and invite your donors to give the way they want. Whether they give once or monthly, your supporters can donate using more than 10 secure payment methods.

**Training and Support For Your Level**
Join one of our webinars, training academies, or workshops. Or, delve into our training library, set up a one-on-one phone consultation, or host a site visit from the GlobalGiving team!

**Extra Funding**
In 2018, our matching offers, bonus prizes, corporate partnerships, and marketing efforts drove nearly $18 million in extra funding to our partners, just for being part of GlobalGiving!

**Help When You Need It**
Our teams in the US, UK, India, and China are ready to support you and your donors. You can even request volunteer support for your fundraising or programs, all through GlobalGiving.

**Commitment to Impact**
Learn and grow with the support of your peers and the GlobalGiving team, even if it involves failure. Learning organizations earn GG Rewards points to gain more visibility and funding!

**Access to Corporate Partnerships**
85% of GlobalGiving nonprofits benefit from donations and grants from companies like Ford, Microsoft, Google, Facebook, TripAdvisor, and 190+ others!

**Powerful Tools**
Engage your donors with thank-you notes, fundraising appeals, and project reports. Use our analytics and feedback reports to learn and improve your fundraising.

**Credibility + Visibility**
Let us help you gain visibility and new donors through our credibility! GlobalGiving maintains a four-star Charity Navigator rating, BBB accreditation, and GuideStar Platinum certification.

**Tax Benefits**
Appeal to donors in the US and the UK who can receive tax benefits in their country for donating to your project, even if you’re not based in those countries.

**Disaster Support**
If a major disaster strikes in your community, we’ve got your back. Local organizations are key to disaster relief so we’ll fundraise on your behalf and deliver grant funding within days of the event.
Donation Methods + Eligibility

- Eligible Donations Methods: Debit card, credit card, PayPal, Apple Pay, checks, wire transfer, individually purchased GlobalGiving gift cards, and mobile donations through M-Changa.
- Ineligible Payment Methods: Cash, text-to-give donations, CAF check, CAF online, donations made by justGiving, corporate gift cards, donations made on any other GlobalGiving corporate or organizational giving sites, stock donations, estate planning, donations made directly to an organization rather than a GlobalGiving project, or donations made through Facebook.
- Online donations made by the account or credit cardholder are eligible. We accept the following online payment methods: credit card, debit card, PayPal, and Apple Pay.
- **All donations are final.** Once GlobalGiving processes the donation, we cannot change the time, date, or status of a donation for any reason.
- GlobalGiving is moderating any activity, not in the spirit of requesting separate individuals to support donations, and GlobalGiving reserves the right to disqualify organizations for any attempts of misconduct permanently.
- GlobalGiving determines unique donors using numerous criteria, including name, email address, credit card number, mailing address, and U.S. address. We monitor these and other parameters in our system to ensure that unique donors count towards the Accelerator thresholds and cash prizes.
- Any transactions that are reported as fraudulent and/or reversed jeopardizes your participation. GlobalGiving retains the discretion to disqualify your organization from the Accelerator.

**Checks + Wire Transfers (Not Recommended)**

- Given COVID-19, we are experiencing longer than usual processing times for checks mailed to our office. Therefore, we cannot guarantee that any checks will count towards your Accelerator graduation thresholds or bonus prizes.

- However, we will process checks and wire transfers received by GlobalGiving by Sept. 23. Therefore, checks and wire transfers received by the deadline will be attributed to your project but may not count towards your Accelerator graduation thresholds or bonus prizes. Again, we don't recommend your donors give using checks or wire transfers at this time. We strongly suggest an electronic payment method, such as a credit/debit card or PayPal.

- Checks and wire transfers will not count towards prizes on the Bonus Day.

**Instructions for Sending Checks + Wire Transfers**

- **Indicate project title and I.D.** on the memo line for the funds to get processed accurately and in a timely fashion. Include an email address on the check to get signed up to receive updates on the project.

- **Send checks in USD and Canadian dollars to GlobalGiving's D.C. office:**
  - Make payable to GlobalGiving Foundation.
  - Mail to: 1110 Vermont Ave N.W., Suite 520, Washington, DC 20005, USA
  - Note: GlobalGiving accepts checks issued in the U.S. at and above $10. GlobalGiving's D.C. office cannot cash checks from outside the U.S. in amounts less than $100 or equivalent in the local currency.

- **Send checks in GBP and Euros to GlobalGiving's London office:**
  - Make payable to GlobalGiving U.K.
  - Mail to: GlobalGiving U.K.: 208A Brick Lane, London E1 6SA
Our Fees

**ACCELERATOR PARTICIPANTS**

- **12% platform fee**
  - plus a 3% processing fee until $5,000 is raised

**US/UK NONPROFIT PARTNERS**

- **5% platform fee**
  - plus a 3% processing fee

**NON-US/UK NONPROFIT PARTNERS**

- **7% platform fee**
  - plus a 3% processing fee
Your Next Steps
Register for training on the Accelerator Hub page!
During training, we will cover everything from **submitting your project** to **mapping your network**!

- **SESSION 1**
  - Setting SMART Goals + Project Submission Tips
  - August 31, 10:00 AM ET

- **SESSION 2**
  - Network Mapping + Advocates
  - September 1, 10:00 AM ET

- **SESSION 3**
  - Storytelling
  - September 2, 10:00 AM ET

- **SESSION 4**
  - Connecting with your Network
  - September 3, 10:00 AM ET
Setting SMART Goals + Project Submission Tips

Donors need motivation to give! And you need a plan. To set yourself up for success, outline your SMART goals before the crowdfunding campaign begins. Need help posting your project? We'll walk you through the steps.

**Learning Objectives**

1. Outline your broad goals and turn them into SMART goals.
2. Use your SMART goals to create an actionable plan.
3. Learn how to post your project on GlobalGiving.

**Recommended Learning**

- Beginner's Crowdfunding Guide
- Recurso en Espanol: Crowdfundamentals
- 27 Free Resources For Nonprofits
- Success Story: They Raised $17,887 In 14 Days Through Crowdfunding in Guatemala
- Recurso en Espanol: Crowdfunding En Mexico

*August 31, 10:00 AM ET*
The **Accelerator Hub** page is where you can find all the information you need about the Accelerator. **Terms + Conditions, training registration + resources, and campaign information!**

[www.globalgiving.org/acceleratorhub](http://www.globalgiving.org/acceleratorhub)
Submit your Project by Sept. 4!
Your project page is what donors see on the GlobalGiving website.
Start creating your fundraising strategy now!
Tips, tools, and resources to adapt your nonprofit programming to life during the COVID-19 pandemic.

LIST: Free Resources For Nonprofits + Small Businesses During COVID-19
by GlobalGiving Team

Nonprofit Finance, Nonprofit Management

7 Video Conferencing Tips To Get You Through Social Distancing—And Beyond
by Jasmine Adams

Technology

LIST: COVID-19 Grants For Nonprofits + Small Businesses
by Katherine Hardcastle

Fundraising

https://www.globalgiving.org/learn/covid-19-nonprofit-resources/
Visit the Accelerator Hub page and read the Terms + Conditions in full!

www.globalgiving.org/acceleratorhub
We’re here to help!

Visit the Hub page and check out our Accelerator FAQs! Still have questions? Email us at accelerator@globalgiving.org.

We’ll respond in one-three business days!
thank you