



Corporate Toolkit

Help us celebrate the work
of over 40 nonprofits in Maine

Giving Day: May 22, 2019

THE SPRINGSHARE

What is The SpringShare?

The SpringShare is an online day of giving hosted by MaineShare to celebrate and inspire giving to support the work of over 40 statewide nonprofits in Maine dedicated to building an equitable, just community, and protecting our environment.

Single day **giving campaigns** spark communities small and large to come together and celebrate the causes and values they care about. **The SpringShare Giving Day** is a day-long statewide event encouraging people who live in and love Maine and the organizations we support, to learn more about their work, and then give to the causes they support: economic opportunity, environmental sustainability, diversity, education, the arts, health, safety, animal welfare, social justice, and peace.

This year **The SpringShare** will be held on **Wednesday, May 22nd, 2019**. We will kick things off at 12:00 am with our community of 44 Maine nonprofits and keep the giving momentum going all day long, until 11:59 pm.

Mark your calendars for an incredible day of generosity, partnership, and community philanthropy in Maine.

We are starting our efforts early this year to raise awareness of and seek early commitments for support as we spread the word! This is only our second year and we have every hope to make this an annual statewide initiative by creating a strong foundation of sponsors.

We have two primary goals. The first is to continue to collaboratively expand awareness of each of our member organizations. The second goal is to raise \$50,000 for these organizations, as we also support and encourage each nonprofit to engage their own supporters. Their participation in this event gives them an exciting new way for their own constituents to get involved spreading the word about this celebration and challenge their networks to promote, celebrate, and give back.

Funds raised will not only give a financial boost to MaineShare's current fundraising efforts. The ease and efficiency in reaching new donors through this single giving day each Spring strengthens our mission - The SpringShare is helping these organizations expand outreach and access an unrestricted funding stream so that they can spend more time doing their work and less time fundraising.

Visit www.thespringshare.org and www.maineshare.org to learn more about our organization and this annual event!

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Help us spread the word about The SpringShare!

- Display fliers in your office or store for employees and customers to see.
- Update your outdoor reader board to promote The SpringShare.
- Offer a discount to customers who donate, and consider incentives for employee participation.
- Donate a portion of every purchase; ask customers to contribute at the register.
- Insert fliers into customer shopping bags.
- Include your **The SpringShare** support via your website & email marketing.
- Regularly share, tweet, and post about your support of **The SpringShare** on social media.



*"**The SpringShare** is a great vehicle to call attention to philanthropy, as well as an opportunity to come together to support many different causes. We are honored to support this event and help it grow. I encourage everyone to join MaineShare with your support on May 22nd!" - Patric Santerre, ARCADIA designworks, LLC, MaineShare Board Member*

Follow us on: @thespringshare
Twitter - @thespringshare | Facebook - @maineshare
Use #thespringshare in your tags!

THE SPRINGSHARE

Get Involved: Events to Sponsor (Sample)

PORTLAND

Wednesday, May 22th

- 7:00 - 9:00 am **Your Organization Power Hour Sponsorship** at a Coffee House
- 9:00 - 11:00 **Golden Ticket Give-Away 1 and 2**, Sponsored by **Your Organization**
- 12:00 - 2:00 pm **Your Organization Picnic Power Hour** in a Portland Park
- 3:00 - 4:00 **Golden Ticket Give-Away 3 and 4**, Sponsored by **Your Organization**
- 5:00 - 7:00 **Bowl-a-thon at BaySide Bowl**, Sponsored by **Your Organization**
- 5:00 - 7:00 **Your Organization Power Hour Sponsorship** at Formal Reception/Gallery
- 7:00 - 9:00 **Golden Ticket Give Away 5 and 6**, Sponsored by **Your Organization**
- 8:00 - 11:00 **Your Organization Power Hour Sponsorship** at Music Venue or Pub

Thursday, May 23rd

- 2:00 - 7:00 **SpringShare Brews Power Hour** at a Brewery, Sponsored by Your Organization.

AUGUSTA

Tuesday, May 21st

- 2:00 - 6:00 **Golden Ticket Give Away** to Augusta Nonprofits Mill Park Farmer's Market

Thursday, May 23rd

- 4:00 - 6:30 **SpringShare Garden Gathering** at **Viles Arboretum** - MaineShare
Augusta Member Groups will host a small gathering, sponsored by Your Organization.

Other venues and/or events possible.

Corporate Sponsorship!

- Sponsor The SpringShare on May 22ndth!
- Sponsor an event or 'power-hour' during the day!
- Sponsor a Prize! Challenge organizations to reach a certain benchmark in donors or dollars by a specific deadline to receive your corporate prize!
- Give to an initiative of your choice (Environmental, Economic Opportunity, Educational, Social Justice, Safety and Health).
- Provide In-Kind Media Sponsorship or Publicity for The SpringShare.



THE SPRINGSHARE

Get employees involved!

Invite your employees to celebrate **The SpringShare**:

- Encourage an employee fundraiser (dress-down or raffle).
- Match an employee fundraiser.
- Put fliers in your office and in well-trafficked areas encouraging employees to participate.
- Create an internal staff competition to help employees' favorite nonprofits win cash prizes throughout the day.
- Motivate employees to volunteer their time during our events throughout the day on May 22nd. (offer paid volunteer time, a prized parking spot, or other prizes in return).
- Cater in lunch or treat staff to bagels and coffee.
- Promote regularly in emails, staff meetings, employee intranet.
- Have staff volunteer to host their own fundraising page to promote their favorite nonprofit (or all 44 MaineShare nonprofits).
- Bring in speakers from MaineShare and our Member Groups to provide highlights about their work and encourage giving.

Engage and enable your employees and here's how you could benefit

Increase employee
performance by

40%



Increase customer
satisfaction rates by

18%



Multiply your
financial success

X4 $\frac{1}{2}$



Decrease employee
turnover by

14%



THE SPRINGSHARE

Direct Sponsorship

All Day Sponsorship – 1-2 sponsors

(½ day - \$2500, 1 day - \$5000)

On May 22nd, **The SpringShare** runs from 12:00 am to 11:59 pm.

MaineShare is seeking one full-day major sponsor. This contribution will help MaineShare cover the costs of subscription to our giving day portal as well as the cost of access to mailing lists, social media boosts, mailings, and banners during the events throughout the day. This major sponsor will be recognized from date of commitment through the month of May as a major sponsor on all press releases, social media posts, and day-of events.

Power Hour Sponsorship – 5-10 sponsors

(\$500 - 1,500.00 ea.)

On May 22nd, **The SpringShare** runs from 12:00 am to 11:59 pm.

MaineShare is seeking sponsors for a series of power hours throughout the day. During each power hour, sponsors have the opportunity to contribute:

- **\$1,500** sponsorship during designated 2 hour blocks
- Special promotional opportunity to “deliver” prize to winning nonprofit.
- Business name and logo exclusively promoted through social media during sponsored hour.
- Company name and logo listed on **The SpringShare** website.
- Listed in all materials distributed during events.
- Company representative invite to Luncheon and/or Cocktail Hour.

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Prize Sponsorship

PowerHour Prize - 10-20 sponsors (\$500.00 - \$1,500.00)

Throughout the day, **Power Hour Prizes** of **\$500, \$1000, and \$1,500** will be posted for member organizations to compete for. Sponsor determines challenge (most donors, most dollars, or other criteria) during a given timeframe. This might be a prize to the environmental organization who draws the most donors during one these hours throughout the day, or the one overall organization who brings in the most dollars during a specific hour. Sponsors determine these prize challenges and member organizations can solicit their own internal matches as they compete for these Power Hour challenges.

Power Hour sponsors will see recognition for that hour's challenge, as follows:

- Sponsor name and logo promoted through shared social media;
- Sponsor name and logo listed on **The SpringShare** website as a challenge sponsor;
- Sponsor listed in all materials distributed during events;
- Sponsor invited to an event-day Luncheon or Cocktail Hour for photo opportunity.

Golden Tickets of \$250.00 are awarded based on random drawing throughout the day and are associated with a donor-determined cause of choice. This might be a gift to all organizations advocating and working for women's causes, or an organization working for and advocating for children, for example (access to healthcare, freedom from domestic violence, arts education, for example). Sponsors can help determine the theme of these tickets.

Power Hour Sponsors



Golden Ticket Sponsors



Venue Sponsors



In Kind Sponsors



The Power Hour and Golden Ticket challenges excite donors and motivate them to log in and give.

When you commit as a sponsor we are then able to use your gift as incentive to our member organizations. This helps them challenge their supporters to step up and raise even more as it builds in a bit of competition for the challenges put forth!

It's a win for the sponsors and a win for the community.

THE SPRINGSHARE

Who Benefits:

FOR ECONOMIC OPPORTUNITY

Genesis Community Loan Fund
844-2035 | genesisfund.org
Maine Center for Economic Policy
622-7381 | mecep.org
Maine Equal Justice
626-7058 | mej.org
Maine Women's Fund
774-5513 | mainewomensfund.org
Maine Women's Policy Center
622-0851 | mainewomen.org
New Ventures Maine
621-3440 | newventuresmaine.org
ProsperityME
797-7890 | cflme.org

FOR THE ENVIRONMENT

Chewonki
882-7323 | chewonki.org
Friends of Casco Bay
799-8574 | cascobay.org
Maine Audubon
781-2330 | maineaudubon.org
Maine Farmland Trust
338-6575 | mainefarmlandtrust.org
Maine Organic Farmers & Gardeners Association
568-4142 | mofga.org
Maine Resource Recovery Association
942-6772 | mrra.net
Natural Resources Council of Maine
622-3101 | nrcm.org
Sierra Club Foundation, Maine
761-5616 | maine.sierraclub.org
Viles Arboretum
626-7989 | vilesarboretum.org

FOR SAFETY AND HEALTH

Bicycle Coalition of Maine
623-4511 | bikemaine.org
Consumers for Affordable Health Care Foundation
622-7083 | mainecahc.org
Environmental Health Strategy Center
699-5795 | ourhealthyfuture.org
Maine Access Immigrant Network
522-1800 | main1.org
Maine Coalition Against Sexual Assault
626-0034 | mecasa.org
Maine Coalition to End Domestic Violence
430-8334 | mcedv.org
Maine Hospice Council
626-0651 | mainehospicecouncil.org
Maine Labor Group on Health
622-7823 | mlgh.org

FOR EDUCATION, DIVERSITY, AND THE ARTS

GLSEN
619-1417 | glsen.org
Hardy Girls Healthy Women
861-8131 | hghw.org
Holocaust and Human Rights Center Of Maine
621-3530 | hhrcmaine.org
Maine Alliance for Arts Education
439-3169 | maineartsed.org
Maine Public
800-884-1717 | mainepublic.org
Mano en Mano - Hand in Hand
546-3006 | manomaine.org
WERU
469-6600 | weru.org

FOR SOCIAL JUSTICE AND PEACE

American Civil Liberties Union - Maine
774-5444 | aclumaine.org
Disability Rights Maine
626-2774 | drcme.org
EqualityMaine
761-3732 | equalitymaine.org
Maine Animal Coalition
773-2215 | maineanimalcoalition.org
Maine Citizens for Clean Elections
831-6223 | mainecleanelections.org
Maine Council of Churches
772-1918 | mainecouncilofchurches.org
Maine Federation of Humane Societies
841-5227 | mefed.org
Maine Initiatives
607-4070 | maineinitiatives.org
Maine Peace Fund
772-0680 | peaceactionme.org
Maine People's Resource Center
797-0967 | mainepeoplesalliance.org
Maine Veterans for Peace
215-9507 | vfpmaine.org
Resources for Organizing and Social Change | 607-2571
resourcesforsocialchange.org
Southern Maine Workers' Center
200-7692 | maineworkers.org





Thank you for your commitment to valuing innovation in philanthropy, service, employee engagement, and community change.

Your investment in Maine is essential. By supporting **The SpringShare**, you join over 100 leaders in workplaces across Maine who consider MaineShare a trusted partner in employee giving, who have considered MaineShare a trusted partner in employee giving since 1989.

Learn more at www.maineshare.org and www.thespringshare.org.

For materials and sample language, or an opportunity to talk through the ways your business can get involved in **The SpringShare**, contact:

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