



Better Together FAQ

WHAT IS BETTER TOGETHER?

Better Together projects are time-sensitive opportunities to improve our community, together. Recommended by community experts, the needs are immediate and the solutions are smart—let's make Columbus better together!

The Columbus Foundation presents these projects in The Giving Store and provides promotion tools to nonprofits to help them meet their fundraising goal. Each project has a dedicated page that tracks fundraising progress in real time.

WHAT ORGANIZATIONS ARE ELIGIBLE FOR BETTER TOGETHER?

Franklin County-based nonprofits with a Directory Listing in The Giving Store and that have been in existence for three years or more are eligible to submit a Quick Pitch detailing the project for consideration.

WHAT TYPES OF PROJECTS ARE FEATURED THROUGH BETTER TOGETHER?

Better Together is designed to lift up time-sensitive, urgent needs that directly impact the individuals served by your nonprofit. Better Together projects address specific programming needs with a defined fundraising goal, (e.g., \$5,000 to provide equipment for a summer camp, or \$3,000 to give bicycles to children). Projects can represent one-time challenges (e.g., repair a damaged roof) or ongoing needs (e.g., provide opiate overdose treatment kits).

WHAT TYPES OF PROJECTS ARE NOT ELIGIBLE?

Projects must be program related and show a direct impact. Event costs, strategic planning, general operations, pilot projects, and administrative expenses are not eligible for Better Together promotion.

WHAT IS THE APPROVAL PROCESS?

The Columbus Foundation staff reviews Quick Pitch applications on a weekly basis. The more detail given by the nonprofit to The Columbus Foundation, the better! If the project is a good fit for Better Together, nonprofits are asked to share more information about the project through a Project Questionnaire for final approval. Foundation staff work with featured nonprofits to collect the information and images needed for posting the project in The Giving Store.

HOW IS MY PROJECT FUNDED?

Better Together projects are supported by crowdsourcing donations from individual donors. Donors with funds at The Columbus Foundation can suggest a grant of \$100 or more toward the project, and anyone can contribute to the project with a gift of \$20 or more using a credit card, Apple Pay, Google Pay, or PayPal.

WHAT IS THE ROLE OF THE COLUMBUS FOUNDATION?

The Columbus Foundation staff works with you to collect images and information to promote your Better Together project. Our staff:

- Helps craft a message to describe and raise dollars for your project.

The Columbus Foundation

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- Provides marketing templates for social media and email communication.
- Features your project in The Giving Store.
- Provides a safe and secure online platform for donors to contribute to your project.
- Provides tax receipt details to donors.
- Shares draft of Better Together page for review prior to posting the project.
- Announces the project on The Columbus Foundation's social media channels.
- Monitors the project's progress and notifies the nonprofit when the campaign meets its fundraising goal.
- Sends a general thank you to all donors within two business days of completing the campaign.
- Provides gift acknowledgment details so you can personally thank your donors; and
- Provides general guidance on how to be successful.

HOW WILL I RECEIVE CONTRIBUTIONS TO MY PROJECT?

Credit card, Google Pay, Apple Pay, and PayPal gifts to your organization, along with certain Donor Advised Fund grants, are deposited to your organization's bank account in a lump sum, once per week. Directory Listing Administrators receive an ACH transaction notification when a deposit is initiated, along with instructions to log in to the user dashboard to view donation details. You can also view In Process Donations. These donations are subject to change, and are visible only until the payment has been transferred to your bank account. It is then included with other deposited donations on your user dashboard. The Columbus Foundation provides each donor with a tax receipt.

HOW WILL I BE ALERTED OF PROGRESS TOWARDS MY FUNDRAISING GOAL?

Your Better Together project page in The Giving Store includes a progress bar that tracks contributions in real time.

WHAT IF WE EXCEED OUR GOAL?

Your Better Together project will be noted as fully funded in The Giving Store soon after you reach your fundraising goal. Any donation in excess of your goal must be applied toward programmatic needs at your organization.

WHAT IF WE DON'T REACH OUR GOAL?

The Columbus Foundation partners with you to help support your success. If the fundraising goal is not met, donations must be applied toward programmatic needs at your organization.

WHAT IS THE TIMELINE TO SUBMIT AND POST A BETTER TOGETHER PROJECT?

We review submitted Quick Pitch applications on a rolling basis. Better Together projects take time to develop, so please plan ahead when considering the best start date for your project. Once the Foundation has published a live project, the ideal fundraising timeline is 30-45 days.

If you have additional questions about Better Together, please contact us at bettertogether@columbusfoundation.org

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