



May 3, 2016

Hosted by Kern Community Foundation

Bringing charities and people together for a powerful day of action.

About GIVE BIG KERN

May 3rd will be the first annual **GIVE BIG KERN** event. This online 24 hour fundraising frenzy will bring local charities and Kern County residents together for a powerful day of action.

The Foundation's objectives in facilitating this event:

- Strengthen community engagement around charitable giving and nonprofit awareness.
- Attract funds from local donors to support the services provided through local nonprofits.
- Distribute prize grants to reward participation and creativity in fundraising.
- Increase visibility of Kern Community Foundation as a nonprofit leader.

Timeline

- October 2015 – Establish Action Committee
- November 2015 – Sponsorship Opportunities become available.
- January 2016 – Informational Session and Registration for **GIVE BIG KERN**
- February 29, 2016 – Registration Deadline
- March 2016 – Trainings of Landing Page and Donor Engagement
- April 15, 2016 – Sponsorship Deadline
- April 2016 – Media Engagement and Nonprofit Assistance
- **May 3, 2016 – GIVE BIG KERN**

Foundation Contact

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Why GIVE BIG KERN?

- **GIVE BIG KERN** is a part of a national movement designed to ignite the spirit of giving.
- To collectively increase awareness for important causes in our community.
- Leverage philanthropic dollars through prize grants and match opportunities.
- Giving every Kern County resident the opportunity to support causes they care about.
- Providing a platform for Kern County nonprofits to share their amazing stories of improving our community.

Who can participate?

- Nonprofits: register for 2016 Foundation Services to be eligible to participate in **GIVE BIG KERN**.
- Donors: be a part of **GIVE BIG KERN** by donating on May 3rd or providing match dollars to the nonprofit of your choice prior to **GIVE BIG KERN**.
- Sponsors: provide prize grants, match dollars, and **GIVE BIG KERN** awareness through one of our sponsorship opportunities.

For more information on how to participate, please visit kernfoundation.org or contact us at 661.325.5346.

Event Description

- Nonprofits registered for **GIVE BIG KERN** will receive their own customizable landing page and online donation platform for pre, during, and post **GIVE BIG KERN** activities.
- Nonprofits will receive a preparation toolkit, training on landing page creation, and training on donor engagement.
- A planning committee of nonprofit leaders will assist in organizing media coverage, day-of events, and social media presence.
- Prize grants will be awarded for the most dollars raised, most donors engaged, and most volunteer hours pledged during the 24 hour event.