



SUSQUEHANNA
WALDORF
SCHOOL

The Extraordinary Give • A 24 Hour Giving Day
Friday, November 22, 2019 • 12am-11:59pm

MATCHING DONOR INFORMATION

At Susquehanna Waldorf School, our graduates build meaningful lives full of purpose and creativity through a rigorous educational foundation that nurtures the unique potential within each child. It's our belief that by using inspiration as a key ingredient in our hands-on curriculum, we can cultivate the creative capacities that lead to joyful, life-long learning. We are participating in our city's annual Giving Day and are looking for support to make it a success. The Matching Donor program allows companies and individuals like you to donate a lump sum to be used as an incentive to attract smaller donations during a "matching hour." This effort to use larger donations to match smaller donations is incredibly effective and stretches every contribution. This is truly a group effort. We want you to be part of this group and we appreciate your consideration in becoming a matching donor.



Contact: extragive@susquehanna.org
or call Courtney at (717) 332-6891

Signup Deadline: November 15th

DONOR BENEFITS

	\$5,000+	\$2,500	\$1,000
Matching Donor Section on the SWS ExtraGive Profile	✓	✓	✓
Company Sponsored Giving Hour	✓	✓	✓
Featured Facebook "like" on SWS Facebook Page	✓	✓	✓
Company Logo on ExtraGive Page on the SWS Website	✓	✓	✓
SWS Facebook Mentions or Reposts	4	2	1
SWS Instagram Mentions or Reposts	4	2	1

**For Donors who are giving \$10,000 or more, please fill out this form:*

<https://gg-day-of-giving.s3.amazonaws.com/lancaster2019/ExtraGive+2019+Offline+Gifts+Form.pdf>

BENEFIT DESCRIPTIONS:

- Matching Donor Section on the SWS ExtraGive Profile: You'll have a special branded section right on our ExtraGive page: <https://www.extragive.org/organizations/susquehanna-waldorf-school>. This section will include your logo, name, website or Facebook page, and description. You can also make a fun name for your matching donations.
- Company Sponsored Giving Hour: During the hour your match takes effect, we will promote you on Facebook, Instagram, and email blasts. Everyone who makes a donation during that hour and has it doubled because of your contribution will know to thank you for making their donation to go further.
- Featured Facebook "like" on SWS Facebook Page: Leading up to November 22, we will share your Facebook page and encourage our followers to follow you.
- Company Logo on ExtraGive Page on the SWS Website: Your logo will stay on the SWS ExtraGive website until October 2020 for special recognition.
- SWS Facebook & Instagram Mentions or Reposts: We will continue to spread the word about your company with Facebook and Instagram posts after the Giving Day has ended.



ADDITIONAL INFORMATION

Ready to be a donor?

Amazing!!! Thank you! Here's what to do next:

1. Shoot us an email at extragive@susquehanna.org letting us know at what donation level you would like to contribute.
2. Send us your logo, link, and suggestion for a matching title if you want to select it.
3. Send your donor check directly to Susquehanna Waldorf School:
 - a. All donor acknowledgements for tax purposes will be issued via email from SWS
4. Help us spread the word on November 22nd and watch your donation double with community support.

Want to Sponsor a Table at the "All In For ExtraGive" Poker Tournament?

Susquehanna Waldorf School is doing something a bit different to celebrate the Extraordinary Give and to help raise funds for organizations throughout Lancaster County. "All In For ExtraGive" Poker Tournament! Players have a buy in of \$100 dollars and the top 5 winners will be able to donate their winnings to the ExtraGive nonprofit of their choice. In true ExtraGive spirit there will be fun prizes to win throughout the game. This will be a fun way to set off a night of ExtraGive parties and events.

You have the option of Sponsoring a table of 6 for \$600. Seats can be given to employees of your choice so they can represent your company in the competition to donate to a charity of your choice.

If you're interested in Sponsoring a table, please send an email to extragive@susquehanna.org.

Also interested in being a "Peer"?

We have the ability to create custom links for individuals who take a personal interest in helping get donations through a program called "peer to peer". This link will track all donations made by the awareness you spread. The efforts involved are so simple but make such a huge impact on our school we care for.

1. Agree (optional: say "heck yes!")
2. Send us your name & email address at extragive@susquehanna.org
3. We send you your personalized link to our Giving page.
4. You put this link in your Instagram profile on November 21st and keep it up through the 22nd
5. Post a friendly post about what we're doing and why people might consider making a donation.
6. Optional: send an email out with your link, post a few times during the day on November 22

Video:



[video link](#)