



Memorandum of Understanding

WHEREAS, **Alabama Association of Nonprofits** and **Alabama Broadcasters Association** have come together to collaborate and conduct Alabama Gives Day on behalf of eligible nonprofits in Alabama; and

WHEREAS, _____, a nonprofit organization, desires to participate and collaborate as a benefiting partner in Alabama Gives Day;

WHEREAS, the partners herein desire to enter into a Memorandum of Understanding with the nonprofit organization setting forth the services and/or duties to be provided by the collaborative; and

Roles and Responsibilities

NOW, THEREFORE, it is hereby agreed by and between the partners as follows:

*****Please initial by each statement as confirmation of your acceptance**:***

_____ I confirm that my organization is a 501(c)(3) nonprofit and must provide a copy of our IRS determination letter as proof.

_____ I confirm that my organization serves and/or has its headquarters in Alabama.

_____ I confirm that I'm willing to share organizational details that establish transparency.

_____ I understand that there is no charge for my organization to participate in Alabama Gives Day.

_____ I understand that my organization is encouraged to focus the majority of its overall marketing efforts in the days immediately leading up to the campaign to create a sense of statewide excitement among donors, media partners and fellow nonprofits.

_____ I understand that the Alabama Association of Nonprofits and the Alabama Broadcasters Association are not responsible for the amount of money that may or may not be contributed to my organization during the 24 hour event. I understand that donors must choose the nonprofit they are giving to when making the online gift and that AAN and ABA have no control of this process.

_____ I confirm that if my organization has a website we will add an Alabama Gives Day image button linked to our landing page on ALgives.razoo.com.

_____ I confirm that my organization will promote Alabama Gives Day on our Facebook and Twitter accounts in the days leading up to and during the 24 hour event using the social media guide provided by the Alabama Association of Nonprofits.

_____ I understand that my organization, its staff, board of directors and volunteers should help promote Alabama Gives Day during the 24 hour event using social media.

_____ I understand that my organization can earn a cash award for having the most creative 'in the streets' external promotion on the day of the 24 hour event. I understand that I must inform the Alabama Association of Nonprofits of our plan so I can be judged by an independent group of volunteers.

_____ I understand that my organization can recruit our own sponsors to provide 'matching incentive funds' during the 24 hour event to help encourage current and prospective donors to give to my organization. I understand that I must notify AAN if I do have matching fund sponsors to ensure all funds are reported to the media at the conclusion of the event.

_____ I understand that 'matching incentive funds', unsolicited by my organization, are possible **but not guaranteed** in my designated DMA market and that my organization will receive a percentage of any matching incentive funds given based on a formula base and up to a certain dollar amount pre-determined by the incentive matching fund sponsor(s).

_____ I understand that donors and prospective donors should be driven to the Alabama Gives Day website during the 24 hour event to contribute so an accurate total number of dollars raised can be reported at the conclusion of the event.

_____ I understand that if I am asked to participate in an interview with a newspaper, TV or radio station I am to be a spokesperson on behalf of all nonprofits in my community participating in Alabama Gives Day and that the Alabama Association of Nonprofits will provide me with some talking points.

_____ I understand that my organization will receive all monies that have been donor designated to my organization less a transaction fee of 2.9% charged by Razoo, and a 4% event management fee to cover all related event expenses incurred by AAN and ABA.

_____ I understand the Alabama Association of Nonprofits is providing ALgives.razoo.com, an online platform that will safely process all contributions made during the event and that following the event I am to login to ALgives.razoo.com to obtain the list of all donors that designated my nonprofit during the event.

_____ I understand that I must complete and return all reports requested by AAN or I will not be allowed to participate in future Gives Days.

_____ I understand that my organization is expected to adhere to any agreements to which I am a party of with United Ways or other funding partners only if applicable. (Do not initial if not applicable.)

_____ I understand that it is my responsibility to retrieve any donation and/or donor information from the event by logging in to the ALgives.razoo.com website.

_____ I understand that all donations will be disbursed on March 10th, 2012 via a check, minus the 2.9% Razoo transaction fee and the 4% AAN and ABA event management fee. I understand that monies contributed can be transferred into my organizations checking account via an electronic funds transfer by registering at www.razoo.com/p/eft

_____ I understand that the Alabama Association of Nonprofits will provide my organization the tools and language I need to successfully market the event.

_____ I understand that the Alabama Broadcasters Association is coordinating the TV and radio stations in Alabama to help promote the event.

Please Print and Sign Name in applicable space:

Date: _____

Executive Director/CEO/President **PRINT NAME**

Executive Director/CEO/President **SIGNATURE**

Organization Name

Office Phone

Office Fax

Federal Tax ID #

Email Address

Please mail to: Alabama Gives Day c/o AAN, P.O. Box 292305, Birmingham, AL 35229 or via fax at 205-879-4724.