

CHARITY CHALLENGE 2015

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CHARITY CHALLENGE

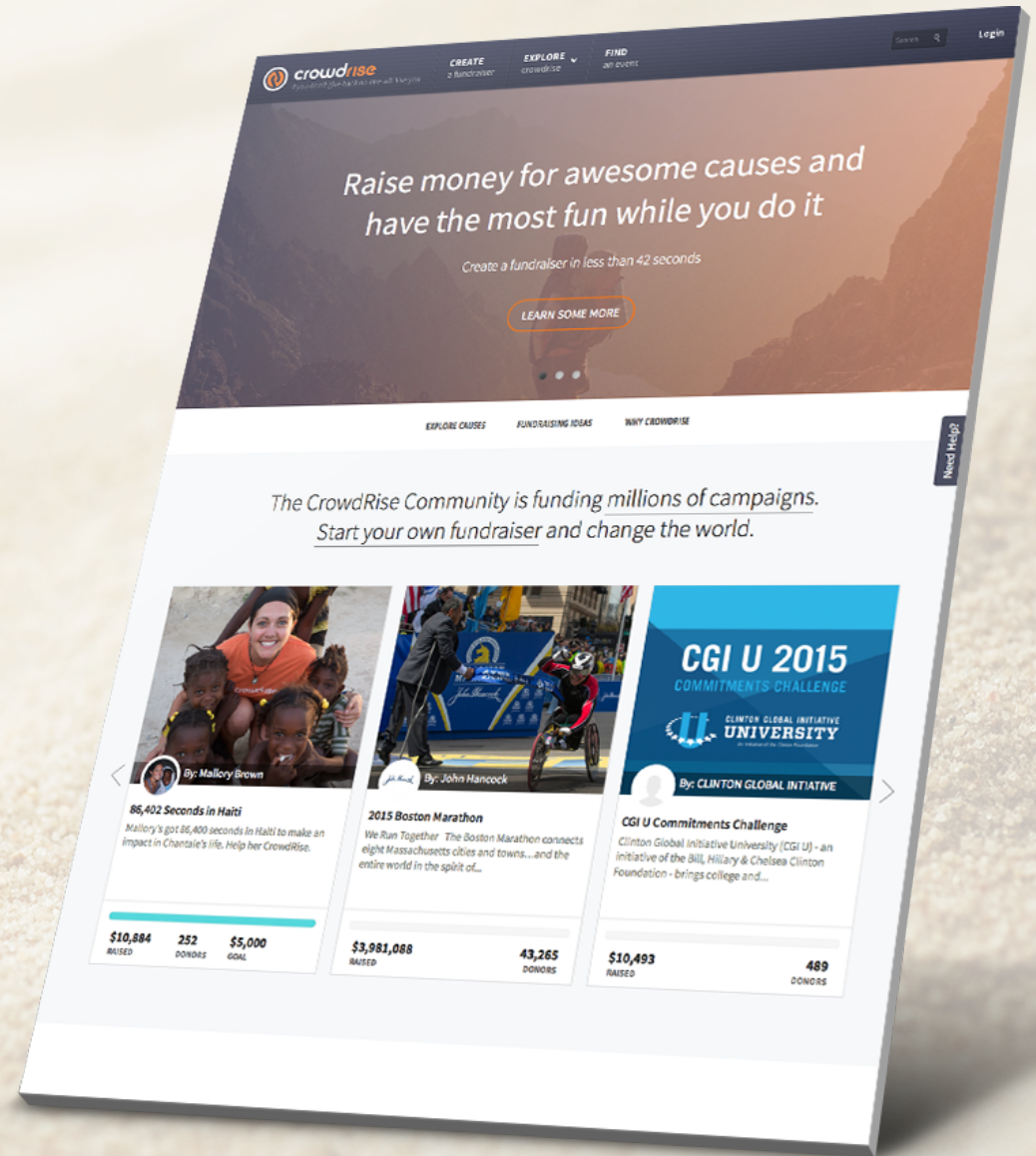
MORE THAN \$25,000 TO GO TO OUR COMMUNITY PLUS SOME AMAZING PRIZES



Start Your Charitable Life

CrowdRise is a platform you can use to create your own fundraiser and launch your charitable life.

If Facebook is the place that defines you by your friends and Twitter is what you use to say what you're doing right now then CrowdRise is the site for you to show how you give back. The power of the crowd is real, lots of small donations really do add up and your community can have a monumental impact on your causes.



Experience and Success

CrowdRise has years of experience making Challenges super successful. The Challenges create 'a moment' to rally your supporters in a cool, modern and meaningful way.





The Challenge

For the second year in a row, OceanFirst Foundation has teamed up with Crowdrise to help local nonprofits raise money to support their missions. The 2015 OceanFirst Charity Challenge is a friendly fundraising competition focused on helping local nonprofits gain awareness, recognition, and most importantly, cash. There will be \$22,000 in prize grants given to the top three organizations that raise the most money in the Challenge.

The OceanFirst Charity Challenge launches on Thursday, April 16th at 12:00pm ET and runs through Friday, May 15th at 1:59:59pm ET.

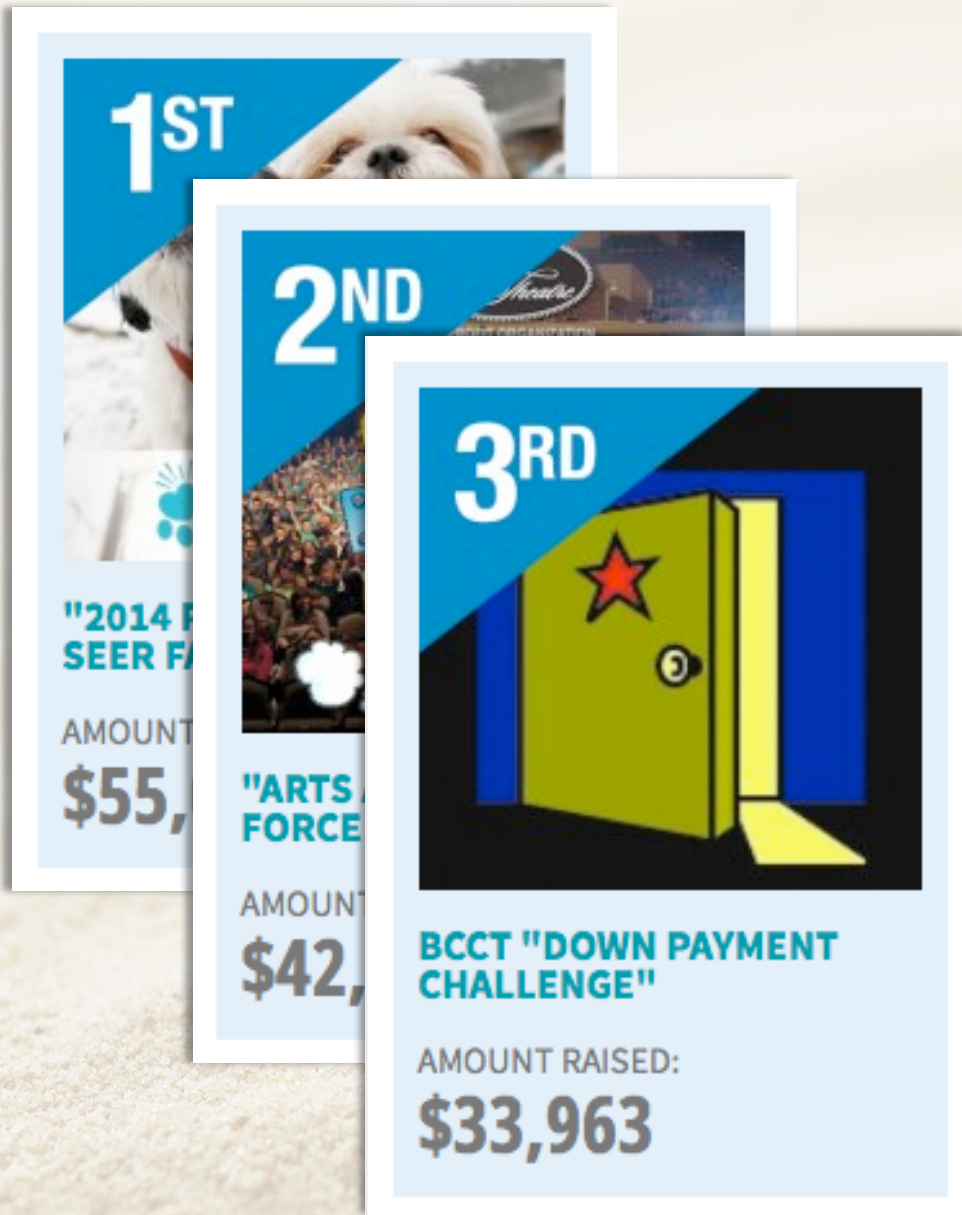
Grand Prizes

1st Place: \$15,000 grant

2nd Place: \$5,000 grant

3rd Place: \$2,000 grant

The best part of the Challenge is that even if you don't win any of the grand prize grants, you get to keep the money you raise during the campaign. So, so great.



Bonus Challenges

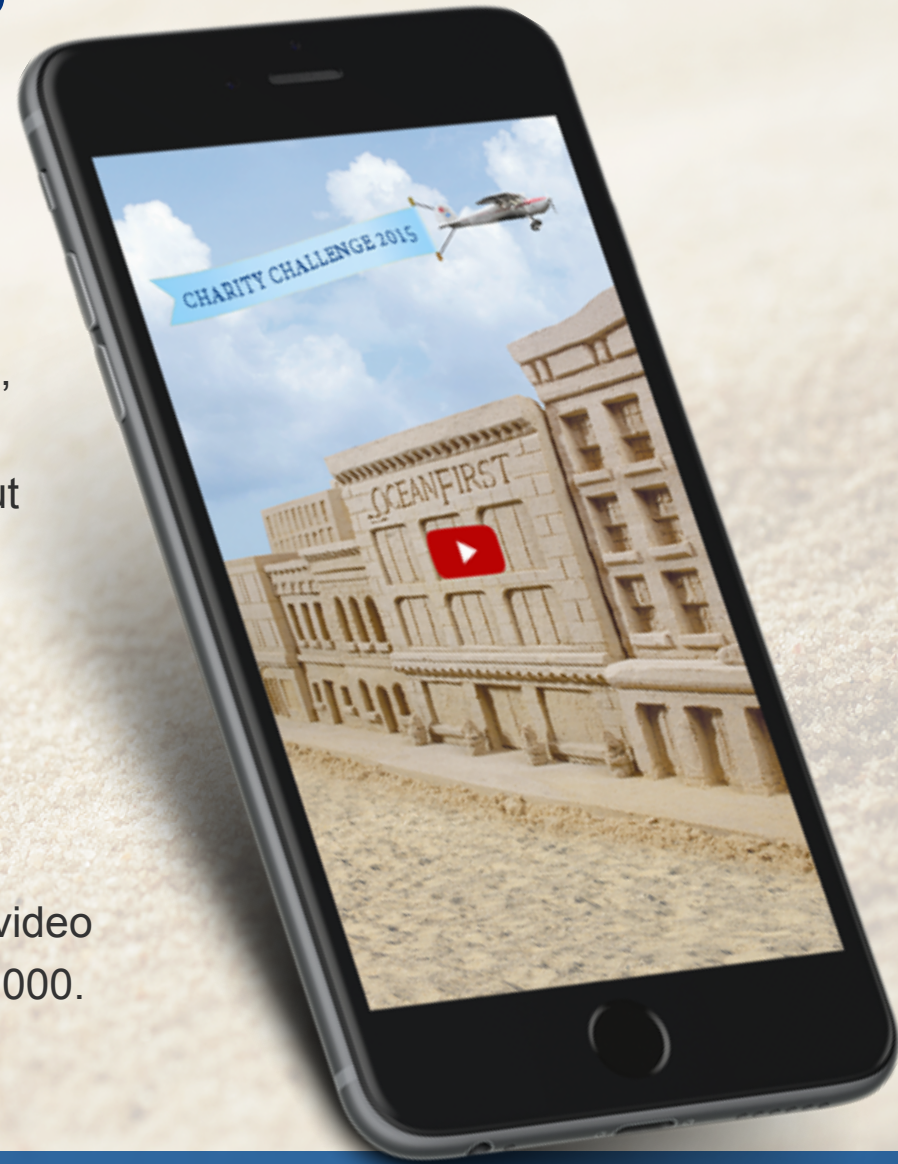
Every week throughout the OceanFirst Charity Challenge there will be Bonus Challenges so that you'll always have amazing opportunities to get even more prizes for you and more money for your cause.

To make sure you get in on the Surprise Bonus Challenge you must watch your email.

#OceanFirstChallenge Video Contest

New in 2015, OceanFirst will have a super cool video contest that will help you boost your visibility during the OceanFirst Charity Challenge. Just pick up your phone, camera or Go Pro and have fun. Tell your Board, staff, volunteers, friends, family and everyone you know about your campaign. There'll be two Video Contests and you could win up to \$6,000...

- The Best OceanFirst Charity Challenge Promotional Video as voted by a team of judges gets a \$1,000 donation to their cause.
- The organization that gets the “Most Views” of their video which is on their Challenge Page could win up to \$5,000.



#OceanFirstChallenge Video Contest Details

“Best OceanFirst Charity Challenge Promotional Video” Contest

- Tell a compelling story about your work in the communities served by OceanFirst and how you’ll use the money raised in the Challenge to help build community and you could win \$1,000
- Video must include the following: Name of your org, background on your org (must answer the questions 1) what will your org do with the money raised; 2) what does your org love about the Challenge)
- Video must include audio and/or onscreen text that states exactly the following: “{Your org’s name} is Participating in the OceanFirst Charity Challenge on CrowdRise” and “#OceanFirstChallenge”
- Video must be posted on your OceanFirst Charity Challenge page and must be a link from YouTube
- Video cannot exceed more than 3 mins and must be created specifically for the Challenge
- Video cannot be edited once it is posted on Challenge page

“Most Views” Contest

- The organization that gets the “Most Views” of their video which is on their Challenge Page could win up to \$5,000
- To be eligible to win, you must email info@oceanfirstfdn.org with a screenshot of your YouTube video total view count from the YouTube website
- The email must be sent by May 16th at 1:59:59pm ET
- The winner will get \$1 per YouTube view, not to exceed \$5,000
- All the same rules/requirements as the above contest apply here as well

***See official rules on the Challenge page for everything you need to know**

3% Pricing

We're now offering a structure that will get your pricing to be no more than 3%. That includes credit card fees. We see it as revolutionary.

- Normally the charity pays \$50/month - CrowdRise is waiving the fee for all OceanFirst charities
- We give your donors the option to cover the fees
- If all your donors choose to cover the fees, every penny you raise will go directly to your cause
- The per transaction fee is 5.9% + credit card fees.

There are over 300 charities using this new pricing structure right now, including UNICEF, Feed the Children and Volunteers of America, and they're getting an average of \$98.33 of every \$100 raised. That's an effective rate of 1.67%. And just to reiterate, all of this includes the credit card fees.

How Will We Receive Funds?



(Default payment processor)
Donations are sent to your charity via check on the 15th of every month for donations made in the prior month. Or, you can sign up for an EFT.



Your charity also has the option to use WePay as your payment processor. With WePay, you can link your donations to your own charity bank account and request the funds daily, weekly or monthly.

You can choose which best suits your financial practices.

Restrictions

- Offline donations won't count toward any contest/grand prizes
- A charity can't donate to itself (so you can't use your charity's own credit card).
- Gotta have 25 unique donations to be eligible to win. A unique donor is defined as any donor that has billing information (first name, last name, email address and address) distinct from any other donor.
- No single donation can exceed \$10k (but donors can make multiple \$10k donations).
- No donor can account for more than 75% of the total raised (or every donation made by that donor will not count toward the contest/grand prizes).

Take Aways

GET THE WORD OUT

1. Email Works Best – Don't Be Shy
2. Social Media Should be Secondary Support
3. Leverage Partnerships
4. Use Every Channel Possible

USE CHALLENGE TOOLS

1. Promotions & Calendar
2. Updates and Widget
3. Get People to Fundraise, Not Just Donate

RALLY

1. Get a Couple Big Donations Early
2. Charity and Staff and Volunteers, etc
3. Using Timing to Your Advantage
4. How Do I Leverage A Physical Event to Raise More in the Challenge

Be Passionate and Have Fun

We're ready for all questions
and can't wait to solve
everything

OceanFirst@CrowdRise.com

