



Inspiring a Community of Givers, A Project of Napa Valley CanDo

Welcome to CanDo's Napa Valley Give!Guide application process.

Nonprofit application period begins 11:59 PM May 3, 2018

Applications are due by 11:59 PM, May 25, 2018

ELIGIBILITY:

To qualify for CanDo's *Napa Valley Give!Guide*, you must be a registered nonprofit serving residents of Napa County for two years or more. In addition, a representative of your organization **MUST** have attended the May 3rd NPO orientation this year if:

- 1) Your nonprofit has never participated in the *Give!Guide* before, or
- 2) Your nonprofit did not participate in 2017 (even if it participated in previous years), or
- 3) Your nonprofit participated in 2017, but a new person will be in charge of the project this year.

NOTE: The *Give!Guide* does not accept applications from nonprofits that support programs for individual schools, scholarships intended for a single individual, or memorial funds. Please feel free to contact us if you have any questions about eligibility.

WORDING FOR CATALOG AND WEBSITE:

If selected, some of the information you provide in this application will be used directly in the *2018 Napa Valley Give!Guide* catalog and website. Choose your words with care.

FEES:

If you are selected, there is a non-refundable participation fee ranging from \$300 - \$500 depending on the size of your annual budget. This is due on July 12, 2018 with a check payable to Napa Valley CanDo.

COMPLETING THIS FORM:

You do not have to complete this application in one sitting. You may save the form and return later to continue working on the application. Alternately, you may print the blank application, answer the questions offline and use it as a reference as you fill out the online form.

When the application has been completed, we strongly suggest saving a copy for your records.

LOGOS and IMAGES:

Your logo and the image that will appear in the catalog and on the website must be submitted with this application. For many potential donors, this is the most important element of your display.

It helps you visually educate readers about who is served by your nonprofit. Most effective: not too many people, smiling faces, animals, etc.

SELECTING YOUR PHOTO:

Send an original, high resolution image which will be used for both the catalog and website. Keep in mind that the orientation for the catalog and website are slightly different. The catalog image is nearly square; the website image is a widened landscape version. When taking the photograph, we suggest leaving extra space on the right and left hand sides of the main image. For the catalog, the extra space can be cropped out. For the website, the photo can be left uncropped.

CATALOG:

Photos and logos must be high resolution which means 300 dpi or higher, jpeg format. The finished size of the photo will be approximately 2.4" square, but the designer can resize it if your image is larger than that. (If you need additional direction for ensuring a high res photo, please contact our designer, Kathie Fowler, at katfowler4@aol.com.)

WEBSITE:

Your nonprofit's image on the website is the same image used in the printed catalog, however the proportions will be slightly different. [The web photo should be in landscape mode \(a horizontal rectangle\), approximately 2.4" h x 4.5 w. A larger image can also be resized by the designer.](#)



UPLOAD:

- 1) Your nonprofit's hi-res logo [link](#)
- 2) Hi-res image for catalog and website [link](#)

GENERAL QUESTIONS

It is the intention of the *Napa Valley Give!Guide (G!G)* to include a cross section of nonprofit organizations in the *G!G* each year. This application is designed to accommodate nonprofits from small to large. Please don't be concerned if some of the questions do not seem to apply to your organization. Simply make note of your particular situation. Applications received by the deadline will be considered equally.

Eligibility

1. Attendance at a May 3th Orientation is required for three categories of nonprofits that wish to apply
 - a. Your nonprofit has never participated in the *G!G* before, or
 - b. Your nonprofit did not participate in 2017 (even if it participated in previous years), or
 - c. Your nonprofit participated in 2017, but a new person will be in charge of the project this year.

2. Provide the name of the person(s) who attended:

3. Has your NPO's Federal Tax ID (EIN Number) been registered with the State? Has it been active for two or more years? (You can verify your Tax ID at <http://apps.irs.gov/app/eos/>)
 Yes, I confirm that we are a registered and active NPO that has been serving Napa County for two years or more.

4. Your Tax ID Number (aka TIN, EIN, Employer Identification Number), as listed at <http://apps.irs.gov/app/eos/> _____

Organization Profile

5. Formal name of your organization, as listed at <http://apps.irs.gov/app/eos/>

6. Common name (if different from above). **NOTE:** this is the name under which your nonprofit organization [NPO] will be listed in the [G!G]

7. Year organization was founded _____

8. Organization's mailing address. This will be included in the catalog and website.

Street /PO Box: _____

City: _____ Zip: _____

Phone number: _____

Email: _____

Website : _____

9. Director's name: _____

Director's email address: _____

Director's phone number: _____

10. Please provide the following information for the persons designated as your primary and secondary contacts for the *G/G*:

Primary *G/G* contact: _____

Email: _____

Phone number: _____

Secondary *G/G* contact: _____

Email: _____

Phone number: _____

11. Of the categories listed, which best describes the focus of your nonprofit?

Select only one:

- Animals
- Arts and Culture
- Community
- Education
- Environment
- Health & Wellness
- Youth & Seniors

12. What is the mission statement of your organization?

13. Members of the Board (Identify the Chair). You may attach a list if available. [Upload list here.](#)

14. Provide the links to your social media connections (as applicable):

- a. Website: _____ (if different form above)
- b. Facebook: _____ # of followers: _____
- c. Twitter: _____ # of fans: _____
- d. Instagram: _____ # of followers: _____
- e. Other: _____

12. When you send out a group mailing or email, to how many people does it go? _____

13. Do you have any paid staff? Yes _____ No _____ If so, how many full-time? _____ Part-time?

14. Did you use volunteers in 2017? Yes _____ No _____ If so, approximately how many individuals?

What were your average monthly volunteer hours in 2017? _____

Please briefly describe the types of activities in which your volunteers participate:

15. What is your budget for the current fiscal year (check one):

- \$0 - 149,000
- \$150,001 – 750,000
- \$750,001 – above

16. List the top sources of income and approximate percentages for your most recent fiscal year:

Donations	\$ _____	_____ %
Government Funding	\$ _____	_____ %
Grants	\$ _____	_____ %
Other	\$ _____	_____ %
Total	\$ _____	_____ %

SCORED CRITERIA (55 Total Points)

The questions are used to help assess your NPO's ability to fulfill the intent of the *Give!Guide (G!G)*: to raise funds while increasing awareness for both your individual NPO and the nonprofit community as a whole. Please be as specific as possible. NOTE: Each question is followed by a point value and a word limit.

Please pay special attention to word limits. Answers that exceed the requirements will be cut off.

A 50 word limit equals approximately 350 characters. Character count includes spaces between words and punctuation.

17. *G!G* Catalog and Website description:

- A. Under your NPO's image in catalog, the header is "What They Do.", "They" refers to your NPO, so write in the third person. **These are the actual words that will appear in the catalog and on the website's home page.** For example, since your nonprofit's name is prominently featured, there's no reason to repeat the name in these precious 50 words. NOTE: sentence fragments are okay. You can look at last year's catalog and website for effective models. (50 word limit - 5 points.)

- B. ??? Provide up to 100 additional words to help describe your organization's good work. This will appear at the end of "What They Do" on a separate (jump) page on the website. That page is just for your NPO and will also include contact information. (100 word limit - 5 points)

18. What are examples of tangible supplies that might be purchased by donations to your NPO? We will use some of these in the catalog. (e.g. Fingerpaints for five children.) Answer A or B or both. (20 word limit for each A and B - total of 5 points)

- A. How does a donation of \$10 further your mission? Be specific. (20 word limit)

- B. How does a donation of \$50 further your mission? Be specific. (20 word limit)

19. Provide a testimonial/quotation from a client, volunteer, staff or board member, anyone who knows the good work done by your organization. Please include the speaker's name (either first and last or first and last initial, and if desired, a brief identifier (e.g. volunteer). This attribution does NOT count as part of the word limit for the quotation. (35 word limit – 5 points)

20. One primary goal of the *G!G* is to encourage new, first time, and younger donors to support your nonprofit. Describe a couple of the specific strategies your NPO will put in place to expand your pool of these types of donors. Specific creative ideas are sought. (100 word limit – 10 points)

21. Each nonprofit promotes itself, but it's also urged to support the *G!G* as a whole. That benefits every participating NPO. We're all trying to inspire an ever larger community of givers. What will your NPO do to promote the *G!G* as a whole and the concept of working together to build stronger communities in Napa County? (100 word limit – 10 points)

22. Business partners can be immensely helpful in creating a culture of giving in our communities. Answer either A or B as applicable: (100 word limit – 5 points)

A. Do you have a Business Partner(s)? (i.e. a local company that will help with your *G!G* efforts. This might include anything from matching donations, to assisting with publicity, to offering discount coupons to donors.) If so, name your Business Partner(s). How will they help and how will you show your support for them? If more than one, please describe each.

B. If you do not have a Business Partner yet, what is your plan to secure one?

23. **NEW THIS YEAR:** Your NPO’s jump page will feature a section called “Other Ways to Help”. Along with financial contributions, what are a few other ways supporters might help your NPO? Give a couple of specific examples. This section may be in prose, a bulleted list of volunteer opportunities, or it could include a wish list. (100 word limit – 5 points)

24. What else would you like us to know about your NPO to help us better understand the contributions your organization makes to the communities of the Napa Valley? (50 word limit – 5 points)

If you have any questions, email CanDoGiveGuide@gmail.com with “NPO Application Question” in the subject line or call 707.252.7743.