



FOR IMMEDIATE RELEASE

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Statewide Day of Online Giving Brings Kentuckians Together on May 22

(LEXINGTON, Ky.) – Kentucky Gives Day - the statewide 24-hour online giving event - returns for a sixth year on May 22. Nonprofit organizations interested in boosting or launching their online fundraising efforts are invited to participate.

“On the fifth anniversary of the event last year, Kentucky Gives Day helped nonprofits across Kentucky work together to raise over \$222,000 through a single website in only 24 hours,” said Danielle Clore, executive director of Kentucky Nonprofit Network, the state association of nonprofits and host of the annual event. “The five-year total is at just over \$1.3 million raised and we look forward to continuing to help Kentuckians near and far connect with causes they care about in 2018,” Clore added.

Nonprofit organizations with 501(c) 3 designation and operating in Kentucky may register through April 23 at www.kygives.org. Kentucky Gives Day registration is free for KNN members; charities that are not yet members may either join KNN at the time of registration or pay a one-time fee. A free, live introductory webinar is set for Thursday, March 29 at 10:30am EST to share information about the event and a recording of this webinar will be available online. Free training for participating organizations will be provided by KNN’s online partner, GiveGab. Clore encourages charities to register as soon as possible to take advantage of the resources, which include webinars on topics such as storytelling, marketing and person-to-person fundraising.

The 24-hour event begins at midnight (EST) on May 22 and continues until 11:59 p.m. (EST). Kentuckians near and far will go online to www.kygives.org, connect with the Kentucky charities and causes they care about, and make donations.

With support from event sponsors, Anthem Blue Cross and Blue Shield in Kentucky and AT&T, KNN will award prizes throughout the day as an additional incentive for donors to keep giving. Two regional partners, Central Kentucky Community Foundation in Elizabethtown and Horizon Community Funds of Northern Kentucky in Covington, will sweeten the prize pool by awarding additional prize opportunities to organizations serving those specific regions of the state. Many participating organizations will have also secured matching gifts that will double the impact of donations.

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“Kentucky Gives Day brings communities from across Kentucky together through the power of philanthropy. KNN is proud to partner with nonprofits organizations, our sponsors, regional partners, media partners and donors to make May 22 another powerful day of action in the Commonwealth,” Clore said.

For more information, visit www.kygives.org.

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Kentucky Nonprofit Network is the state association of nonprofits, existing to strengthen and advance Kentucky’s nonprofit community. The association serves as a resource for nonprofit leaders, board members and other volunteers; an information center on effective nonprofit organizational practices; and an advocate for the nonprofit sector. For more information about Kentucky Nonprofit Network, visit www.kynonprofits.org.

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