



FOR IMMEDIATE RELEASE

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Contact: Danielle Clore

859-963-3203, ext. 3

danielle@kynonprofits.org

Statewide Day of Online Giving Brings Kentucky Communities Together on April 18

(LEXINGTON, Ky.) – Kentucky Gives Day - the statewide 24-hour online giving event - returns for a fifth year April 18. Nonprofit organizations interested in boosting or launching their online fundraising efforts are invited to participate.

“Last year, Kentucky Gives Day broke the \$1 million mark. On this fifth anniversary of the event, we look to increase the number of charities partnering with us to raise as much money as possible through a single website and in only 24 hours,” said Danielle Clore, executive director of Kentucky Nonprofit Network, the state association of nonprofits and host of the annual event.

Nonprofit organizations with 501(c) 3 designation and operating in Kentucky may register through March 10 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.

KNN’s online partner, GiveGab, is offering free online training opportunities to help organizations successfully participate in Kentucky Gives Day. Clore encourages charities to sign up 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 April 18 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 tax-deductible donations.

With support from event sponsors – Sleep Outfitters, Anthem Blue Cross and Blue Shield in Kentucky, and Anthem Medicaid – KNN will award prizes throughout the day as an additional incentive for donors to keep giving. Many participating organizations will have also secured matching gifts that will double the impact of donations.

“Kentucky Gives Day brings communities from across Kentucky together through the power of philanthropy. KNN is proud to partner with nonprofits organizations, our sponsors, media partners and donors to make April 18 a 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.

Kentucky Nonprofit Network, Inc., PO Box 24362, Lexington, KY 40524

T: 859.963.3203 F: 859.534.3310 www.kynonprofits.org