



What if you could shape Idaho's future in a single day?

On May 2, 2013, our state will come together for 24 hours of giving. It's our day to support the organizations that serve Idaho, and it's your chance to make a real impact.

How do you put a price tag on the good life we enjoy here? Start by thinking about all the good things our local nonprofits make possible each and every day.

- Enriching after school activities for kids
- Great outdoor spaces
- Arts and cultural events
- Support for animals
- Educational activities
- Care for the less-fortunate
- Help for seniors

Consumers are aligning purchasing with causes. According to the 2010 Cone Cause Evolution Study (www.coneinc.com/news/request.php?id=3350):

- **90%** of consumers want companies to tell them the ways they are supporting causes.
- **83%** of Americans want the products, services, and retailers they use to support causes.
- **88%** of Americans say it is acceptable for companies to involve a cause or issue in their marketing. This record number represents a 33% increase since Cone began measuring in 1993.

What's in it for my business?

- New customer attraction
- Top of mind awareness
- Increased employee morale and retention
- Differentiation from competitors
- Enhanced image and credibility
- Potential for media attention from our partners around the state
- **A more vibrant IDAHO!**

Want to learn more?

Visit www.idahogives.org

Or contact:

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Join the Idaho Nonprofit Center in creating a successful first annual *Idaho Gives* all around the state. It's easy and fun! Try some of the following, or create your own activities:

- Like *Idaho Gives* from your Facebook page, follow *Idaho Gives* on Twitter
- Prominently display *Idaho Gives May 2* on your outdoor reader board between April 22th-May 2, 2013
- On May 2, offer a discount on your products or services to customers who show a receipt confirming they gave through *Idaho Gives*
- Sponsor matching grants for employees who participate (offer a % match based on what an employee gives), to the organization of their choice, or one of your own.
- Encourage your employees and customers to participate, through your e-newsletter, website, Facebook page, Twitter account and email marketing
- Set up a giving station on May 2 in your store or business lobby to encourage customers to give
- Put up posters (can be provided) in your store or workplace to drive awareness
- Insert flyers (provided) into customer shopping bags
- Challenge another business owner to an employee giving contest. Loser buys pizza for everyone on May 3!