



#GivingTuesdayWTX 2025 Participation Packet
Campaign Dates: November 14 – December 2, 2025
Giving Together... It's Wonderful!

ALL nonprofit organizations participating in #GivingTuesdayWTX 2025:

Please read this document in its entirety, **initial each requirement** in the box provided, and **complete the form on the final page**. Once the packet has been completed, please return to bailey@CFWTX.org.
Registration packet and payment due by **October 15, 2025**.

Why Participate in #GivingTuesdayWTX?

By joining #GivingTuesdayWTX 2025, your organization becomes part of a powerful regional effort to promote generosity, philanthropy, and community support. At the **Community Foundation of West Texas (CFWTX)**, our goal is to amplify (thus the amplification bonus your organization may receive *) your mission while inspiring donors across the South Plains to give together and make a difference.

- **Comprehensive Marketing & Promotion:**

Your organization will be featured in CFWTX-led marketing and promotional campaigns—across social media, radio, print, and digital platforms. You're also encouraged to share and grow the campaign using your own networks and media contacts.

- **Access to Prizes & Incentives:**

All participating nonprofits will be **eligible for incentive prizes valued at \$200 or more**, which will be awarded at the **Giving Together Celebration on December 2, 2025**, at the Cactus Theater.

- For all participating agencies that meet 3 or more of the following, will be included in the prize giveaways and other incentives:

- Have 20 or more individual donors
- Have 20 or more online donations
- Have at least one event/campaign to promote Giving Tuesday
- Create and share 5 or more social media posts for your Giving Tuesday campaign
- Attended training for Giving Tuesday
- Have at least \$500 in Giving Tuesday donations

- **Training & Toolkits:**

We will equip your team with strategies, resources, graphics, and fundraising tips to make the most of the campaign. You'll also receive technical help and creative content ideas.

- **Custom Donation Page:**

Each nonprofit will have a secure and customized donation page on the #GivingTuesdayWTX platform, powered by Stripe, optimized for donor engagement.

- ***Amplification Dollars:**

Bonus funds will be awarded to qualifying nonprofits based on the percentage they raise of the campaign's total. Example:

- Will be awarded to participating nonprofits in good standing with the IRS who raise **\$500** or more.
- If \$100,000 is raised overall and your group raises \$10,000 (10%), you'll receive 10% of the bonus pool.

Are there organizations who do their OWN Giving Tuesday Campaign?

Yes, unfortunately some organizations do not see the value of participating in the #GivingTuesdayWTX campaign and being part of the collective community of nonprofits. Organizations who do not wish to join the Community Wide Campaign but will still be having "Giving Tuesday" fundraisers are still encouraged to send their dollar totals to us on December 2 or as soon as possible so that we can share the totals with the community. Groups not participating will not be eligible for the prizes, or amplification funds of this campaign.

Requirements for Participation

To be part of this impactful campaign, each organization agrees to the following:

General Eligibility

- Must be a **registered 501(c)(3)** nonprofit in good standing with the IRS.
- Must serve at least one or more of these counties: **Bailey, Cochran, Crosby, Dickens, Floyd, Garza, Hale, Hockley, King, Lamb, Lubbock, Lynn, Motley, Terry, or Yoakum.**
- Must have a **local office and staff residing in West Texas.**
- Must **register and pay the nonrefundable \$125 fee by October 15, 2025.** This fee supports campaign logistics, accounting, and shared marketing.

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Training Requirement

- A representative from each organization must attend **the mandatory virtual training session:**
 - **Wednesday, October 22, 2025 | 10:00 AM – 12:00 PM | Zoom**

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Campaign Integrity

- All donations counted toward the campaign must occur between **12:00 AM, November 14 – 11:59 PM, December 2, 2025.**
- No gifts made outside this time frame should be processed through the #GivingTuesdayWTX platform.
- No exchange of products, services, or membership perks in return for donations.
- Organizations agree to use the #GivingTuesdayWTX logo appropriately and to actively promote the campaign across available channels.
- CFWTX reserves the right to remove any organization from the website and all materials if violations occur or if content is found to be misleading or inappropriate.

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
Donation Processing & Fees

- All online donations will incur:
 - 3.5% processing fee for Stripe will either be deducted from the donation or donors may choose to cover the processing fees.
 - Standard credit card transaction fees. These fees do not benefit CFWTX or the campaign organizers.


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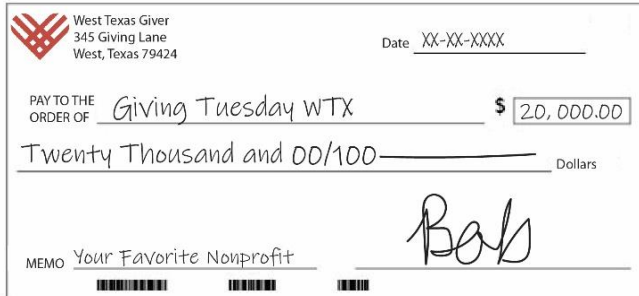
- Offline donations via **check** will be accepted if:
 - The check is **dated between November 14–December 2, 2025**
 - The check is **delivered to CFWTX promptly upon receipt**
 - **100% of Check/Cash donations will count toward the individual campaigns**


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- Organizations delivering checks to CFWTX must include donor details to ensure proper crediting.


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- **Check Policy:** Maintaining the intention and integrity of our campaign is paramount. Although this is an online campaign, we do occasionally have donors



West Texas Giver
345 Giving Lane
West, Texas 79424

Date XX-XX-XXXX


PAY TO THE ORDER OF Giving Tuesday WTX \$ 20,000.00

Twenty Thousand and 00/100 Dollars

MEMO Your Favorite Nonprofit

Bob

who prefer making offline gifts to #GivingTuesdayWTX by writing a check. To meet this need while maintaining the integrity and intention of #GivingTuesdayWTX, checks must be made between **November 14,**



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2025 and December 2, 2025. They must also be delivered to the Community Foundation of West Texas when they are received. Checks made on December 2, 2025 must be delivered to the Foundation office (6102 82nd St., 8b, Lubbock, TX 79424) by 5 PM.

*****Checks must be made out to Giving Tuesday WTX or the Community Foundation of West Texas with the agency listed on the memo line.*****

Administrative Fees for the Giving Tuesday Campaign

- CFWTX will collect a **2% campaign management fee** from total funds raised to support administrative efforts and annual campaign sustainability. This helps CFWTX continue offering resources, training, and support to all nonprofits throughout the year.


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We are excited to help you grow your donor base, tell your story, and reach your fundraising goals. With the support of our generous community, we know this year's "West Texas Gives – It's Wonderful" campaign will be our most impactful yet.

Let's GIVE TOGETHER and make West Texas more wonderful than ever!

For any questions, please email Bailey Johnson-Seay at bailey@CFWTX.org or Julie Barron Wells at julie@CFWTX.org.



#GivingTuesdayWTX Registration Form

Legal Name of Organization: _____

Name as it Will Appear in Public Campaign: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Organization EIN #: _____

Organization Category (Please check only one):

- | | | | |
|------------------------------------|---------------------------------|------------------------------------|--|
| <input type="checkbox"/> Animals | <input type="checkbox"/> Arts | <input type="checkbox"/> Children | <input type="checkbox"/> Community |
| <input type="checkbox"/> Education | <input type="checkbox"/> Health | <input type="checkbox"/> Religious | <input type="checkbox"/> Social Services |

Please attach a copy of your tax-exempt form.

By signing this agreement, we:

- Acknowledge receipt of guidelines for the event and agree to follow the guidelines.
- Agree to use the promotional messages provided by the Community Foundation of West Texas
- Understand that noncompliance with these guidelines may result in forfeiture of the amplification fund percentage that would have been allocated to our organization's project.
- **Understand checks must be made out to Giving Tuesday WTX or the Community Foundation of West Texas with the agency listed on the memo line.**

Signature

Title

Print Name

Date

Submit by October 15, 2025 to:

Community Foundation of West Texas

6102 82nd Street, 8b

Lubbock, Texas 79424

Or email bailey@CFWTX.org