

# EAST TEXAS GIVING DAY



# ETCF Quick Summary

- ETCF was founded in 1989
- In 30+ years...
  - \$197 million in contributions
  - \$126 million in grants
  - \$115 million currently in assets
  - 427 charitable funds
  - ~ \$84 million endowed (277 funds)



[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



# What is ETCF?

- Texas Non-profit Corporation
- 501(c)(3) Public Charity (tax deductible)
- Serving Individuals & Nonprofits
- Cover 32 counties
- Charitable Fund Administration



**Donor-Advised Funds**



**Nonprofit Funds**



**Scholarship Funds**



**Designated Funds**



**Unrestricted Funds**

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# ETCF Offers 5 Fund Types



## Donor-Advised Funds

Donor-Advised Funds are a flexible and easy way to support the organizations and issues you care about—both now and in the future. A donor-advised fund may be created by an individual, family, group, or organization to support public charities



## Nonprofit Funds

Nonprofit organizations and their donors can establish a permanent endowment fund to support a **single charity** in perpetuity. ETCF provides investment management and can help charities receive complex assets such as real estate or business interests.



## Scholarship Funds

Scholarships are often established by individuals or organizations to support academic interests or to memorialize a loved one. Scholarship funds provide for a certain school or field of study to perpetuate through a deserving student's education.



## Designated Funds

A Donor-Designated Fund is similar to a Donor-Advised Fund, but it focuses on a **single charity or several named charities**, a predetermined **field of interest** or a specific **project**. The advisor may recommend grants to support the organization(s) at any time from income and principal.



## Unrestricted Funds

This fund is used to address East Texas communities' most pressing needs, as those needs change over time.

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# Why Do Donors Use ETCF?

## Lifetime Giving

- Maximize tax savings – bunching gifts/ maximize tax benefit
- Accomplish a charitable objective- fund a passion- field of interest
- Appreciated Assets – Complex Assets- Business/ Real Estate + more!
- Anonymous Giving

## Estate Planning

- Move assets out of estate value
- Testamentary giving
- Legacy planning- involving the next generation
- Safety- elder giving support



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# How can ETCF affect philanthropy in East Texas?

***Philanthropy builds community and changes lives. East Texas Communities Foundation supports philanthropy by offering simple ways for donors to achieve their charitable goals.***

- Motivate people/ organizations to increase their philanthropy
- Educate donors, advisors & NPOs about giving strategies

Provide an easy, online platform to promote giving in East Texas.

[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



# What is East Texas Giving Day?

- **Regional online** giving campaign- EastTexasGivingDay.org
- **Tuesday, April 25th: 6:00 AM to Midnight**
- Builds community between nonprofits, donors, board, volunteers & media.
- Builds awareness of community needs!
- Capitalize on unified message to promote your nonprofit!
- Allows anyone to be a philanthropist!



[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



# Things To Know

- ETCF offers in-person & online trainings.

You are not in this alone!

- ETCF will market the event however, Nonprofits are encouraged to promote WHY you seek donations.
- You only **collect the money your organization raises** from the event. We do not divide the overall total between NPOs.

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# Why participate in ETGD?

- Engage volunteers, donors, staff & board members
- Combines power of story telling and technology to promote your mission
- Celebrates donors & area nonprofits as our entire region comes together to GIVE!
- Low cost way to attract new donors
- Creates a sense or urgency for donors to give – NOW!

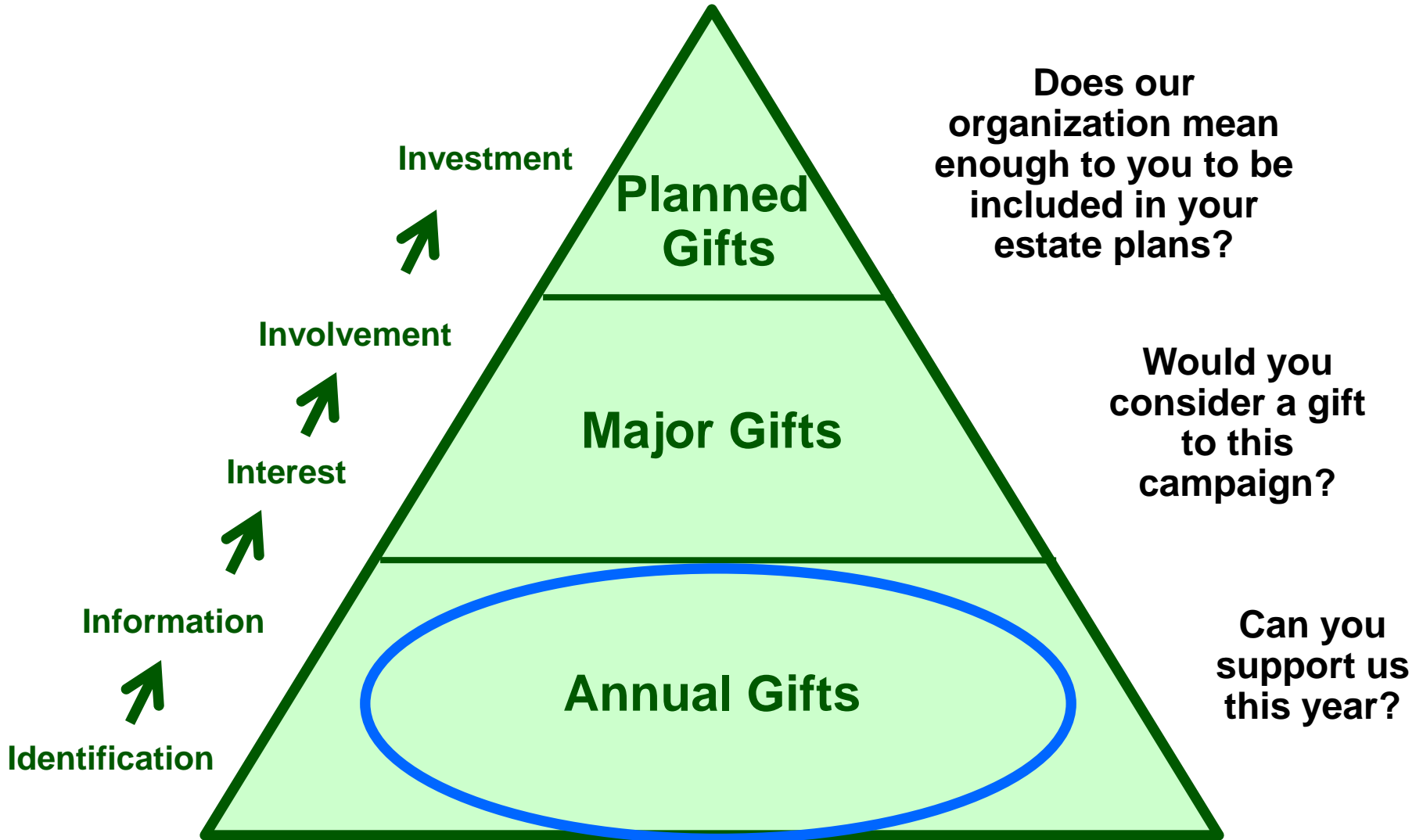


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# Pyramid of Giving



# Pros of Participating in ETGD

- **Training-** webinars that teach your NPO the skills needed to be successful not just for ETGD but in all campaigns.
- **Exposure-** community awareness for the NPO community.
- **Support-** Increased community support for your mission.
- **Engage-** platform allows donors, volunteers, board and staff to all participate & celebrate your work.



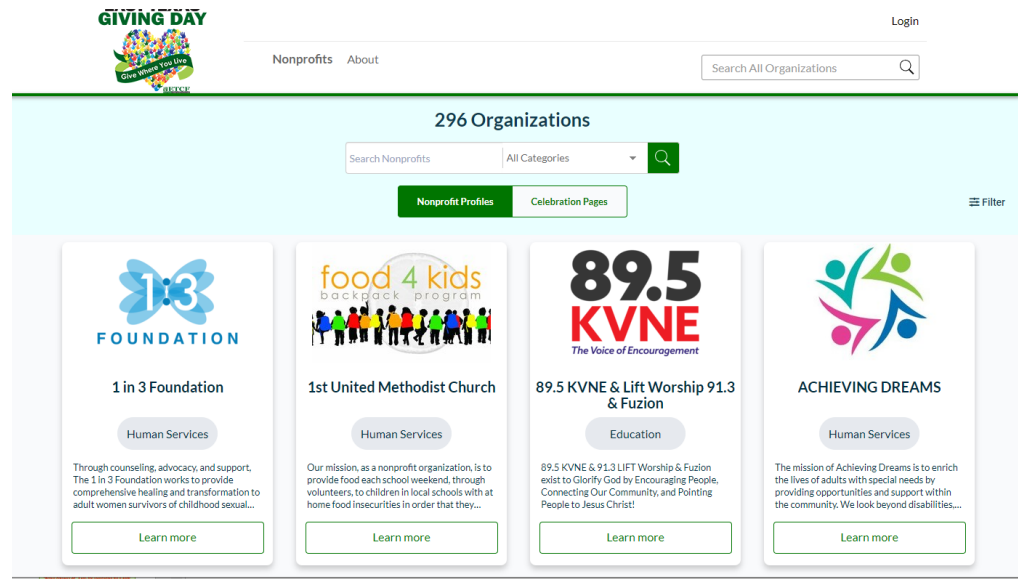
[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



# Pros of Participating in ETGD

**Visibility-** the site stays **OPEN** all year long. Donors call & ask about NPOs and we direct them to the ETGD.org

*ETGD is a year round tool for media & the public to learn about you!*



The screenshot displays the ETGD.org website interface. At the top, there is a navigation bar with "Nonprofits" and "About" links, a search bar for "Search All Organizations", and a "Login" link. Below the navigation bar, a section titled "296 Organizations" features a search bar for "Search Nonprofits" and a dropdown menu for "All Categories". There are also buttons for "Nonprofit Profiles" and "Celebration Pages", and a "Filter" icon. The main content area shows four organization profiles:

- 1 in 3 Foundation**: Human Services. Description: "Through counseling, advocacy, and support, The 1 in 3 Foundation works to provide comprehensive healing and transformation to adult women survivors of childhood sexual..."
- 1st United Methodist Church**: Human Services. Description: "Our mission, as a nonprofit organization, is to provide food each school weekend, through volunteers, to children in local schools with at home food insecurities in order that they..."
- 89.5 KVNE & Lift Worship 91.3 & Fuzion**: Education. Description: "89.5 KVNE & 91.3 LIFT Worship & Fuzion exist to Glorify God by Encouraging People, Connecting Our Community, and Pointing People to Jesus Christ!"
- ACHIEVING DREAMS**: Human Services. Description: "The mission of Achieving Dreams is to enrich the lives of adults with special needs by providing opportunities and support within the community. We look beyond disabilities..."

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# Cons of Participating in ETGD

- **Cost-** Registration fee (\$100). NPO could have cost related to: social media post boost/ hosting an event/print.
- **Time-** staff will need to invest time & effort to create a plan for this event.
- **Funding Delay-** Funds from event are distributed 6-8 weeks after event.
- **No Guarantees-** donors may not support you through the site.



[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



# East Texas Giving Day 2022 Recap

**EAST TEXAS  
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# What has ETGD Accomplished?

2016

**\$479,368**

1,678 gifts

2017

**\$498,664**

2,170 gifts

2018

**\$754,742**

2,475 gifts

2019

**\$1,314,611**

3,610 gifts

2020

**\$2,214,804**

5,786 gifts

2021

**\$2,810,647**

5,836 gifts

2022

**\$2,905,818**

5,644 gifts

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# By the Numbers

- **\$2.9 Million Raised**
- **296 Nonprofits** participated
- **32 Counties** involved
- **32%** of donors indicated they were first-time donors
- **112 charities** with matching funds
- **\$1.6 Million** raised by NPOs thru Matching Funds



[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)





# \$\$ Raised by ISD Foundations & Schools on ETGD 2022

**NE Texas Community College**

**\$135,400**

*\$7,500 matching funds available*



**Grace Community School**

**\$8,342**



*Igniting Passions to Impact Our World*

**All Saints Episcopal School**

**\$20,061**

**Tyler ISD Foundation**

**\$1,392**

**Bullard ISD Foundation**

**\$1,414**

**Pleasant Grove ISD Foundation**

**\$13,802**

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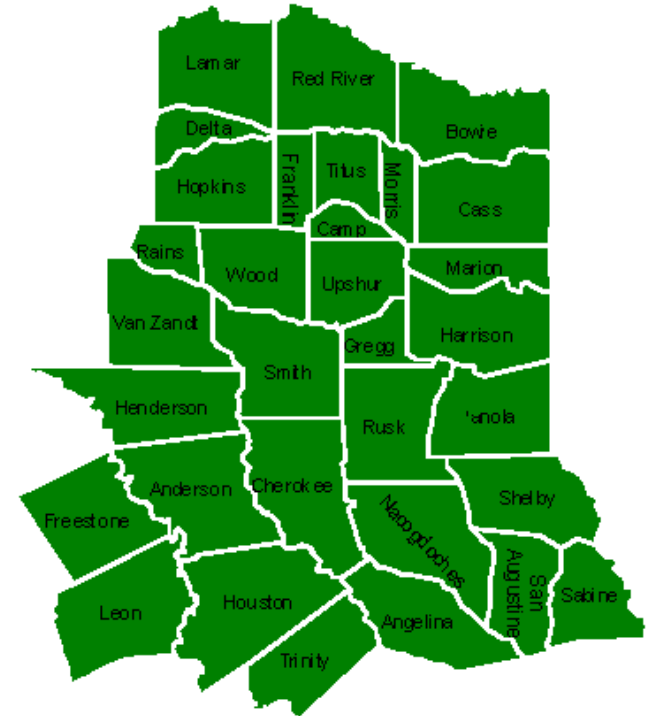
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# Who can participate in East Texas Giving Day

- Nonprofit 501(c)3 in good standing (public charity)
- Nonprofit must be located in or primarily serve one of the 32 counties in ETCF service area
- Pay registration fee. The registration fee will be used to promote the event regionally. Fee can be paid by credit card at time of registration.



***\*Registration fee is \$100  
Through March 31<sup>st</sup>, 5pm***

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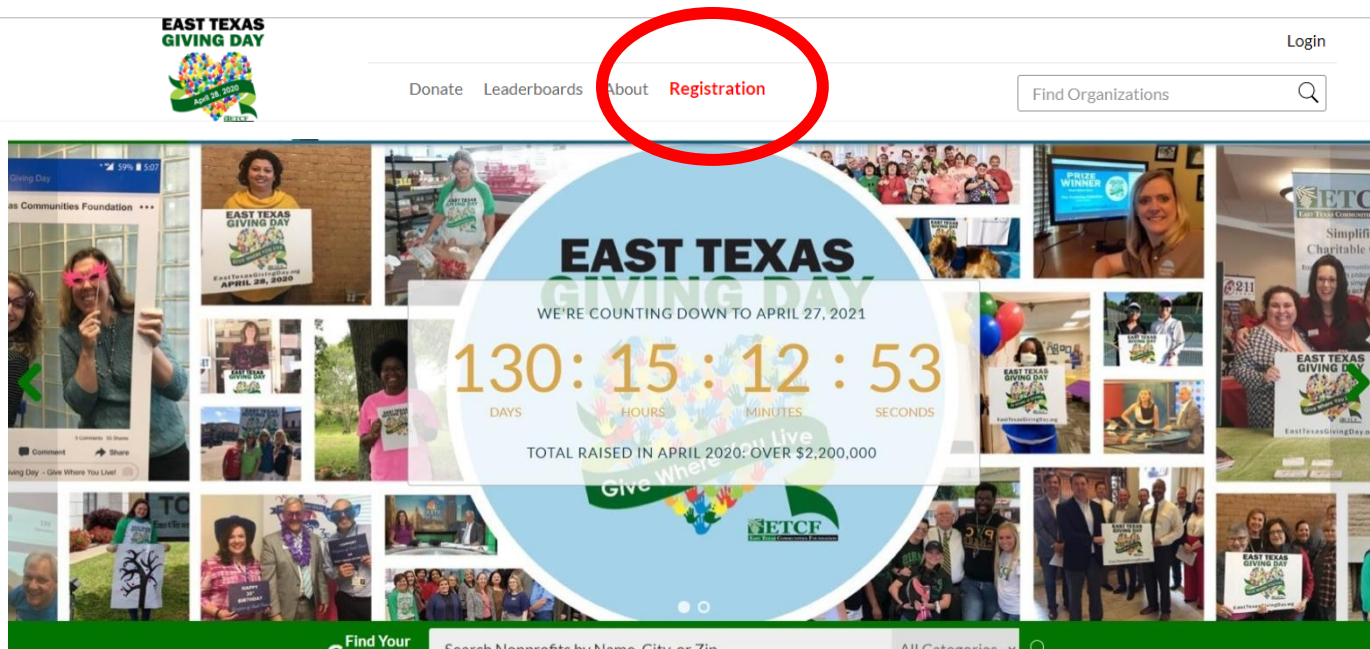


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# How Do New NPOs Register?

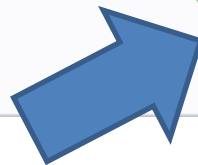


1. [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)
2. Click the Registration button
3. Select Yes or No if you have participated in the past

Has your organization ever participated in East Texas Giving Day before?

Yes, my organization has participated previously.

No, this is our first East Texas Giving Day!



# New Nonprofits:

New nonprofits complete the basic information to start the approval process.

Registration Information

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Organization Information

\* Organization Name As it should appear publicly      \* EIN (Federal Tax ID Number)      \* Website e.g., www.etcf.org

      ##-#####     

\* Physical Address 1      Physical Address 2

\* Physical City      \* Physical State      \* Physical Zip Code

     -- Select --     

---

Primary Contact Information

Please enter the name and contact information for the person responsible for your organization's profile. This person will receive important communications about East Texas Giving Day, including confirmation of your organization's ability to participate.

\* First Name      \* Last Name      \* Email

\* Work Phone      \* Work Phone Ext. If none, enter N/A.

###-###-####     

\* Job Title      \* Cell Phone

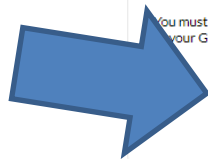
You will be notified by email if you are approved.

That email will have link that allows you to create a password to start creating your profile.

# Returning Nonprofits:

The screenshot shows the East Texas Giving Day website. At the top left is the logo with the text "EAST TEXAS GIVING DAY" and "Give Where You Live". Below it are links for "Nonprofits" and "About". A navigation menu is open, showing options for "Donor", "Fundraisers", and "Nonprofit", each with a brief description. A red circle highlights this menu. The main content area features a large photo of a diverse group of people, some wearing "EDUCATION FOUNDATION" shirts, holding signs that say "EAST TEXAS GIVING DAY" and "GIVE WHERE YOU LIVE". A semi-transparent text box over the photo reads "Nonprofit Registration Opens January 25, 2023". At the bottom, there is a search bar with the text "Search Nonprofits by Name, City, or Zip" and a "Find Your Causes" button.

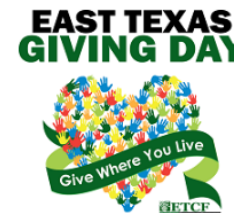
Use your email & PW to log in  
Or click PASSWORD RESET



**Admin/Nonprofit Login**

You must first complete the single sign on (SSO) process to gain access to your Gives Day and Neon Giving Days features.

[Login](#) [Password Reset](#)



Registration for 2022 has closed.

Please contact ETCF if you are seeking information on East Texas Giving Day: 903-533-0208 or info@etcf.org.

# Donor Information

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Anonymous	First Name	Last Name	In honor of	In memory of	Cover Fee	Billing Address 1	Billing Address 2	Billing City	State	Billing Zip	Billing Email	First Name	Amount	Transaction Date	Phone	Volunteer Info
No	Bob	Smith	Dream center		No	123 Smith Dr	A	Lubbock	TX	75672	<a href="mailto:me@youknow.com">me@youknow.com</a>	No	10.00	2019-04-30 17:59:41		Yes
Yes					Yes	124 Smith Dr					<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	26.27	2019-04-30 16:38:55		
Yes					Yes	125 Smith Dr					<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	26.27	2019-04-30 14:20:55		No
No	Timothy	Jones			Yes	126 Smith Dr		Garland	TX	75043	<a href="mailto:me@youknow.com">me@youknow.com</a>	No	105.09	2019-04-30 11:44:21		No
No	Fred	Baotman				127 Smith Dr		Texarkana	TX	75503	<a href="mailto:me@youknow.com">me@youknow.com</a>		5000.00	2019-04-30 10:38:00		
Yes			Trish		No	128 Smith Dr					<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	25.00	2019-04-30 10:09:03		Yes
No	Megan	Ellis			Yes	129 Smith Dr		TYLER	TX	75703	<a href="mailto:me@youknow.com">me@youknow.com</a>	No	210.18	2019-04-30 09:25:31		
No	Crystal	Cane			Yes	130 Smith Dr		Tyler	TX	75703	<a href="mailto:me@youknow.com">me@youknow.com</a>	No	262.72	2019-04-30 09:16:47		No
No	Ashley	Jones			Yes	131 Smith Dr		Tyler	TX	75703	<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	105.09	2019-04-30 08:38:16		Yes
Yes					Yes	132 Smith Dr		Flint	TX	75762	<a href="mailto:me@youknow.com">me@youknow.com</a>	No	10.51	2019-04-30 07:30:46		No
Yes			Brian Brandt		Yes	133 Smith Dr					<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	52.54	2019-04-30 07:02:46		No
No	Brian	Cando			Yes	134 Smith Dr		Tyler	TX	75707	<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	105.09	2019-04-30 06:26:39		No
	Bill	McAdo				135 Smith Dr			TX		<a href="mailto:me@youknow.com">me@youknow.com</a>		100.00	2019-04-30 06:21:00		
No	bob	Centers	All the survivors in my family		Yes	136 Smith Dr		Tatum	TX	75691	<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	105.09	2019-04-30 06:07:15		
No	Gloria	Ganer			Yes	137 Smith Dr		Lindale	TX	75771	<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	52.54	2019-04-30 06:05:35		No
No	Summer	Fall			Yes	138 Smith Dr		Tyler	TX	75703	<a href="mailto:me@youknow.com">me@youknow.com</a>	Yes	52.54	2019-04-30 05:15:01		



If the donor indicated they want volunteer info you should contact them for opportunities.

No = No

Yes = Interested! Contact please.

Blank = Did not answer the question= may be a good outreach opportunity!

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# Who Gives on ETGD?



75%

Of donors are female



89%

Of donors are 45 or older

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# Tell me about the Donors!

 **37%**

Of donors learned about  
ETGD on Facebook



**40%**

Of donors learned  
about ETGD from  
participating NPOs!  
*Keep up the good work!*

**63%**

Accessed  
ETGD.org using a  
smartphone



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# Donors Enjoy the Event!

More than  
**45%** donors made gifts to more-than-one charity in a single transaction.



**9%** of donors reported that they Gave Multiple Times during event.

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# Lets talk Money!!

- Direct donors to give online at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)
- Leaderboard provides real time tracking of gifts by organization, # of gifts, dollars raised & match money
- **Smallest donation size is \$10, there is no max**
- Gift acknowledgement (tax receipts) are sent via email to donors within minutes of gift
- Charities can view and acknowledge donors during and after the event
- **Organizations will receive net donations within 6-8 weeks by ACH**



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# Lets Talk Fees-

# 5.46%

3% vendor + 2.46% credit card



# 71%

Donors Covered the Fees in 2022

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# New Features for 2023



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# Let's Get it Started!

- Donations can be made starting **April 3, 2023**
- Donations will begin processing when the donation is made!
- NPOs should start **thanking donors ASAP!**

**31%**

Of donors reported they gave during the Early Giving window.

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# Board Involvement

Early Giving is a Great opportunity to get Board support and donor buy-in.

- Can report 100% Board Giving!

- Can be promoted as “Why Wait - Give Today!”
- Instant Gratification for donors!!



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# Volunteer Info

**Giving Day does not have to be about just money.  
Your organization can create a more meaningful relationship with donors  
that indicate they want to volunteer with your organization.**

Details

\* Are you a first time donor to this organization?  
No

Do you want your donation to be anonymous?  
No

\* Cover Fees   
Yes

In honor of


In memory of

Are you interested in volunteer opportunities with this organization?  
-- Select --

**Information will show on your  
donor report**

***Pro Tip:  
If you HAVE volunteer  
opportunities, check this button  
on your profile.***

Donation Form Questions

Ask donors for volunteer interest? 

This will add a question to your organization's donation form inquiring if the donor is interested in volunteering with your organization and, if so, how many volunteer hours they will pledge for a 12-month period.

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# Volunteer Hours

5,195

Volunteer hours were pledged  
to nonprofits in 2022.



*“Having just recently retired, I was looking to get involved in the community. Giving Day gave me an opportunity to explore nonprofits and see where I might could get involved.”*

*- Linda, ETGD Donor\**

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**Past Campaigns  
That Worked!**



# Want to be featured?

— BRAZOS VALLEY —  
**GIVES**   
— OCTOBER 18 • 2022 —



College Station ISD Education Foundation

September 26, 2022 · 🌐

Hey **College Station I.S.D.** teachers, students, families, schools, teams & clubs! Do you want to be featured in the Foundation's **Brazos Valley Gives** campaign? Help us spread the word about this community day of giving by making a short video and sending it to us! Make sure that your video:

- Mentions and encourages supporting Brazos Valley Gives and the CSISD Education Foundation
- is less than 30 seconds long
- uses the phases/hashtags "Give where you live"
- be creative and show us what is special about CSISD!

Submit your video to [aharkins@csisd.org](mailto:aharkins@csisd.org) by OCTOBER 9TH. We will choose our favorites and feature them before and during Brazos Valley Gives!

Learn more about Brazos Valley Gives and the Foundation HERE:

<https://www.brazosvalleygives.org/givetokidscsisdorg>

#bvgives #givewhereyoulive #unitedforcsisdkids #csisdnation See less

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Thanks  
FOR MAKING ME  
ONE SMART  
Cookie

Honor a Teacher Program  
\$2,000 Raised

With every \$25 donation to the foundation on giving day the donor could add a name of a teacher to be honored on campus & have a cookie delivered to them.



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# Cup of Gratitude

\$1,300 Raised

At morning drop off Bullard Education Foundation board gave parents a bag of custom coffee roasted locally by Coffee City USA.



## ENJOY A CUP OF GRATITUDE

April 26, 2022 7-8am



the coffee came with instructions on how to support BEF.

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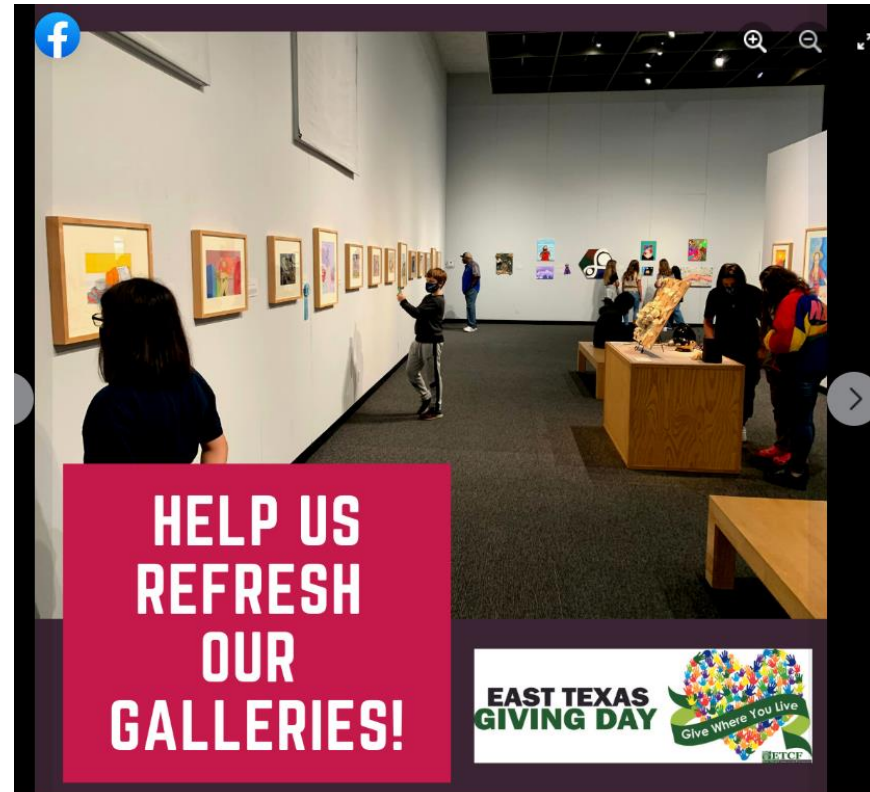


# Examples!

Great News!! Early giving has started for East Texas Giving Day! **Our goal this year is to raise \$20,000 to refresh our galleries.** The wear and tear on our galleries over the past years has left our public spaces in need of rejuvenation.

These funds will support painting both galleries and modernizing our lighting. Proper lighting in the gallery is essential for quality exhibitions.

East Texas Giving Day is coming on Tuesday, April 26 but you don't have to wait! You can make your contribution to your Museum today. Your generous support will allow us to provide our community with high quality fine visual art exhibitions. Click the link below to find out more and to give today! [#ETGD2022](#)



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# Examples!



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# Examples!



We'd like to thank everyone who supported us on Giving Day. Today we begin our refresh by painting our Bell Gallery!

You can see it along with our upcoming exhibition "Tales of the Unknown: A Retrospective of Linda Blackburn's Work" beginning June 12.

[#tylerartmuseum](https://www.tylerartmuseum.org) [#ETGD2022](https://www.ETGD2022.org)

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# Benefits of Participating in ETGD

- **Capitalize on a moment in time:** one day – 18 hours and bring energy and momentum to a particular cause or organization
- **Reach broad range of donors:** By using social media and “influencers” you can attract donors outside your normal reach.
- **Level the playing field:** No matter an organization’s size or budget, an online Giving Day gives organizations of all shapes and sizes the ability to compete
- **Build your data list:** Each nonprofit will know who gave to them, so you can continue to build a relationship



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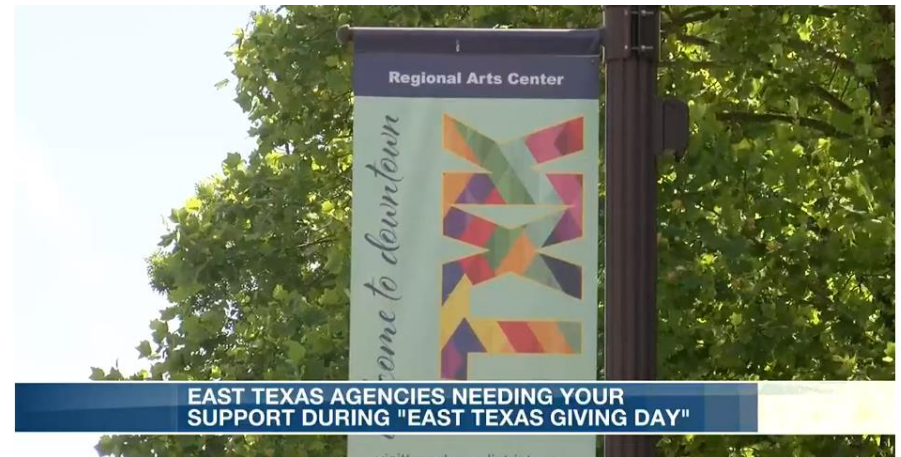




# Don't Drag Your Feet!

**Don't put-off  
registering your  
nonprofit!**

We work with the local media to promote the event as soon as registration opens!



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# Need Help? Get the Handbook!



## Download the ETGD Handbook

- Trainings & deadlines
- Tips & tricks
- Checklist for a successful ETGD
- Email & donor letter templates
- Social media tips
- Mock communications calendar

Available online at  
<https://www.easttexasgivingday.org/resources>

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# So Now What?

- **Decide:** Is this a fit with my nonprofit?
- **Get your board and leadership to commit.**
- **Register (\$100 fee) by March 31st:** [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)
- **Create your strategy:** What? When? How? Who?
- **Events:** Notify ETCF so we can coordinate and promote
- **Promote:** Promote your participation through all available channels, Facebook, Twitter, newsletter, email, mail, event, PSA, yard signs, shoe polish, etc.
- Like **ETCF on Facebook** for up to date information: [facebook.com/SimplifiedGiving/](https://facebook.com/SimplifiedGiving/)



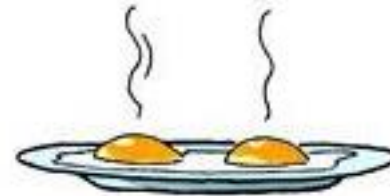
[www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)



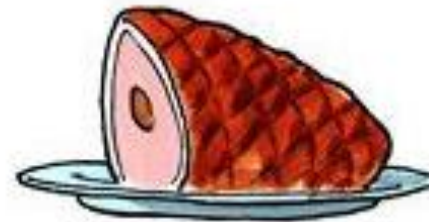
# Be the Pig!



## Involvement vs. Committed



In an egg and ham breakfast,  
The chicken is involved but the  
pig is committed.



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# Upcoming Webinars

First Timers Virtual Guide to ETGD.....Watch on Demand  
Matching Funds.....Watch on Demand  
Social Media Basics.....Watch on Demand  
Creating Nonprofit Celebration Pages.....Watch on Demand  
Donor Stewardship.....Watch on Demand

Canva 101 Wednesday, February 21<sup>st</sup>

Lufkin, Texas ..... Watch on Demand

Growing Media & Corporate Partnerships!! Thursday, March 9<sup>th</sup>

Tyler, Texas (*register for in-person or virtual*) ..... 10:00 a.m. – 11:00 a.m.

Prizes Revealed!! Tuesday, March 28<sup>th</sup>

*Virtual Webinar*..... 2:00 p.m.

Register Online

<http://etcf.org/giving-day/giving-day-events/>

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# Why Attend the Trainings?

NPOs that attended 1 or more training raised

**40%**  
more

Than NPOs that did not attend a training!



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# Important Dates:

Registration Opens to all NPOs

EastTexasGivingDay.org..... NOW OPEN!

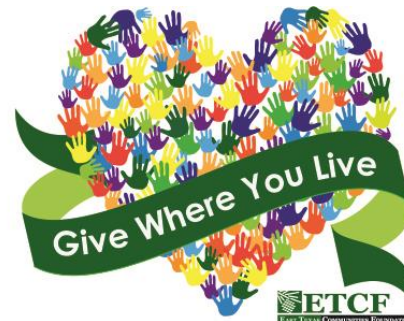
**Nonprofit Registration Ends..... March 31, 2023, 5 p.m.**

Profiles Are Locked – No more edits.....April 21, 2023, 5 p.m.

Giving Opens ..... Monday, April 3, 2023

East Texas Giving Day .....Tuesday, April 25, 2023

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# Questions?

## **EAST TEXAS GIVING DAY**



Email me at  
[hmcfarlin@etcf.org](mailto:hmcfarlin@etcf.org)