



I Live Here  
I Give Here®

# Your Generosity Can Transform Central Texas

Select the Amplify Fund as a  
Nonprofit Beneficiary  
and Support 700+ Local Nonprofits.



## Amplify Austin Day is I Live Here I Give Here's Signature Program and the Biggest Giving Event in Central Texas, Raising \$102.7 Million for the Local Community Since 2013.

Part of what makes Central Texas great is our incredible nonprofit community. We rely on these organizations to protect our natural spaces, help families in need, empower the arts and so much more. During a single 24-hour period, from 6pm on March 6th, to 6pm on March 7th, residents across a seven-county region will come together to support more than **700 nonprofits** by making a donation at **AmplifyATX.org**.

Restaurants, retailers, service providers, and other small businesses can host a cause marketing fundraiser to make collective giving accessible for our entire community. Proceeds from your fundraiser will support the **Amplify Fund**, shared across **700+** participating Amplify Austin Day nonprofits. The Amplify Fund helps to underwrite prizes and fundraising costs for organizations of all sizes and missions. Your team members get inspired about working for a company who gives back, and your customers feel great knowing that their purchase supports a cause beyond themselves. To date, the Amplify Fund has given back almost **\$12 Million** unrestricted dollars to local organizations.

Contact **Jared@ilivehereigivehere.org** for custom proposals or questions.

We look forward to collaborating with you!

*I Live Here I Give Here Team*



# Your Impact as a Cause Marketing Partner

When You Partner with I Live Here I Give Here, you help lead transformative change for our community through generosity.

**700+**

Central Texas nonprofits that you help support

**\$102.7M**

unrestricted funds raised for 1,400+ nonprofits the past 11 years

**\$60M**

annual social media impressions focused on the importance of giving back locally

**\$4M**

raised for local nonprofits by employees of ILHIGH business partners

**200K**

Central Texans who have made a donation during Amplify Austin Day and GivingTuesday since 2007

**780K**

unique visits to [ILiveHereIGiveHere.org](http://ILiveHereIGiveHere.org) and [AmplifyATX.org](http://AmplifyATX.org) annually

**69K**

Email subscribers



## THREE WAYS TO FUNDRAISE FOR THE AMPLIFY FUND



### Donation with Purchase:

Designate a percentage or dollar amount of each product or service sold during a predetermined time frame to be donated.



### Round Up the Change:

Ask consumers to support your campaign by rounding the change at the register or at check out.



### Amplify Austin Day

Make a donation for every coupon redeemed during purchase.

# Cause Marketing Benefits



	Supporter No minimum	Grassroots \$2.5K-\$5K	Community Builder \$5K - \$10K	Impact Leader \$10K+
Cause Marketing Fundraising toolkit (Canva templates, logo, copy for social posts, brand guidelines upon request)	★	★	★	★
Sharing of your campaign posts on social media	★	★	★	★
Logo placement on AmplifyATX.org + description of your campaign		★	★	★
Amplify Austin Day newsletter shout-out (when available)		★	★	★
Recognition at nonprofit trainings			★	★
Dedicated, tagged social media post on channel of choice		1	2	2
Invitation to Amplify LIVE, a benefit concert supporting Amplify Austin Day			★	★
Listing in Amplify Austin Day program press release or earned media (when available)				★
Amplify Austin Day newsletter spotlight with link to your website (58,000 subscribers)				★
Custom toolkit and assets on request				★

\*To qualify for a benefit level, the cause marketing partner must guarantee the minimum gift amount.

Gifts made to the ILHIGH Amplify Fund will be shared pro-rata across the nonprofit organizations that are eligible for these initiatives. There is a 6% service charge that is retained by I Live Here I Give Here for all gifts, as agreed upon by all nonprofits. This service charge is reinvested into Amplify Austin Day operations, allowing us to do the following: administer funding, maintain AmplifyATX.org and deliver customer support through our platform provider, conduct year-round nonprofit trainings and programming, provide additional staff administration; and secure financial services, and paid marketing and public relations. **I Live Here I Give Here is a 501(c)(3) nonprofit organization (EIN 90-0647614) and gifts to the ILHIGH Amplify Fund are tax deductible.**