

Fact Sheet

Alabama Association of Nonprofits

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Website: <http://www.alabamanonprofits.org>

- On February 2, 2012 the Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association, is bringing one day to harness the power of individual contributions statewide, connecting new and existing donors with thousand of Alabama nonprofits.
- During Alabama Gives Day, Alabama radio and TV stations will endeavor to raise record amounts in gifts and charities across the state during a 24-hour period through online giving.
- Donations will be accepted online via a centralized and secure site own by AAN called nonprofits- matter.org.
- Alabama Gives Day is expected to build excitement and anticipation leading up to this one-day event and hopes to energize a new donor base of individuals.
- According to organizers, a positive lesson that charities have learned from participation in giving days is that the events have strong appeal to young donors. With this in mind Alabama Gives Day U has been a strategic component designed to engage college students in the day of giving.
- Specific goals during the implementation of Alabama Gives Day:
 - o Increase public awareness of Alabama's nonprofit sector
 - o Promote the ease and safety of online giving
 - o Connect new individual donors to participating nonprofits, while giving current donors an opportunity to continue giving
 - o Provide nonprofits with a complimentary online giving platform they can use year round
 - o Raise as much money as possible in 24 hours
- The goals mentioned above attribute to the mission of the Alabama Association of Nonprofits to support and strengthen Alabama's nonprofit sector.

The mission of Alabama Association of Nonprofits is to unite nonprofits for a stronger Alabama by strengthening the sector and our members through nationally- recognized professional development, advocacy and public policy and association management services.

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