

## TOP GIVER INVITATION



*The Big "I" South Carolina will host it's second annual community project called **GIVE MOVEMENT**, June 1-8 2021. Funds raised benefit Trusted Choice community partner Make-A-Wish of South Carolina. As an industry leader, you are invited to join the movement as a **TOP GIVER** & help us make a life-changing impact within our state.*

### WHAT IS THE GIVE MOVEMENT?

The GIVE MOVEMENT campaign encourages Independent agencies, companies, individuals and partners across the state to come together June 1-8, 2021 for something **much bigger than business**: to make a difference by supporting a worthy cause. This project will be tracked by the Big "I" Nationally. We know SC can make a huge impact, but **WE NEED YOUR HELP!**

### TOP GIVER HIGHLIGHTS:

- **TOP GIVERS** supporting our campaign (those who donate \$1,000 or more) will be highlighted leading up to, during, and after the movement on the IIABSC website, communications, social media, and our fundraising leaderboard. **Without the support of our top givers, this campaign would not be possible.** Top Givers must submit the form attached to commit to raising or donating their funds up front. **Commitments & Top Giver Donations are due no later than May 15.**
- Top Givers can either write a check for their full donation addressed directly to Make-A-Wish SC OR top givers may choose to raise funds by including your staff, customers, friends or business contacts. For those raising funds, MAW has a variety of tools and ideas to help, including setting up your own landing page online to funnel your contributions.

**\*\*TOP GIVERS are a key component to the success of this campaign. Your leadership in giving back will be recognized statewide and nationally and the impact will be priceless. Also see benefits for Top Givers listed on commitment form.**

### The GIVE MOVEMENT project will include a DONOR CHALLENGE and here's how it works:

- When the GIVE MOVEMENT officially opens to all contributors in June, direct donations can be made online by ANYONE via our Make-A-Wish SC fundraising page which will go LIVE June 1.
- **Our DONOR CHALLENGE:** Those who donate the most will be recognized on our LIVE LEADERBOARD so everyone can see who is donating throughout the week! Your funds will go straight to MAW but we will publicize the top givers donations as "locked" funds to propose a challenge to donors. Once we reach **250 donations** (\$20 minimum donation) or \$15,000 in donations, this will UNLOCK the funds donated by YOU, our TOP GIVERS. Additional challenges will follow if time allows! Our industry loves a competition and we hope these challenges will boost support to help us reach our fundraising goals.

### OUR GOAL?

**Our 2021 GOAL is to raise \$30,000– enough to grant the wishes of 4 Make-A-Wish Children in our state.**

**WHY GIVE?** To unite as an industry and make a difference within our state. Wishes cost, on average, more than \$7,500. Right now, more than 450 children in South Carolina are waiting on their wish and every day that need grows. Due to the impact COVID-19 has had on wish children, families and Make-A-Wish of SC, they need our support now more than ever.

### TO BECOME A TOP GIVER...

Please complete the Top Giver Donation Agreement on page 2.

