



**Independent Insurance Agents
& Brokers of South Carolina**



**IIABSC Trusted Choice
GIVE MOVEMENT**

Inspired by IIABSC Young Agents

TOP GIVING AGENCY INVITATION

WHAT IS THE GIVE MOVEMENT?

*The Big "I" South Carolina is launching an annual project called the GIVE MOVEMENT in support of Trusted Choice community partner, Make-A-Wish of South Carolina. The GIVE MOVEMENT will encourage SC Independent agencies, affiliates, and partners across the state to come together for one week (June 1-8, 2020) for something **much bigger than business**: to give back to an incredibly inspirational and worthy cause. This project will be tracked by the Big "I" Nationally and we know the impact we can have in SC will be huge, but **WE NEED YOUR HELP!***

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

- **We are looking for a select number of agencies to sign-up between now and March 1 as our TOP GIVING AGENCIES to make this campaign possible.** Top Giving Agencies will commit to raising or donating a specific amount (\$1,000, \$2,500, etc.) up front in support of this campaign. Agencies can either commit to donating the full amount on their own or partnering with another agency to split their donation commitment. **TOP GIVER DONATIONS must be received in full by May 1, 2020.**
- When the GIVE MOVEMENT "Week of Giving" officially opens in June, SC Independent agencies, affiliates, and partners across the state will be encouraged to make a direct donation to Make-A-Wish SC via our online fundraising page. It will be advertised that if we receive **500 individual donations during June 1-8** (\$20 minimum donation), this will UNLOCK the \$\$\$ donated by our TOP GIVING AGENCIES to boost our overall fundraising totals!
- TOP GIVERS are a key component to the success of this campaign. Your leadership in giving back will be recognized and will hopefully encourage others across the state to step up and make a donation in June. Presenting the challenge of unlocking the funds you donate will add excitement and motivations for others to participate.

OUR GOAL? To have a life-changing impact within our community. To launch a successful first annual YA community project by bringing our industry together for an amazing cause. To grant 2-3 wishes of local children with critical illness. We hope to raise \$15,000 from top giving agencies by May 1 and reach 500 donors during June 1-8 Week of Giving. Together, we could raise at least \$25,000 dollars for Make-A-Wish of SC.

DID YOU KNOW: *Wishes cost, on average, more than \$7,500. Right now, more than 350 children in South Carolina are waiting on their wish and every day that need grows.*

WILL YOU BE A TOP GIVER?

To become a TOP GIVING AGENCY, please complete the donation agreement attached.

- All Top Giver donation forms are due by March 20 and donations from top giving agencies are due no later than May 1 so that Make-A-Wish can account for those funds before the week of giving campaign opens in June.
- Agencies can write a check to Make-A-Wish SC in full or choose to raise funds by including agency staff, customers or carriers. 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.

Please join our movement as a TOP GIVER!

TOP GIVER AGREEMENT FORM ATTACHED

