



CAMPAIGN PRIZES AND MATCHING FUNDS

Only one gift of \$25 or more per donor, per organization made online via avenuesforhope.org will be counted for any of the prizes. A unique gift is qualified solely by email address.

GRAND PRIZES

- **First Place:** \$5,000 each to nonprofits with the highest number of donors and most money raised.
- **Second Place:** \$3,500 to nonprofits with the second highest number of donors and money raised.
- **Third Place:** \$2,000 to nonprofits with the third highest number of donors and money raised.

CHALLENGE PRIZES

- **Early Bird 12x12:** \$100 to each organization that receives at least 12 unique online gifts by 12 noon on December 12th.
- **Surpass the Past:** \$100 to each organization that receives more unique gifts in 2018 than they did in 2017.
- **Domestic Dozen:** \$300 to each organization that receives online donations from 12 or more different U.S. states.
- **Random Daily Drawings:** One donor will have \$100 added to their donation every weekdays of the campaign. Random drawing will be held each weekday around noon from donations made during the previous 24-hour period or weekend.
- **Social Media Prizes:** Nonprofits will be selected by the Foundation for three prizes to recognize the social media efforts they engage in during the live campaign on Facebook and/or Twitter including the #AvenuesforHope hashtag. The level of online engagement (likes, shares and comments) will also be considered. A \$500 prize will be awarded to a nonprofit in each of three categories:
 - Fundraising Creativity – use photos, video and catchy stories to garner interest and support.
 - Sponsor Recognition – help us recognize and thank the sponsors who make this possible.
 - Nonprofit Collaboration – cheer on your fellow participants to broaden campaign visibility.

REGIONAL PRIZES (NORTH, SOUTHWEST AND SOUTHEAST)

- **Honorable Mention:** \$500 to three nonprofits in each region with the highest number of donors and the most money raised who do not win grand prizes.
- **Peer-to-Peer Peeps:** \$500 to the nonprofit in each region with the most peer-to-peer fundraising champions that raise a minimum of \$100 each.
- **Greatest Weekly Effort:** \$250 to the nonprofit in each region that have the most unique gifts each week of the campaign (12/12-18, 12/19-25, and 12/26-1/1.)



MATCHING FUNDS

- **Idaho Housing “Pave the Way” Match:** One match of \$2,500 will be available to each participating nonprofit from Idaho Housing (*instructions will be provided during the campaign training.*)
- **Additional Matches:** Can be made by companies, foundations or individuals by directly contacting the nonprofit they’d like to support.

The Avenues for Hope Housing Challenge is presented annually by:

HomePartnershipFoundation

Brought to you by Idaho Housing and Finance Association