



FREQUENTLY ASKED QUESTIONS

Here are some questions we've been asked as we prepared to launch ROC the Day. We hope they help you, whether you're a local Not-for-Profit representative, a member of a Not-for-Profit board, a volunteer or just someone who cares about our community. We'll be updating this document as we receive other questions.

What is ROC the Day anyway?

ROC the Day is a 24-hour, online event that gives people in our community an opportunity to support all of the Not-for-Profit organizations doing great work in the nine-county Greater Rochester area. People will visit ROCtheDay.org, a secure online giving platform, to make a gift. All ROC the Day gifts will help local people and organizations.

Donors (our fabulous ROCstars) can make a real difference by giving to one or multiple organizations to support their personal philanthropic passions—whether that passion is for animals, arts & culture, education, health, religion, the environment, human services or general community benefit. It's an easy, one-stop way for them to fill their “cart” with causes that matter most to them. Donors and Not-for-Profits should tell their friends, family, co-workers and social networks about the causes they've chosen to support and encourage others to ROC the Day, too!

When is ROC the Day and when can I register?

Check out the key dates at www.ROCtheDay.org and click on “toolkit.”

How will the ROC the Day work?

Visitors will be able to view and search for all causes they care about in a variety of ways, including a simple alphabetical listing, agencies categorized by services provided, etc. Visitors can then select as many recipient organizations as they'd like. Once the donor has made a credit or debit card transaction, the donor will receive a thank you/tax receipt confirmation email. Gift amounts will be tracked and available to view throughout the day. Not-for-Profits will receive official confirmation of dollars raised and donor contact information after the event.

Why should local Not-for-Profit organizations participate?

ROC the Day is an opportunity for local Not-for-Profits to participate in an all-inclusive effort to rally our community in a focused day of supporting critical local work—work that matters most to them. It is also an easy way to help Not-for-Profit raise funds for their organizations while acquiring new donors and getting the word out about their work.

Who is eligible for participation/how do I know if my Not-for-Profit is eligible?

Agencies that are tax-exempt under section 501(c)(3) of the Internal Revenue Code (“Code”) and provide direct services in Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wyoming, Wayne and Yates counties are eligible to participate. Sorry, private foundations under Code Section 509(a) are not eligible.

How do Not-for-Profits register?

Not-for-Profits can register for ROC the Day via an online registration site, ROCtheDay.org.





What is the cost to register or participate?

Registration and participation is free. There will be an 8% processing fee charged to all donations during ROC the Day.

My organization has multiple programs. Can I register all of them to receive ROC the Day donations?

Yes! Please note that you'll need to complete a separate registration for each program that you're entering to ROC the Day. Also, you'll need to send in a separate EFT form for each program you register (even if it has the same information each time).

If our Not-for-Profit organization participated in past ROC the Day events, do we have to re-register?

Yes, but the process will be easier. Organizations that participated in 2016 will be able to re-register with the same information, and will be able to make any updates to their previous information and descriptions. If you registered in 2015 but NOT in 2016, you'll need to complete a new registration.

The ROC the Day site looks different. Will registration be different, too?

Registration will be the same as past years, except you'll select a primary and secondary category for your organization (health, education, etc.). You'll also need to re-upload your logo.

The person who registered last year no longer works at my organization. Do I need his/her email address or contact info to register? How can I change it?

No contact info is needed to start the re-registration process—all you need is your organization's EIN or tax ID number to get started. Enter that number and your re-registration info will appear if you participated last year. Simply change the contact info while you're completing the re-registration form and you're good to go.

Once agency information is entered into the system by an agency, can this information be edited/updated at a later date?

Yes, the person who registered for your organization will be able to edit the organization's "profile". However, before you register for ROC the Day, we recommend collecting all of the information needed and finalizing how you'll be "presenting" your organization (e.g. how you'll write about your work, who you help in the community, etc.) By having that information finalized your registration process will go smoother and your presence on ROCtheDay.org will be more powerful and persuasive to donors.

Why is this event in November and not at another time during the year?

Donor feedback and research shows that people are most likely to give at the end of the year. Hosting ROC the Day in November gives all donors the opportunity to make a year-end gift, give a donation as a holiday tribute to loved ones and select multiple organizations to support.

How will Not-for-Profits be listed on ROCtheDay.org?

The donor will be able to choose how they view participating Not-for-Profits, including by an alphabetical listing, organizations offering challenge grants and by category served. We'll also randomly feature Not-for-Profits on the homepage during ROC the Day so when your agency registers you'll be in the rotation.



Can Not-for-Profits set up incentives to give, and if so, how?

Yes. Not-for-Profits may offer incentives, but please review the incentive guidelines in the ROC the Day toolkit and consult with your lawyer to ensure that incentives do not violate any legal restrictions. Not-for-Profits can also offer challenge grants that incent donors by providing matched gifts to your organization. Read on for more info...

Can Not-for-Profits set up challenge grants, and if so, how?

Absolutely! To set up a challenge grant—an additional donation used to match gifts on ROC the Day—first secure a donor or set of funds to match gifts with. Your challenge grant donor does not need to make a gift through the ROC the Day website. Once you've secured the challenge grant and finalized the details, include your challenge grant information when registering and it will be included on your ROC donation page(s). There will be a search category specifically for any Not-for-Profits that have matching dollars for gifts. You handle the money piece directly with your challenge grant donor(s)—that doesn't go through ROC the Day on the day of the event.

I registered, so why isn't my organization up on the site yet?

There will be a 72 business-hour waiting period for review/approval of all registrations from the time we receive your EFT form.

I think I registered but didn't receive a confirmation email.

Sorry, but if you didn't receive a confirmation email we likely do not have your registration in our system. It looks like you'll need to try again. Here are a few items to keep in mind when registering:

- Please make sure that if you're using Internet Explorer that it's version 7 or higher
- Please make sure you're not including any HTML code in the registration
- Logos need to be 250k or smaller—if you upload a larger logo the registration can't be saved or submitted.
- iPads cannot complete registrations at this time (they can, however, complete a donation during the ROC the Day event, as can other mobile devices)

The confirmation email is showing wrong formatting (no spaces between paragraphs.) Can this be fixed?

The formatting in the confirmation email and review phase is not showing as it will on your individual page. Rest assured the spacing/paragraphs you intended will show up how you originally entered them. Check the page when you receive the final confirmation email and let us know if it's not appearing the way you had entered it.

What if a holiday giving event has already been planned by a local not-for-profit?

We hope you'll incorporate the promotion into your end-of-year giving efforts.

Can donors give using their mobile phones and/or smartphones?

Yes. The ROC the Day website and donation applications are mobile compatible.



What if the donor does not have internet access—can he or she give over the phone?

Yes, donors who wish to give via telephone may call 1-800-242-0238 anytime between 12 a.m.-11:59 p.m. on ROC the Day. We will still need a credit or debit card number—no cash or checks.

If our donors give on this day, will you then solicit them at a later date?

We will NOT sell or exchange any data. We will, however, advance the names of donors who support your organization, unless they ask not to do so. United Way of Greater Rochester reserves the right to contact donors who participated in ROC the Day, regardless of the organization(s) to which they gave.

Do Not-for-Profits have to give United Way their donor information?

No. Not-for-Profit organizations do not have to give United Way any current donor information to register/participate. United Way will collect donor information for those who give through ROC the Day, and will provide contact information to the Not-for-Profit for donors who give to that organization.

Why should donors who already give to United Way give during ROC the Day?

This is simply an additional opportunity to give to causes that matter in our community. Unlike the United Way campaign, this is a one-time giving opportunity that donors may charge to their credit or debit card. This also provides donors a simple, yet comprehensive way to give to a much wider variety of charities that matter to them. The United Way campaign raises money to support health and human service organizations; ROC the Day allows for donations to a wide expanse of organizations including arts, education, religious, environmental, etc.

How will the donors be thanked?

Each ROCstar who gives a gift through ROC the Day will receive an email thank you and electronic tax receipt confirmation from United Way of Greater Rochester. Once you get the donor info, please also feel free to send a “thank you” to them as well.

Will there be information to share with donors and constituents?

Yes. Visit ROCtheDay.org and check out the toolkit—it’s been designed to provide you a variety of promotional tools and ideas to promote the day.

How should Not-for-Profits promote this event?

We hope you’ll promote ROC the Day to all donors in whatever way you can - direct mail, telephone solicitation, web, social media and word of mouth. Skywriting would be great, too.

Will there be advertising/PR support for this event?

Yes! United Way has purchased print, television, radio and online advertising for ROC the Day and we will be sharing all details of the event with the news media. You may buy additional advertising space or use the templates in the not-for-profit toolkit to develop your own promotional outreach materials. Please also feel free to pitch your own ROC the Day media stories to get an added boost in awareness.

How can I learn more about promoting ROC the Day?

There are a lot of ideas in the Not-for-Profit toolkit on www.roctheday.org.



Can Not-for-Profits send donors directly to their own donation page on the ROC the Day site?

Yes. When a Not-for-Profit registers for ROC the Day, they will receive a vanity URL to provide to donors that leads them directly to their donation page on the ROC the Day site. Not-for-Profits can also create their own QR code to direct donors to your donation page via mobile devices.

Is there a guaranteed minimum amount that each Not-for-Profit organization will receive?

No. Participating organizations will receive whatever amount donors contribute to them, minus the 8% transaction fee.

Is there a limit to the amount a Not-for-Profit can receive?

The only limit is people's generosity. There is no limit to the amount any not-for-profit can raise that day!

Will there be a processing fee for credit/debit card transactions?

The 8% administrative fee charged to all donations during ROC the Day covers all costs including any credit/debit card fees that United Way incurs.

How will Not-for-Profit organizations know how much was raised on their behalf during ROC the Day?

Organizations will be able to view donations received throughout ROC the Day every half hour. Approximately one week after the event, all organizations will be able to view their donor information and unaudited totals; organizations will receive final totals and payment by February. Note that your first reports in December might not have your gift certificate totals yet.

When/how will organizations receive the money that is designated to them?

Donations will be processed and sent to Not-for-Profits via electronic transfer after the gift certificate redemption deadline, along with a list of donor information including name, address, email address and gift amount. Not-for-Profits will have to fill out an Electronic Transfer form as part of their registration process.

If a Not-for-Profit registers multiple programs, will funds be transferred separately with unique reports per program?

Funds will be transferred per EFT account number with a unique report of donors that gave to individual programs.

If the Not-for-Profit currently receives United Way funding, will what it raises during ROC the Day impact its allocation?

No. This is a distinct event and all the dollars donated to an organization will be advanced to it and will not be impact agency allocations in any way.

If a Not-for-Profit participates in ROC the Day, will it automatically be eligible to receive donor designations during the next United Way campaign?

No. United Way's annual campaign will remain separate from ROC the Day. Organizations eligible to receive donor designated funds will still be limited to certified health and human service-focused Not-for-Profit agencies. View our donor designation FAQ document at uwrochester.org in the "For Not-for-Profits" section to learn more.



Who created ROC the Day?

Actually, the concept has been launched in a several other communities throughout the country with great success. United Way of Greater Rochester is coordinating this collaborative community giving effort. United Way is working with a variety of community partners to ensure the most success for our community. Among those involved:

Community Partners – Causewave Community Partners, Association of Fundraising Professionals, City of Rochester, Council of Agency Executives, County of Monroe, The Farash Foundation, Greater Rochester Health Foundation, The Jewish Federation of Greater Rochester, RocCity Coalition and Rochester Area Community Foundation

Why is United Way “powering” ROC the Day?

United Way has decades of fundraising experience focused on serving the needs of community members and the Not-for-Profit sector in the Greater Rochester community. United Way is confident that with the help of hundreds of community partners, this giving event will help improve the nine-county Greater Rochester area by providing additional end-of-year support to our local Not-for-Profits.

What is the relation with ROC the Day and New York Gives Day (NYGD)?

New York Gives Day is a 24-hour online challenge to celebrate nonprofits across the state of New York. Thousands of nonprofits across the Empire State will work together to raise awareness, collect donations, and build a stronger sense of philanthropy throughout their local communities.

ROC the Day is one Giving Tuesday effort in New York State that encompasses the entire Greater Rochester region. New York Gives Day will support non-profits throughout the state that are outside of the nine-county Greater Rochester region.

Can non-profits participate in both?

Yes, however we recommend working with only one platform on Giving Tuesday. Donors may be confused at where to make a donation if your organization is sending messages about giving on both/either platforms. Remember that for a day of giving event to be successful, it requires active promotion from the participating non-profits to spread the word about the event and their own cause with a specific call to action with one central location or link for donations.

For the hundreds of non-profits in the Greater Rochester region, we encourage participation in ROC the Day to join in the momentum and community spirit from five previous annual events. ROC the Day has raised more than \$4 million collectively in just five days of giving in the past five years. ROC the Day donations are raised for and go directly to the charities participating in the local nine-county Greater Rochester region.

What if a donor wants to give to my organization through the other platform?

It's important to steer your donors to one consistent platform. If you are participating on both platforms, however, donors can find you in both spots.


What region does ROC the Day cover?

ROC the Day is open to 501(c)3 organizations that serve Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wyoming, Wayne and Yates counties.

Why doesn't ROC the Day merge with New York Gives Day?

We're all collectively a part of Giving Tuesday to help connect donors to the organizations doing great work in our communities. ROC the Day began six years ago with a platform that is tailored specifically to the local Greater Rochester region and it has more than 600 local non-profits connected to its current event and donation platform. New York Gives Day is in its first year, and will be working with non-profits and associations to create a great event and giving experience for the rest of the state. ROC the Day and NYGD are working closely to help any non-profits that might cross over regions, but at this time we will have separate donation platforms for the events.