

## **Nonprofits Gearing Up for Thursday's Idaho Gives**

### **Public Events & Entertainment Planned to Heighten Interest in Statewide Giving Blitz**

(BOISE) – Hundreds of Idaho nonprofits are making final preparations for the inaugural “Idaho Gives,” an unprecedented day of statewide, charitable giving taking place on May 2. Groups have been busy reaching out to supporters new and old—via direct mail, email, web sites, and social media—to drive traffic and donations to [idahogives.org](http://idahogives.org) this coming Thursday. Donors will have over 500 causes to choose from when they participate in Idaho Gives.

“It’s extremely gratifying to see so many nonprofits working together toward a common goal and being rather creative in drawing attention to their organizations,” said Lynn Hoffmann, Executive Director of the Idaho Nonprofit Center, which is presenting the event. “Following several months of planning, we’re thrilled to see the participating nonprofits really embracing the spirit of Idaho Gives and generating excitement in their communities.”

Activities related to the giving day are scheduled for all over the state. In Boise, notable events include the Nonprofit Showcase at the Sesquicentennial Shop, a downtown block party, free food made from produce grown in refugee community gardens, and a flash mob in front of the Egyptian Theater. Similar community celebrations are taking place in McCall, Idaho Falls, Pocatello, Twin Falls, the Wood River Valley, Coeur d’Alene, and Nampa/Caldwell. For an up-to-date listing of events, visit <http://idahogives.wordpress.com/events/>.

Notable Idaho personalities (Gov. Butch Otter and First Lady Lori Otter, Jared Allen, Kristin Armstrong, Patty Duke, Alan Heathcock, and Troy McClain) appear in a public service announcement that’s airing throughout the state to raise awareness of Idaho Gives. The video can be seen here: <http://www.youtube.com/watch?v=d-9jHQyI-ZU>

Idaho Gives is modeled after highly successful giving days in other states and cities. The event mostly takes place online, driven by a central [idahogives.org](http://idahogives.org) web site, where donors can learn about and designate funds for nonprofits in a variety of categories. Corporate and individual donors have contributed additional money for a pool of award funds, which will be distributed to nonprofits through random drawings and daylong contests, allowing organizations and donors to multiply their donations.

Idaho Gives is sponsored by St. Luke’s Idaho Health System and Idaho Central Credit Union. For more information, go to [www.idahogives.org](http://www.idahogives.org), or look for Idaho Gives on Facebook and Twitter.

Nonprofit leaders and event organizers are available for interviews, including on-location feeds during the Idaho Gives celebrations. Contact Brian Cronin (208.724.1959) to arrange for interviews or for further details.