

GivingTuesday and Facebook

Guidelines and Helpful Tips for Donation Success

Tuesday, Dec 1, 2020 at 8 AM ET, 7 AM CT, 5 AM PT

What is Giving Tuesday?

GivingTuesday is a global day of giving. To help raise awareness of charitable causes and encourage donors' generosity, Facebook will match \$7 million USD in qualifying donations made on Facebook during GivingTuesday.

When matching will start?

Matching begins on Tuesday, December 1, 2020 at 8 am Eastern Time. Facebook will continue matching qualifying donations to nonprofits until the \$7M match runs out.

Who is eligible for matching?

Any US-based 501(c)(3) nonprofit organization like SMVA Trust is eligible to receive donations on Facebook may be matched.

How matching works

Matches are made on a first-come, first-served basis and will continue until the \$7M USD fund has been met. Funds run out within minutes, so please be sure to donate at the precise time.

First: Matching 100% of the first \$2M

For the first \$2million, Facebook will match 100% of donations made to qualifying fundraisers. For example, if you donate \$10, Facebook will also donate \$10.

Second: Matching 10% after

For the remaining \$5M, Facebook will match 10% of donations made to qualifying fundraisers. For example, if you donate \$10, Facebook will donate \$1.

Understand match caps

Facebook will match donations to qualifying nonprofits like SMVA Trust up to:

\$100,000 USD total donations matched per nonprofit

\$20,000 USD in qualifying donations per donor

Per transaction limit is \$2500

How to Succeed in Matching for SMVA Trust

- Make only one transaction that is less than \$2500 per person
- If donating more than \$2500, have another family member make the second donation through another Facebook account and on a different device using a different payment method (credit/debit card).
- Do not using the same payment method for two transactions.
- Use a credit/debit card that you have been making purchases with for amounts that are comparable to your donation amount. If in doubt, please call your credit card company ahead of time and let them know that you will be making this donation on Dec 1 at 8 am ET, and ensure your payment will process successfully.
- Use any device such as a computer, laptop, tablet or phone where the network signal is strong.
- Be sure your device clock is accurate. You can check it at: https://time.is/Unix_time_now
- Before Tuesday, December 1, perform a test donation by visiting www.facebook.com/AmmaSriKarunamayi and clicking the 'Donate' button right below the cover page image.

Note: Change the default donation amount for this test donation to \$5.00.

- Donations for GivingTuesday matching can only be made through a Facebook account.
- **On Giving Tuesday morning**, log in to Amma's Facebook page ahead of time (www.facebook.com/AmmaSriKarunamayi) - at least 10 to 15 minutes before 8 AM ET.
- Be sure to close or exit out of any running applications on your device to improve your device's performance before you visit Amma's Facebook.
- Keep only one tab open on your browser while visiting Amma's Facebook page.
- Click on 'Donate' button located right below the cover page image.
- Update Donation Amount (Amt. \$5 to less than \$2500)
- Select your Payment Method. If your credit card or PayPal email ID shows up in the list, select it. Otherwise click on "Add New Card" and enter your credit/debit card details.
- At precisely or just before 8 AM ET / 7 AM CT / 5 AM PT, click on the 'Donate \$__ _' button.

Jai Karunamayi!

Thank you for your support.