



• Get your nerd on

Posted 2/4/11 by Mark Malmberg, Communication Manager at The Nerderly (0 Comments)

On behalf of The Nerderly, thanks, GiveMN, for letting me lure nonprofits into putting their faith and websites in the hands of complete strangers and total nerds. Minnesota nonprofits, you have until February 16 to apply for the The Nerderly Overnight Website Challenge. Already, teams of volunteer web pros are lining up to help you do whatever you do, only better, online. Selected organizations will direct a team of 8-10 volunteers (nerds) for 24 hours (in a row, oh yes) during the weekend of March 26-27.



Nerdy powers, when used for good, can help nonprofits build community, raise funds, recruit and organize volunteers and communicate with constituents. The Nerderly Overnight Website Challenge gives Nerderly developers and our friends and peers in the interactive world a meaningful way to give something back to our community. Well-meaning nerds can integrate business systems and automate work processes, thus giving nonprofit staff, volunteers and board members more time to actually focus on delivering services and supporting their community and constituents - all worth losing sleep over.

GiveMN Executive Director Dana Nelson volunteered as a judge at last year's Nerderly Challenge and we're glad to have her back this year. Along with a nonprofit's current website, or lack thereof, judges consider each nonprofit's vision for how they believe an enhanced web presence can actually help them better fulfill their mission and help their staff/volunteers work more efficiently and effectively. Judges also look at posted testimonials by volunteers, staff, board members, service providers and recipients, and friends of the organization to get a more representative, 360-degree view of nonprofits beyond just the voice of person that submitted the application on their organization's behalf.

One nonprofit, Springboard for the Arts, has already earned a Golden Ticket by winning the Social Entrepreneur's Cup - check out how that turned out for Rural Renewable Energy Alliance, last year's early qualifier.

The Nerderly Overnight Website Challenge is competitive for web site design volunteers in that one team is chosen by the judges as having made the most transformational difference for their

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using their time and talent to help a nonprofit that couldn't otherwise afford their nerdy deeds. For nonprofits, just getting in means a win.

So if your nonprofit is making do with less and your website has that thrifty look to it, why not spend a sleepless night making nerdy friends, eating Pizza-Luce, and drinking Peace-Corner? Returning sponsors' bandwidth, learning will donate web training to selected nonprofits, while

VISI will again give them complimentary web hosting. During the first three years of this annual 24-hour event pairing nonprofits with nerds, about a million dollars worth of professional web development services have been freely given to Minnesota nonprofits.

So rest up, folks - but only after applying by February 16 at <http://tc2011.overnightwebsitechallenge.com/>. Good night, and good luck.

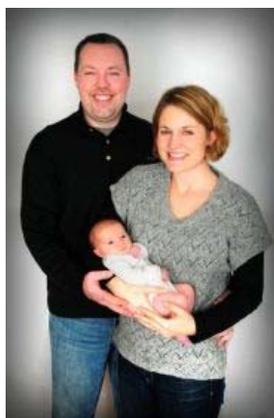
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• Babies, Memorial Funds, Team Campaigns and another Give to the Max Day!

Posted 1/28/11 by Dana Nelson (0 Comments)

What's going on with GiveMN in 2011? In a word? Babies!

Anders Michael Richter was born December 31 and Baby Achen will be making her arrival into the world in early February. Anders' mom, Sarah Richter (pictured) is GiveMN's Partnership Sr. Associate and Baby Achen's dad is Jeff Achen, GiveMN Interactive Media Strategist. Our small but mighty team which is normally 2.25 people will be down to 1.25 for the short term - but don't worry - a lot is happening at GiveMN now and in the coming months!



The GiveMN Strategy Cabinet (a group of smart, opinionated people from multiple sectors who advise GiveMN on strategic issues) met earlier this month to discuss 2011-2013 strategy for GiveMN and how we can continue to grow charitable giving and move more of it online. One area of opportunity we are exploring is working with funeral homes to see if GiveMN can be a resource in providing the tools to create online memorial funds. Own a funeral home? Donated to a memorial fund recently? Have ideas about how we can make this area of giving easier and greener? Please send me an email at dana@givemn.org.



Photo: The GiveMN Strategy Cabinet meeting in 2010.

We are excited to launch a new feature this month - [team campaigns on GiveMN](#). This cool new functionality allows individuals and organizations to create their own webpage that will highlight multiple fundraising pages, donor comments and donations in real time. It's perfect for school fundraisers, contests and races (walk-a-thons, marathons, bike rides, etc...) You can create your own campaigns in a matter of minutes and clicks - all for just 4.9% which is a great deal! Try it out and let us know what you think.

And yes, there will be a 2011 Give to the Max Day! Thanks to you - generous Minnesotans - we have had the two biggest one-day online giving events in the WORLD! We will announce the date shortly and are busy securing sponsors and thinking about the best way to make this year's event even better.

Ideas, questions, suggestions for GiveMN? How are you planning to use GiveMN in 2011? Let us know at info@givemn.org.

Give to the Max Day 2010!
GiveMN.org

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• Mpls.St.Paul Magazine Gives to the Max

Posted 11/22/10 by Jeff Achen (0 Comments)

Give back and feel great about getting the “good stuff,” not just on Give to the Max Day, but all year long. Through the month of November, when you buy a year’s subscription to *Mpls.St.Paul Magazine*, 25% of the cost will be donated back to the Greater Twin Cities United Way. [Purchase your subscription now.](#)



Hear Deborah Hopp, Publisher of *Mpls.St.Paul Magazine*, share the importance of giving to our great community and how good it feels when YOU give back.

Stay inspired all year long. Go to mspmag.com/giving for *Mpls.St.Paul Magazine's* tips on to how to give back, learn about top volunteers in the community and upcoming benefits and fundraisers.

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• Leveraging a match to drive new donors

Posted 11/8/10 by Amanda LaRiviere, Associate Director of Development Wilderness Inquiry (0 Comments)

One of the great things about GiveMN is the opportunity to make connections with individuals and organizations we wouldn't otherwise make. Through the platform of GiveMN [Wilderness Inquiry](#) has the chance to share our great program with folks who don't already participate and support our organization, while providing an easy giving option for our established donor community.

Recently, the [Frey Foundation](#) gave us a challenge to kick off our 2010 Annual Fund Campaign. Here's the deal: 300 new donors (donations in any amount count) = a \$30,000 grant for Wilderness Inquiry. This is an amazing opportunity for first-time donors to leverage their gift to Wilderness Inquiry. Every new donation—no matter the size—will trigger a \$100 donation from the Frey Foundation. These contributions are critical to helping us achieve our mission of making the outdoors accessible to everyone—especially low-income families and individuals with disabilities.

The challenge is perfectly timed. Give to the Max Day is just around the corner, and Wilderness Inquiry is looking forward to making a contribution to record breaking giving on that day. By leveraging the Frey Foundation match on Give to the Max Day and encouraging our current community to spread the word, we just may hit that number of 300 brand new donors for 2010!

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