



A Year of Giving – How it Works

- Any legitimate, operating nonprofit organization (NPO) that does a majority of its investment within 10 miles of Grand Rapids city limits is eligible to participate.
- Those organizations must notify us by email that they'd like to be considered by midnight on Friday January 14th including their IRS Tax Classification
- We will accept entries from the first 60 NPO's that apply as above.
- We will randomly draw 5 NPO's on the first of each month for that month's drawing (Jan 17 first month)
- We will post the announcement of the 5 NPO's to social media and encourage their fans to pos their support of their organization.
- On the 20th of each month we will draw randomly to select that month's winning NPO during the KOZY Morning Show. We will record this live on video and post to social media.
- On the last Monday of each month, we'll conduct a ceremony at our sponsor's business location where we honor that winning NPO. We'll put this on video for our social media. At that time, the money from Rapids Radio and the sponsor will be presented to the winning NPO.
- There will be several on-air elements to be done each month, airing on all 3 stations.
 - 30-second daily spot from us, thanking the sponsor for joining us in this campaign
 - 30-second daily spot congratulating the winning NPO, running until we have a new winner
 - Monthly on-air coverage of the drawing for that month's winner
- Any visuals we do for this campaign (social media, giant foam check, website banner) will include the sponsors logo and our logos.

