



# **GIVE** **250** **CONNECTICUT**

SUPPORT LOCAL 250<sup>TH</sup> PROJECTS  
OCTOBER 27-31, 2025

# Overview

## **Give 250 | CT Overview**

**Goal:** Enable local committees and affiliate organizations to raise funds for their 250<sup>th</sup> initiatives, while raising the profile of America 250 | CT Commission and securing support for statewide initiatives

**Time Period:** Monday, October 27 at 7 AM – Friday, October 31 at 7 PM

**Eligible Organizations:** America 250 | CT Affiliates who are 501(c)3 organizations  
Municipalities and/or their 501(c)3 designees

# Administration

CT Humanities will administer Give 250 Connecticut, but all activities conducted with funds raised must be eligible non-profit activities, operated by either a 501(c)3 non-profit, a municipality, or their 501(c)3 designee

CTH will solicit sponsors to fund prizes to incentivize both giving and participation, and expand funds available to local committees

See website for [fee breakdown](#)

**What You Can Do Now**

# Prep Your Profile Information

- Use the [Give 250 Connecticut Fundraising Profile Template](#) to begin preparing content for your profile page
- You will need:
  - A large horizontal image
  - A logo
  - Smaller images for 4–6 giving levels
  - A fundraising goal
- Think about how you will describe your project:
  - Who is on your committee or planning team?
  - What are your plans for the 250<sup>th</sup>?
  - Why do you need funding?

# What Is a Matching Gift?

- A pledged donation that's contributed to your organization when you hit a specific milestone
- Promotional tool used to motivate potential donors to make a greater impact with their donation
  - Opportunity to highlight existing donors and sponsors
  - Easily feature active matches on your Giving Day profile
- Time based to create a sense of urgency



# Who Can Make a Matching Gift?

- Board members and/or existing donors
- Local businesses or corporations
- Community members

## **Strategize:**

- Make a list of local businesses and/or individuals who may be interested in providing matching funds
- Think about who on your committee might be able to reach out to those individuals



# Prepare Your Ask

- Use the Organizer Toolkit to start thinking through your communications before and after Give 250 Connecticut
- Create an email and/or letter template to potential sponsors
  - Some examples are available on the website
- Use language like:
  - By providing ABC Organization with a matching gift, you can help us get donors excited about the important work that we are doing!
  - It motivates donors knowing that their \$10 gift gets us \$20 to go towards XYZ project.

# Add Matches to Your Profile

- Use the form on the website to record any matches that you receive
  - We are asking that you have no more than 5 “official” matches
  - Please note: Individuals can create fundraisers that they can match in an unofficial capacity as well

**During Give 250 CT**

# Encourage Participation!

- Use social media, email, and other outreach to encourage participation
- Monitor progress & share updates (i.e., we are \$X away from meeting a match goal)
- Use prize opportunities to encourage participation at specific times

**After Give 250 CT**

# Thank Donors and Use Your Funds

- Thank your match donors
- Thank your donors
- Give a public thank you via social media, town newsletter, etc
- Solidify plans for using funds and keep donors informed

# Resources Page

## Key Information & Links

### Give 250 CT Resources

Downloadable resources including:

- Match form
- Recommendations for funding use
- Profile template

### GiveGab Match Resources