



2020 Alternative Giving Market of the Palouse

Our Mission The mission of the Alternative Giving Market of the Palouse (AGMP) is to give residents of the Palouse a meaningful alternative to holiday gift giving and an opportunity to support local nonprofits. We strive to enhance community well-being and sustainability through celebrating personal charity and community partnerships.

Every year AGMP offers opportunities for creative, sustainable and heartfelt holiday giving. For over 10 years 100+ nonprofits have offered gifts in the form of donations that help them provide services that make the Palouse a wonderful place to live. The Alternative Giving Market offers holiday shoppers a choice of holiday gifts to honor family and friends while supporting local charities and nonprofit organizations in a festive atmosphere.

About: The Alternative Giving Market of the Palouse strives to represent nonprofit groups in the following areas: Animals; Arts; Civic Improvement; the Environment; Health and Human Services; and Youth and Education. Organizations with an international focus in any of these areas, but who can demonstrate a strong local Palouse presence/support are welcome to apply. **Space is limited to 30 organizations.** Organizations will be accepted within the categories stated above to achieve our goal that AGMP reflects the broad spectrum of needs in our community. To support and enhance the rich diversity of our community, we are committed to improving the quality of life and expanding opportunities for all and do not engage in any form of discrimination.

AGMP 2020 changes: Due to COVID-19 the AGMP Leadership team is striving to make changes that keep our participants and donors as safe as possible. For the 2020 giving market **we will not host** an in person event. Rather we will be hosting the AGMP DRIVE-THRU event where donors can still come and shop off of the shopping list from the safety and comfort of their car. Participating organizations and volunteers will be on site to assist donors during this event.





2020 Application Guidelines

Application Process Interested groups should provide a completed application and MOU as per instructions on pages 4-5. We assess applicants based on the merit of the application and the potential impact of the work in Latah County. All applications must be received by September 30, 2020, and the leadership team will announce 2019 participants on October 5, 2020.

If your organization is interested in participating, please submit your completed application between now and Wednesday, September 30, 2020 by 11:59 PM to agmpalouse@gmail.com. Early or late applications will not be accepted.

Community Impact: AGMP Participants are asked to respond to a few questions in a brief email interview and, if relevant, provide photographs that summarize how their funds were used by March 31, 2021.

Eligible organizations and efforts: Applicants must be 501(c)(3) nonprofit organization (or other eligible entities such as schools, libraries, etc.) based in Latah County, and/or serving Latah County. AGMP hopes to support work that has a potentially large impact on the community or fills an important, unmet need.

Due Date and Contact Information: Completed applications must be received on or before **September 30, 2020**. This year, we ask that all applications be submitted via email (ideally as a single PDF file). Please use the following file name when you send in your application: "Organization Name AGMP 2020. For example, "Habitat AGMP 2020"

Email applications to: agmpalouse@gmail.com

Questions? Please contact agmpalouse@gmail.com. You may also find information at www.agmpalouse.org.



AGMP Dates and Timeline:

- Application opens September 8, 2020
- Applications due by September 30, 2020
- Finalists notified October 5, 2020
- Virtual Orientation on October 7, 2020*
- Physical Cards, verbiage, and digital cards all due November 18th
 - Physical cards delivered to the Moscow Chamber of Commerce* by 5pm on November 18th
- Online giving opens November 27, 2020
- Drive-THRU AGMP December 5, 2020 at the Fairgrounds
- Online Giving Closes December 12, 2020
- Checks delivered to charities by December 30, 2020

****This is a mandatory meeting and someone from your organization must be present.***



2020 Application Instructions:

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Email applications to: agmpalouse@gmail.com

Organization Checklist:

- Cover page
- Narrative
- AGMP Applicant Memorandum of Understanding (initials required, applications with 'x's' will not be accepted)
- Copy of IRS Determination letter



Application: Please answer the following questions for your application. Incomplete applications will not be reviewed.

Cover Page:

1. Name of organization
2. Mailing address and phone number
3. Website (if applicable)
4. Organization contact info:
 - a. Chair or CEO:
 - b. Title:
 - c. Email:
5. Contact Person (if different from above)
 - a. Name:
 - b. E-mail:
6. Please provide your organization's tax identification number and indicate whether it has 501 (c)(3) status
 - a. *An organization may also use another 501(c)(3) entity as a fiscal sponsor. Please provide the name and address of your fiscal sponsor.*

Narrative:

1. Provide your mission statement and describe your organization (1500 word max)
 - a. Organizations must demonstrate a substantial impact in Latah County. this can include major program focus, services, clientele, events, population served, board members serving from the area, etc.
2. One paragraph summary of how you anticipate 2020 funds will be used. (200 word max)
3. Has your organization participated in AGMP before?
 - a. If so, please provide details on how the funds you raised impacted Latah County. (200 word max)
4. Is your organization at risk of shuttering or losing your 501(c)3 status due to COVID-19?
 - a. If you answer yes please explain how AGMP funds will allow your organization to continue on.



AGMP Applicant Memorandum of Understanding:

As part of your application please read and initial (electronic initials accepted) the following statements.

1. _____ If accepted, I understand my organization agrees to pay a **\$20 fee** to cover basic operating costs of the Alternative Giving Market of the Palouse.

2. _____ **If accepted, I understand my organization will supply a representative/volunteer to help for a minimum of one hour with the Drive-THRU AGMP event on December 5th.**

3. _____ If accepted, I understand my organization agrees to advertise AGMP through organization emails, website, social media posts, and newsletters.

4. _____ If accepted, I understand that my organization agrees to print and cut donation cards and deliver them to the Moscow Chamber of Commerce by November 18, 2020.

5. _____ If accepted, I understand my organization agrees to attend a mandatory meeting and training on October 7, 2020 online.

6. _____ If accepted, I understand my organization agrees to email my organization's logo in electronic format such as JPEG, TIFF or PNG.



Branding and Marketing Guidelines:

1. When referring to the Alternative Giving Market of the Palouse please use the following
 - a. “Alternative Giving Market of the Palouse” or “AGMP” : please do not use any other shorthand or abbreviations.
2. Tag AGMP on social media by using
 - a. @AGMPalouse
 - b. #AGMP2019
3. We have a new logo and all accepted organizations will be provided with the new logo in multiple formats. To better equip you with the new branding, if at all possible, please use the following branding guides.
 - a. Font: Bitter; available here:
<https://www.1001freefonts.com/bitter.font> or
<https://www.fontsquirrel.com/fonts/bitter>
 - b. Color Codes:
 - i. Blue: #153980
 - ii. Mint: #5fC3AC
4. All accepted organizations must use the new AGMP logo on their cards. AGMP will provide optional stickers to use on the gift cards if organizations so choose.