



#OregoniansGive

Contact: Agnes Zach,
Executive Director,
Willamette Valley Development Officers
503-274-1977 Ext 1
agnes.zach@wvdo-or.org

For immediate release

#OregoniansGive Returns for 2016

Ambitious goals highlight plans for statewide movement's second year

July 18, 2016 – The team behind [#OregoniansGive](#) announced plans for the 2016 campaign this week, opening registration for every nonprofit across the state of Oregon and setting ambitious goals for the annual day of giving which will take place on November 29.

Launched in 2015, #OregoniansGive builds on the national #GivingTuesday message by uniting nonprofits throughout the state of Oregon to celebrate the positive work underway by these organizations. The campaign encourages all citizens to play a role in developing a brighter future for our community.

“In our first year, we helped raise more than \$1.8 million for nonprofits in almost every corner of the state,” said Agnes Zach, #OregoniansGive Chair and Executive Director, Willamette Valley Development Officers. “In 2016, we want to reach every single Oregonian. If every person in the state gives just one dollar to a nonprofit they believe in on #GivingTuesday, we can double our results and provide all of these worthy organizations with an incredible boost to start 2017.”

It's About Community, Not Competition

A rising tide lifts all boats. As a collective of existing organizations, #OregoniansGive is not a new nonprofit seeking funds for its own cause. Instead, it is a platform to promote and celebrate the positive work underway by nonprofits around the state and the generosity of every Oregonian. Its goal is to create an environment that promotes even more giving, volunteering and community engagement.

“Nonprofits often feel like they have to compete with one another for resources,” said Zach. “#OregoniansGive wants to eliminate that approach. If we work together, we can raise awareness on an exponential level. We can help shine a brighter light on more organizations and encourage more donors to contribute more time and money to help create a brighter future for our communities.”

More than 700 nonprofits took part in the inaugural campaign in 2015 and organizers aim to push that figure over 1,000 for 2016. There is no cost to any organization to take part in the #OregoniansGive campaign. Individuals donate to the organization of their choosing and 100% of all contributions made go directly to the organization.

How to Sign Up Your Nonprofit

Nonprofits interested in joining #OregoniansGive are encouraged to sign up at www.OregoniansGive.org where they will receive more information on the campaign, as well as valuable resources to help incorporate #OregoniansGive and #GivingTuesday into their end-of-year giving plans.

Organizations that are signed on for the 2016 campaign will have access to ongoing support throughout the coming months, including training opportunities, promotion across a variety of channels and community support from fellow nonprofits.

About #GivingTuesday

Started in 2012, [#GivingTuesday](#) is a global movement that lends balance to the focus on shopping and buying fueled by the deals offered on Black Friday and Cyber Monday. The social media-driven event encourages charities, families, businesses, students and individuals to celebrate generosity and give to the organizations that make an impact in their community. Since its launch, #GivingTuesday has raised millions of dollars for tens-of-thousands of organizations.

About #OregoniansGive

#OregoniansGive celebrates all contributions from every resident – from born and bred natives to recent transplants – that make the state of Oregon what it is today and open the door for a brighter future. Following a rousing success in 2014, organizers of #PDXGives expanded their efforts to connect all nonprofits across the state of Oregon for the annual #GivingTuesday day of generosity. In 2015, the #OregoniansGive movement raised more than \$1.8 million for organizations in every corner of the state. For more information, please visit www.oregoniansgive.org or follow us on [Twitter](#) and [Facebook](#).

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