

GIVE!GUIDE 2026



April 1, 2026

Thank you for your interest in WW's Give!Guide. Our application period is open between April 1 and 30. There are **two** applications this year, one for nonprofits who were in the 2025 cohort and one for those who were not. Both are linked below the eligibility criteria in the following pages.

After the application period closes, our 22-member selection committee convenes to review and score applications into mid-June. Final selection decisions are shared on June 30. The plan is to select a cohort of around 275 organizations. You can read more about this process below.

A fuller picture of the campaign is included in the following pages and linked beyond. Keep reading to learn about anticipated campaign costs, get answers to frequently asked questions, and preview important dates. If you still have questions, email our team at giveguide@wwweek.com.

I hope this information has been helpful. On behalf of *Willamette Week* and the Give!Guide team, I wish you the best of luck!

Toni Tringolo
Executive Director

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NONPROFIT APPLICATION

ABOUT GIVE!GUIDE

Give!Guide is *Willamette Week's* annual year-end giving campaign, as well as Oregon's easiest path to charitable giving. Since its launch in 2004, Give!Guide has raised more than \$82 million for local nonprofits, including **\$9.26 million for 277 organizations in 2025**.

Alongside raising money for nonprofits, a key goal of the campaign is to encourage Oregonians 35 and under to give back to the community and to build a culture of active citizenship.

Give!Guide operates as a collaborative, community-centric fundraising campaign shared by participating nonprofits and led by Give!Guide HQ. It is **not** a third-party fundraising platform

Participating nonprofits consistently describe Give!Guide as both a fundraising campaign and a professional development experience. The campaign builds capacity, strengthens fundraising skills, increases visibility, and supports long-term donor growth.

ELIGIBILITY CRITERIA

To be considered, your organization must meet all of the following:

1. Be a 501(c)(3) public charity (or fiscally sponsored by one) with a "PC" deductibility code ([verify here](#));
2. Be actively registered to conduct business in Oregon ([verify here](#));
3. Be headquartered in and have active programming in Multnomah, Clackamas, or Washington counties;
4. Be an active organization in good standing, if having previously participated in Give!Guide.

Organizations that do not meet these requirements are not eligible to apply.

SELECTION CONSIDERATIONS

Eligible organizations are evaluated using the following considerations. Give!Guide aims to curate a diverse and community-rooted cohort.

Selection may consider:

- Alignment with Give!Guide's mission and values.
- Demonstrated impact in the communities served.
- Organizational capacity (including through staff, board, volunteers, or partners) and readiness to develop and execute an extended November–December fundraising campaign.
- Potential to benefit from participation in Give!Guide.
- Cohort balance across categories, organization size, and communities served.

APPLYING

All applications must be submitted by **midnight on April 30, 2026**, to be considered. Please review the eligibility criteria carefully. Late or ineligible applications will not be reviewed.

By applying, your organization agrees to:

- Be an active and engaged Give!Guide partner.
- Meet deadlines and communicate openly with Give!Guide HQ.
- Actively communicate with supporters during the November–December campaign period (e.g., email, social media, community outreach).
- Be in good standing with Give!Guide, if previously participating.

Some nonprofits recently completed their Give!Guide term and must reapply, while new organizations are seeking to join the campaign. To ensure a clear and equitable process, we've created two separate applications. Both are hosted on Google Forms and will provide an automatic email confirmation upon submission.

→ For New Applicants

If your org did **not** participate in Give!Guide 2025, please complete the New Applicant form. This application is designed for orgs seeking to join for the first time.

- [Preview](#)
- ★ [Submit the New Applicant application \(Google Form\)](#)

→ For Returning Applicants

This application is only for nonprofits who participated in Give!Guide 2025 *and* whose term concluded at the end of that campaign. If your org is currently in the middle of a multiyear term ([verify here](#)), you do not need to apply this year.

- [Preview](#)
- ★ [Submit the Returning Applicant application \(Google Form\)](#)

DECISIONS

Decisions by Give!Guide's 22-member Selection Committee will be emailed on June 30, 2026. Organizations invited to join Give!Guide will have until August 30, 2026, to complete their onboarding.

Here's the landscape for 2026:

- 146 orgs are currently in the middle of an active term with spots reserved for them.
- 125 spots are open for new or returning applicants, 75 of these are for 3-year terms.
- 4 additional spots are reserved for Skidmore Prize winners (their organizations receive "Golden Tickets" to Give!Guide).
- Last year, there were 397 applicants for open spots.

Priority will be given to high-scoring organizations with budgets under \$1 million, followed by the highest-scoring applicants in each category. Selection is highly competitive. Some categories are more competitive than others, with more applicants than spots available. Many wonderful organizations apply, and it isn't possible to include everyone. This isn't intended to be discouraging. Rather, it's to be transparent and help manage expectations during the process.

IMPORTANT DATES

GIVE!GUIDE CAMPAIGN

Application & Selections

April 1	Application period opens
April 30	Application closes
May 1 – June 15	Committee review
June 30	Selections announced
July 1 – 31	Onboarding
July 29	Orientation (in-person)

Campaign Prep & Planning

July 1 – Oct. 15	Campaign prep
Sept. 9	Campaign plan due
Oct. 15	Donor ready

Active Campaign (Fundraising Period)

Nov. 1	Campaign begins
Nov. 4	Special issue of <i>Willamette Week</i>
Nov. 4, 11, 18, 24	Big Give Days
Dec. 1	Giving Tuesday
Dec. 1, 9, 17, 26–31	Big Give Days
Dec. 31	Campaign closes

Campaign Wrap Up

Jan. 1 – 22	Campaign wrap-up Reconciliation, final donor activity, debriefs
Jan. 22	Celebration & Payout

SKIDMORE PRIZE

March 3	Nomination period opens
March 24	Nomination deadline
March 26	Applications sent to all nominees
April 28	Application deadline
May 5 - June 2	Committee review
June 10	Finalist interviews and selection
June 11	Applicants notified of their status
June 25	Golden Tickets awarded to the winners' nonprofit organizations
July 1-31	Give!Guide campaign onboarding
July 21	Celebration lunch
Aug. 1	Winners publicly announced at Orientation

CAMPAIGN COSTS

PARTICIPATION FEE

Upon selection, your nonprofit will incur a participation fee. This fee assists in covering shared collaborative campaign-related costs. The amount of your participation fee is determined by your nonprofit's budget size, as indicated in the most recent IRS 990 Form (submitted during the application process).

Willamette Week ensures that your donations will meet or surpass your participation fee, or we'll compensate for the shortfall. To date, such an instance has never occurred.

TIER	NONPROFIT BUDGET SIZE	PARTICIPATION FEE
Level 1 - Micro	Less than \$199,999	\$250
Level 2 - Little	Between \$200,000 and \$499,999	\$500
Level 3 - Small	Between \$500,000 and \$999,999	\$750
Level 4 - Medium	Between \$1,000,000 and \$4,999,999	\$1,000
Level 5 - Large	Greater than \$5,000,000	\$1,500

ADMINISTRATIVE FEE

During the active campaign period (November and December), a 4.25% administrative fee is applied to donations processed through the platform. This helps defray some of the costs related to credit card processing fees, fraud deterrence, merchant fees, and reconciliation. G!G pays for everything beyond the 4.25% threshold (it's substantial). This fee is waived for any check payments. Donors can choose to cover this cost as an option during checkout.

OTHER COSTS

Aside from the participation and administrative fees outlined above, there are no required additional costs to take part in Give!Guide. **For many organizations, it can function as a zero-cost fundraising campaign.**

- In 2025, 20% of participating nonprofits ran their campaigns with no direct expenses at all. Half spent \$250 or less.
- Some organizations choose to invest additional funds — for example, by hiring a contractor (let us know if you're considering this), marketing or advertising, or hosting events — but these expenses are entirely optional.
- We also provide promotional materials at no cost, including branded yard signs, posters, stickers, and supplies for thank-you notes.
- Some nonprofits partner with a donor to sponsor their campaign costs.

CATEGORIES

Nonprofits self-select their category during the application process. It must align with your mission and your primary programming. If you're torn between two, consider where donors would look for you first.

Animals: Animal care and welfare.

Civil & Human Rights: Advocacy through policy, education, and organizing.

Community: Support and celebrate culturally diverse communities.

Creative Expression: Make, support, and celebrate the arts.

Education: Promote equitable education for all.

Environment: Environmental education, conservation, and advocacy.

Health: Human health education, care, and advocacy.

Home: Housing solutions, repairs, legal aid, and more.

Human Services: Services for marginalized communities.

Hunger: Food security, farming, nutrition, and related programs.

FAQ

Is there an application fee?

Never.

Can fiscally sponsored organizations apply?

Yes.

Can organizations with budgets over \$1 million apply?

Yes. However, priority is given to high-scoring organizations with budgets under \$1 million, followed by top-scoring applicants in each category. Larger organizations are expected to help drive audiences to the platform and smaller organizations.

Is the application for 1 year or 3 years of participation?

While not every open spot is for a 3-year term, the application assumes that preference. If your org prefers a 1-year term, simply check the box in the application form. Term preferences are not looked at until after an org has been selected. There are 75 spots available for new 3-year terms this year.

What happens if we miss the April 30 deadline?

All Give!Guide deadlines are firm. Late applications will not be reviewed. Please plan ahead to ensure submission by the deadline.

Can one person submit multiple applications for different organizations?

Yes, but each organization must submit its own application separately. It is not recommended to have the same person manage multiple Give!Guide campaigns.

Can we update our application after submitting?

No. Please double-check your responses before submitting.

Can we appeal or request feedback if not selected?

Appeals are not considered, but feedback is available upon request during the summer.

Do we need prior experience in fundraising to participate?

We highly recommend prior fundraising experience, but we do not require it. This campaign is a fundraising marathon; you'll want to know how to walk before running. Give!Guide HQ provides tools, templates, and guidance to support organizations of all sizes and experience levels.

What are the time commitments to being a Give!Guide nonprofit?

It varies depending on your team's fundraising experience and capacity. Consider how much time your organization currently invests in fundraising campaigns. Use that to estimate the admin lift for a sustained nine-week campaign with multiple special days and requirements.

What are the requirements for participating nonprofits?

While every nonprofit right-sizes the campaign for themselves, there are core requirements to ensure overall campaign readiness. Every org makes a campaign plan, attends orientation, and completes a debrief. Campaign plans include goals (financial and nonfinancial) and partnerships (nonprofit and business), detailed communication schedules, and drafted materials.

What can a nonprofit do to make their application stand out?

The strongest applications are clear and compelling with a focus on local impact. Please avoid vague or generic responses. Instead, use specific examples and ample data (both qualitative and quantitative) to support your narrative.

Can we include links or attachments in our application?

No. The Selection Committee reviews a text-only application. Please balance an informal approach with brevity and specificity as you can throughout.

How should we answer the final optional question?

This question is 100% optional and not scored. It is where you can add clarity to your financial documents, past performances, and plans for your Give!Guide campaign, or anything else you'd like to include.

Any more advice?

Yes! Here is some [advice from recent past participants](#). It does not focus on how to apply but on the fuller Give!Guide experience after being selected.