



# Media Kit

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## Overview

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### What it is

GiveCamp is a nationwide effort that brings together a community of volunteers to donate their time and talents to build the technical resources and capacity of local non-profit organizations. Since its launch in 2007, GiveCamp has spread to 10 communities throughout the United States.

During weekend-long GiveCamps in each community, software developers, designers, database administrators, and other technology professionals create web and software solutions for non-profit organizations. In the past, GiveCamp has helped organizations:

- Establish their web presence.
- Add a new section to their websites.
- Track volunteers for an upcoming event.
- Run a silent auction.
- Register visitors on a website.

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### How it began

GiveCamp began in Dallas, Texas in 2007 through the collaboration of the local developer community. Since that time, the initiative has spread to communities across the country, including:

- Ann Arbor
- Boston
- Chicago
- Grand Rapids
- Indianapolis
- Kansas City
- Lansing
- Minneapolis
- Richmond

Each GiveCamp weekend typically draws about 20 organizations about 75 to 100 volunteers.

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### Details

#### *When*

Start: Friday, November 13 at 5 pm

End: Sunday, November 15 at 6 pm

#### *Where*

To be determined

#### *Application deadline*

September 1, 2009

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**FOR IMMEDIATE RELEASE**

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**GiveCamp Announces Volunteer Weekend in Grand Rapids,  
Invites Non-profits to Apply for Technology Support**

*The event, from November 13 through 15, will create  
web and software solutions for at least 20 non-profit organizations*

July 29, 2009, Grand Rapids, Mich.—Michigan GiveCamp, a volunteer-run organization that brings together technology professionals to build the technical resources of non-profit organizations, is announcing a GiveCamp weekend to be held in Grand Rapids from November 13 through November 15, 2009.

During each GiveCamp weekend, about 75 to 100 software developers, designers, database administrators, web strategists, and other technology professionals create web and software solutions for about 20 non-profit organizations. In the past, GiveCamp has helped organizations create websites, track volunteers for an event, develop a donor database, run a silent auction, and more.

“Our hope is to connect the talent of our local tech community with the needs of non-profits,” said Chris Woodruff, coordinator of GiveCamp in Grand Rapids. “At times like these, there may be many projects on an organization’s wish list that seem challenging to tackle because of funding or staff resources. GiveCamp is one way we can give back to organizations that already give so much to our community.”

Non-profit organizations and volunteers are invited to learn more and apply to participate at [www.GRGiveCamp.org](http://www.GRGiveCamp.org). The deadline for non-profit applications is September 1, 2009.

*GiveCamp is a volunteer-run organization that began in 2007 to connect technology professionals with non-profit organizations. Michigan GiveCamp is one of nearly a dozen participants in this nationwide effort to build the technical resources of non-profits. Learn more at [www.MichiganGiveCamp.org](http://www.MichiganGiveCamp.org).*

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**FOR IMMEDIATE RELEASE**

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**Michigan GiveCamp to Provide Non-profits with  
Technical Support During Volunteer Event in Ann Arbor**

*The event, from July 17 through July 19, 2009, will draw over 75 volunteers*

July 16, 2009, Ann Arbor, Mich.—Michigan GiveCamp, a volunteer-run organization that brings together volunteers to build the technical resources of non-profit organizations, is hosting the first of two GiveCamp weekends open to non-profits and volunteers throughout the state. The first weekend, in Ann Arbor, will be held July 17 through July 19, 2009 at Washtenaw Community College.

During the weekend, about 75 software developers, designers, database administrators, and other technology professionals will create web and software solutions for about 20 non-profit organizations. In the past, GiveCamp has helped organizations establish their web presence, create volunteer tracking solutions, run silent auctions, and add online registration to their website.

Fourteen organizations are participating in the GiveCamp in Ann Arbor, including The Leslie Science and Nature Center, All About Animals Rescue, and the Great Sauk Trail Council of Boy Scouts of America.

“At times like these, there may be many projects on an organization’s wish list that seem challenging to complete because of a lack of funding or staff capacity. GiveCamp bridges the gap between the technology needs of non-profits and the talent we have in our local developer community,” said Mike Eaton, organizer of Michigan GiveCamp.

The media is invited to attend the opening reception of GiveCamp, to be held on Friday, July 17, 2009 at 5 p.m. on the campus of Washtenaw Community College.

Media is also welcome to visit GiveCamp throughout the weekend to view project progress and interview volunteers and participating organizations. More details can be found at [www.MichiganGiveCamp.org](http://www.MichiganGiveCamp.org).

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## Frequently asked questions

### How many organizations will be served?

Our goal is to provide enough volunteers to serve 20 organizations in each GiveCamp location. In Michigan, GiveCamp is hosted in Ann Arbor, Grand Rapids, and Lansing and will serve about 60 organizations.

### How are organizations selected?

Each potential participating organization must submit a complete work plan proposal that describes a project appropriate for the time available during GiveCamp. Organizations will be selected based on their proposals. Once selected, an organization will be contacted to further refine the scope and requirements of their project with the help of one of our volunteers.

### What types of support can be requested?

There will be many developers at the event with a wide range of skills, all working hard to complete the projects within the timeframe of the weekend. If skills and time allow, a variety of projects can be created, including web applications, Windows form works, mobile development, and other technologies. In the past, GiveCamp has helped organizations:

- Establish their web presence.
- Add a new section to their websites.
- Track volunteers for an upcoming event.
- Run a silent auction.
- Register visitors on a website.

### Who volunteers at GiveCamp?

A wide variety of passionate people are involved with GiveCamp. We welcome a broad range of skills so we can best serve the diverse needs of participating organizations. We also welcome students as volunteers and pair them with more experienced professionals to ensure they can make contributions while also learning. Below are some of the professional backgrounds our volunteers bring to GiveCamp:

- Web and software development
- Database administration
- Web strategy
- Design
- Project management and business analysis

In addition to technology professionals, many other volunteers help GiveCamp run smoothly. These are the behind-the-scenes individuals who make the event possible, providing for details from set-up to food preparation to clean-up.

## Logos

Logos are available at <http://givecamp.org/media>.

## Contact information

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**Website** National: [www.GiveCamp.org](http://www.GiveCamp.org)  
Michigan: [www.MichiganGiveCamp.org](http://www.MichiganGiveCamp.org)  
Grand Rapids: [www.GRGiveCamp.org](http://www.GRGiveCamp.org)

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**Email** [media@GRGiveCamp.org](mailto:media@GRGiveCamp.org)

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**Twitter** Michigan: @MichGiveCamp  
Grand Rapids: @GRGiveCamp

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**Facebook** <http://www.facebook.com/group.php?gid=112559611499&ref=ts>

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