

**Resolution R43-2011  
September 14, 2011**

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
777 NORTH CAPITOL STREET NE  
WASHINGTON, DC 20002-4239**

**CO-SPONSORSHIP OF "GIVE TO THE MAX DAY" CAMPAIGN IN THE NATIONAL  
CAPITAL REGION.**

**WHEREAS**, the Metropolitan Washington Council of Governments (COG) strategic plan adopted in 2011 includes several goals that identify human services needs of communities and families in the National Capital Region; and

**WHEREAS**, COG has successfully partnered with not-for-profit organizations and associations to address important human and community service needs in the National Capital Region; and

**WHEREAS**, COG co-sponsored a roundtable in June 2011 with the Nonprofit Roundtable of Greater Washington that included a panel discussion with District of Columbia Mayor Vincent Gray, Fairfax County Chairman Sharon Bulova, Montgomery County Executive Isaiah Leggett, Prince George's County Executive Rushern Baker on public sector commitment to the non-profit sector and the need for stronger partnerships between local governments and not-for-profit organizations; and

**WHEREAS**, continued economic challenges have reduced funding for not-for-profit organizations at the same time that many community and family needs have risen; and

**WHEREAS**, several regionally serving organizations have agreed to launch a "Give to the Max Day" program in the National Capital Region; and

**WHEREAS**, "Give to the Max Day" is modeled on a successful program in Minneapolis that used social media, web-donations, and other online giving tools to raise \$14 million for Minnesota not-for-profits in one 24-hour period; and

**WHEREAS**, "Give to the Max Day" in the National Capital Region will be announced on September 15 and held on November 9; and

**WHEREAS**, the campaign is intended to engage donors who may not participate in workplace giving or more traditional not-for-profit fundraising campaigns; and

**WHEREAS**, COG has been asked to join the Center on Non-Profit Advancement, Community Foundation for the National Capital Region, Greater Washington Board of Trade, Leadership Greater Washington, Nonprofit Roundtable of Greater Washington, United Way of the National Capital Area, and the Washington Regional Association of Grantmakers in co-sponsoring "Give to the Max Day".

**NOW, THEREFORE, BE IT RESOLVED, BY THE BOARD OF DIRECTORS OF THE  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS THAT:**

1. The COG Board of Directors endorses "Give to the Max Day" and agrees that COG will co-sponsor this initiative in 2011. COG will be responsible for coordinating outreach and engagement with area local governments and helping to promote "Give to the Max Day". No funding support from COG will be required.
2. The COG Executive Director will ask "Give to the Max Day" co-sponsors and campaign managers to brief the COG Human Services and Public Safety Policy Committee in early 2012 on the outcomes of this initiative to help assess its impact and cost-effectiveness prior to any decision to co-sponsor this initiative in future years.