

Pick.Click.Give.

In May 2008, the 25th Alaska Legislature passed House Bill 166 that set up the PFD Charitable Contributions Program, or Pick.Click.Give. The law allows Alaskans filing for their PFD online to donate all or part of their dividend to the campuses of the University of Alaska, community foundations, and eligible charitable and educational organizations. After a three-year pilot project, Pick.Click.Give. is now a permanent part of the PFD program.

The program goal is to increase the dollars generated by individual giving and the number of new donors to nonprofit organizations. Pick.Click.Give. provides a way for donors to support organizations they care about.

The program is available to Alaskans who file on-line for their PFD. The on-line application has a list of eligible organizations, and people choose those to which they want to contribute. Individuals are able to direct from \$25 to the full dividend to eligible nonprofits.

The annual nonrefundable fee for eligible organizations to apply to be listed is \$250. 2011 marked the end of the subsidized support that was available during the three-year pilot for Pick.Click.Give, though private funding has continued to support outreach efforts.

Increasing individual charitable giving is the most effective way to create long-term sustainability for Alaska's nonprofits so they are able to carry out their missions in the community. Pick.Click.Give. provides a safe and secure way for Alaskans to make a contribution and help build sustainable organizations.

While the Alaska Department of Revenue has the ultimate responsibility for implementing the law, several other organizations assist.

- United Way of Anchorage (www.liveunitedanchorage.org) qualifies eligible organizations under the provisions of the law and disburses the donations to the organizations chosen by the donor.
- The Foraker Group (www.forakergroup.org) manages outreach to the Alaska nonprofit community, including support via phone, internet, mail, email and training sessions.
- The Rasmuson Foundation (www.rasmuson.org), along with a host of private and institutional funders, promotes a statewide media and communications campaign that encourages Alaskans to give through Pick.Click.Give.
- The Alaska Community Foundation (www.alaskacf.org) hosts the Pick.Click.Give. project fund for statewide marketing and outreach.

For more information, please visit www.pickclickgive.org

Note: Above information compiled from www.pickclickgive.org