



The 208 Way FAQs for Nonprofits

Q: What is The 208 Way?

A: The 208 Way is a collective giving program created in partnership with KTVB News Channel 7 and the Idaho Community Foundation. The program highlights one nonprofit at a time and helps raise awareness of its work through KTVB storytelling and community visibility. During the featured campaign period, viewers are invited to make donations through ICF's online giving platform. After the campaign closes, funds raised are distributed to the featured nonprofit as a grant, less any applicable processing fees.

Q: How are nonprofits selected to be featured?

A: The Idaho Community Foundation may recommend nonprofit organizations to the KTVB News team, which makes the final selection. Organizations considered for recommendation are typically Idaho-based 501(c)(3) nonprofits in good standing and doing work that serves communities in KTVB's broadcast region, primarily southern and central Idaho. Participation in The Nonprofit Center at ICF, prior grant relationships with ICF, or involvement in other ICF programs may be considered, but they are not required.

Q: What platform is used to process donations, and how do fees work?

A: The Idaho Community Foundation uses Mightycause to process online donations for collective giving campaigns. Donors are typically given the option to cover processing fees at checkout. When donors choose to cover those fees, featured nonprofits can receive the full donation amount. Mightycause states that organizations using its donor-cover option are credited for aggregate fees above 1.99% plus \$0.49 per transaction, though fee structures for giving events may vary. If your organization is selected, ICF will share any campaign-specific fee details in advance.



Q: What would our organization need to provide if selected?

A: If your organization is selected, ICF will confirm your interest before KTVB begins planning campaign content. To help the campaign succeed, organizations should be prepared to provide a few basic materials and participate in storytelling opportunities.

- A high-resolution photo (1280 x 720 pixels or larger)
- A logo, preferably in a square format
- Availability to participate in a short interview or story recording with KTVB
- A brief description of your organization and how campaign funds would be used
- A completed W-9 for payment processing
- Willingness to help share the campaign with your own supporters during the campaign period

Q: When will our organization receive the grant funds?

A: Featured nonprofits should generally expect to receive grant funds within about eight weeks after the campaign closes. This timeline allows time for donation processing, reconciliation, and payment preparation.

Q: Can nonprofits apply or nominate themselves to be featured?

A: At this time, featured organizations are identified through ICF recommendations and KTVB's final selection process. If that process changes in the future, ICF can share updated information with interested nonprofits. All Idaho-based nonprofits are encouraged to establish a relationship with ICF through our [Forever Idaho Grant Cycle](#). You can learn more about applying at [IdahoCF.org](#).

Q: How are donations distributed to the featured nonprofit?

A: Donations made during the campaign are collected through ICF's online giving platform and then distributed to the featured nonprofit as a grant after the campaign closes and processing is complete. The grant amount reflects the funds raised, less any applicable fees.



Q: Can featured nonprofits promote the campaign to their own supporters?

A: Yes. Featured nonprofits are encouraged to share their campaign page through email, social media, and other outreach channels. Community visibility is an important part of the program, and promotion by the featured nonprofit can help more people learn about the organization’s work.

Q: Who is the Idaho Community Foundation?

A: The Idaho Community Foundation is a statewide nonprofit that with a mission to strengthen Idaho communities through philanthropy, elevating nonprofit impact, and connecting Idahoans. Through philanthropic fund development, grantmaking, nonprofit support, and community initiatives, ICF works with people and organizations across the state to help make more good possible. Learn more about ICF at IdahoCF.org.