ROC the Day Fact Sheet

- ROC the Day is the Greater Rochester area's only 24-hour online giving event.

- Everyone can ROC the Day on Thursday, December 12 starting at 12:00 a.m. and ending at 11:59 p.m. by giving to causes that matter most to them on ROCtheDay.org.

- Giving to ROCtheDay.org on 12.12.12 is an easy, one-stop way to make a real difference in our community.

- United Way of Greater Rochester is powering ROC the Day and many major sponsors are supporting the event, including:
    o SentrySafe
    o Genesee Beer from the Genesee Brewing Co.
    o Monro Muffler Brake & Service
    o Democrat and Chronicle Media Group
    o The Pike Company
    o Innovative Solutions

- Official not-for-profit registration to be included in ROC the Day begins on September 4 and ends on November 28.

- Not-for-profits that ROCed the Day in 2011 will be able to re-register with a pre-loaded application and all organizations will be able to edit their own information through November 28.

- This event is open to all eligible 501(c)(3) not-for-profit organizations that serve communities in the nine-county Greater Rochester area. Those counties include Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wyoming, Wayne and Yates.

- ROCstar donors can sign up now on ROCtheDay.org to get an email reminder to give on 12.12.12.

- In 2012, ROCstar donors will be able to use their PayPal account to make donations on 12.12.12. They can also call in a donation to (800) 242-0238.

- Every hour for 24 hours, one lucky ROCstar donor will be randomly chosen for a special added bonus to get an additional $500 to use toward a gift to the charity of their choice.