More Money Available for Most Improved Pick.Click.Give. Campaign

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Brianna Gibbs/KMXT

Pick, Click, Give is shaking things up this year and adding a little competition to the program.

Since 2009, Pick. Click. Give. has been an opportunity for Alaskans to donate part or all of their Permanent Fund Dividend to local and statewide nonprofit organizations. Last year $2.2 million was donated to various nonprofits by more than 23,000 individuals across the state. This year, the program’s partners have added a new incentive for giving by turning it into a contest.

Heather Beaty is the program manager for Pick. Click. Give. and said prizes will be awarded in two categories.

-- (PCG Contest 1 :19 “One is just for a category ...nonprofit on the list.”)

She said the second category is for organizations that were on the Pick. Click. Give. list last year.

-- (PCG Contest 2 :18 “And this is to reward the … an additional $5,000.”)

Beaty said the contest is possible through donations by various statewide partners of the program.

-- (PCG Contest 3 :28 “We have several sponsors … little bit of extra money.”)

The Pick. Click. Give. option is on the last page of the PFD application, which is due March 31. Residents can donate to multiple organizations. Beaty said if someone has already applied for their PFD they can go back and add a donation at any time. Contest winners will be announced sometime in early April, after the filing deadline.