REPORT TO THE COMMUNITY

July 17th, 2014

An in-depth look at how the BIG Day of Giving transformed our community

GIVE LOCAL NOW .ORG

SACRAMENTO REGION COMMUNITY FOUNDATION
YOUR PARTNER IN GIVING

Placer Community FOUNDATION
Local giving. Lasting value.

Yolo Community FOUNDATION

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What Happened on May 6th

At the stroke of midnight on May 6th, GiveLocalNow (GLN) and its partners launched the BIG Day of Giving with the following goals for the day:

- Raise $1 Million in unrestricted funds
- Engage 5,000 donors, with 30% new donors
- Enlist 400 nonprofits
- Provide $250,000 in pro-rated matching funds and prizes

And, at 11:59pm on May 6th, the Sacramento region demonstrated that, contrary to the findings of the Generosity Project[1], the region's donors are indeed generous. In 24 hours, 12,123 unique donors gave from their hearts to 394 nonprofits, raising over $3 million from more than 19,000 donations.

But May 6th did not happen overnight. It was an organized, collaborative effort to mobilize people and their networks to respond to myriad needs that stirred their hearts to give. To reach toward this $3 million outcome, GLN, through the collaboration of the Sacramento Region, Placer, and Yolo Community Foundations, the GLN Governing Council, and the nonprofit partners, kicked off the BIG Day of Giving campaign in October 2013, with intent to organize the effort through education, communication, and networking opportunities.

The story of the BIG Day of Giving did not end at 11:59pm on May 6th, but it transformed giving in our region, energized the individual donor, highlighted the opportunity for the nonprofit sector to grow in measurable ways, and ignited the funding community to rethink how it supports the nonprofit sector.

This Report to the Community offers significant learnings from May 6th, demystifies long-held beliefs, and highlights profound opportunities to grow regional philanthropy and strengthen the nonprofit sector.

[1] Research conducted in 2010 revealed that only 62% of households in the Greater Sacramento Region give to charities and that only 63% of donations go to organizations that benefit those locally. GLN hopes to increase not only the amount donated, but also the number of households who give and the amount donated to local organizations. Accomplishing increases in these three areas would increase the amount of contributions to nonprofits in this region by $235 million to $249 million annually.

Methodology

This report analyzed information gleaned from various sources, which included:

1) Quantitative metrics
   - Website analytics from Google – show where people went online.
   - Kimbia, Inc. online giving and credit card portal information – tells about who donated, where they came from, and how many times they donated.
   - Analytics from the GivingEdge nonprofit database – show where donors researched and provide data on the participating nonprofits.
2) Qualitative analysis
   - Donor survey after the BIG Day of Giving.
   - Regionwide nonprofit surveys before and after the BIG Day of Giving. Placer Community Foundation conducted a Placer-specific nonprofit survey and those results can be found in the Appendix.
   - Focus groups with participating nonprofits after the BIG Day of Giving.

Participation in both surveys was optional and anonymous. Some topics included:

- Satisfaction with technology
- Demographics
- Trends in giving
- Participation in various events
- Overall satisfaction
- Ways to improve

For the regionwide nonprofit survey, 170 responses were received from a total of 394 organizations – a 43% response rate. In addition, a total of 5 focus groups of 33 nonprofits was held throughout the region to dive deeper into the campaigns run by several organizations representing a wide-range of sectors, results and operating sizes.

For the donor survey, 3,634 responses were received from a total of 11,870 donors – a 31% response rate. Both response rates reflect a very satisfactory response and exceed standard baseline minimum response rates of 20%.

Note: Self-reported data from surveys can only be considered as the opinions of the survey participants. They are interpreted to represent a trend and cannot be generalized to represent the entire participant population as a whole. This is a nonscientific survey.

Giving Statistics

Dollars Raised

Online Donations[2]	$ 2,728,548
Matching Pool[3]	$ 260,059[4]
Prizes	$ 64,600
Total Raised[5]	**$ 3,053,207**

Donors

63% of gifts were between $25-$50.

Number of Donations	19,271
Number of Donors	12,123
New Donors[6]	31%
Gifts of $50 and Under	63%
Average Raised Per Nonprofit	$ 6,310
Average Gift Size	$ 142

When

Reached $1M goal at 10am

Reached Arts Day of Giving Goal	8:00 am	$ 500,000
Best Hour of Giving	9:00 am	$ 285,620
Reached $1M (Goal)	10:00 am	$ 1,000,000
Doubled Goal	6:00 pm	$ 2,000,000
Tripled Goal	11:50 pm	$ 3,000,000
Average Raised Per Hour		$ 103,378

Who: Top Nonprofit Performers

Top Nonprofit Category	Arts and Culture	$ 863,617	
Top Organization by Total Amount Raised	Sacramento Ballet	$ 111,076	
Top Organization by Number of Gifts	Capital Public Radio	468	gifts
Most Visited GivingEdge Profile	Sacramento Ballet	458	visits

[2] Total raised through the online giving portal at the close of May 6th was $3.02M, but after adjustments (user error, refunds), this is the corrected amount.
[3] Matching funds continued to roll in, up to and even including May 6th.
[4] The pro-rated match came to $ 0.0958 per $1 of every donated dollar.
[5] GLN organizers took no fees.
[6] As reported by donors on the nonprofit-specific donation page.

BIG Day of Giving Report to the Community

Placer Land Trust won 4 prize challenges for a total of $9,000 in prize money.

Who: Top Nonprofits by Category

Category	Amount Raised	# of Donations	# of Nonprofits	Top Nonprofit
Arts & Culture	$ 863,617	5,936	98	Sacramento Ballet
Human Services	$ 676,448	4,548	103	St. John's Program for Real Change
Education	$ 267,414	1,678	44	Breakthrough Sacramento
Youth Development	$ 188,050	1,063	28	The First Tee of Sacramento
Community Improvement	$ 177,302	1,285	39	Western Center on Law & Poverty
Environment	$ 164,245	1,320	21	Placer Land Trust
Health	$ 105,567	953	33	Auburn Community Cancer Endowment
Animals	$ 101,518	1,235	9	Sacramento SPCA
Philanthropy	$ 80,411	321	9	United Way
Food, Agriculture & Nutrition	$ 75,338	576	10	California Food Literacy Center

Website Analytics

Total Visits	39,590	
Unique Visits	23,663	
Page Views	163,470	
Bounce Rate	21%	
Most Visited Page	Leaderboard	30,707 hits
Most Visited Donation Page	Sacramento SPCA	226 hits
Top Mobile Device Used	iPhone, iPad	34 %
#1 Referral Source	Facebook & Twitter	61 %

Giving by Geography

Top Ten Cities/Areas

Cities/Areas	Total $ Gifts	# of Gifts
Sacramento	$ 889,078.98	7119
Davis	$ 188,735.95	1554
Carmichael	$ 124,287.21	1099
Roseville	$ 111,641.26	838
Granite Bay	$ 94,056.00	381
Auburn	$ 89,399.00	817
Fair Oaks	$ 74,136.00	523
Rocklin	$ 68,818.32	451
Elk Grove	$ 60,840.17	768
Folsom	$ 51,065.00	523

Giving By Counties/Areas

Counties/Areas	Total $	# of Gifts	% of $	% of Gifts
Sacramento	$ 1,330,307	11078	57.6%	54.1%
Placer	$ 452,973	3221	16.7%	17.5%
Yolo	$ 304,086	2457	12.8%	12.4%
El Dorado	$ 63,316	532	2.8%	2.6%
Outside Region	$ 246,065	1451	7.5%	10.0%
Out of State/Country	$ 83,429	507	2.6%	3.4%

Arts Day of Giving vs. BIG Day of Giving

Of the 78 arts organizations that participated in the 2013 Arts Day of Giving, a total of 63 returned in 2014 (81%).

- **63%** (40) raised more dollars this year vs. last year.
- **36%** (23) raised less money in 2014.
- **18** increased their donations by over 100%.
- **28** saw an increase of 50% or more over last year.

BIG Day of Giving Report to the Community

The BIG Day of Giving ranked first among day of giving campaigns on May 6th on the West Coast.

The Sacramento Region vs. Rest of the Nation

Give Local America, a national campaign led by Kimbia, included 80 communities in a national Day of Giving on May 6th and collectively raised a total of $53 million, enlisted 7,000 nonprofits and engaged 300,000 donors throughout the country. How did the Sacramento region stack up? Here are the numbers:

- The BIG Day of Giving raised **6%** of the total raised in the country and **ranked #2 nationwide** for most dollars raised on May 6th, using the Kimbia[7] platform. On all giving platforms, the BIG Day of Giving was **ranked #5 in the nation**, behind highly philanthropic regions like Silicon Valley and Seattle.
- **39%** of funds raised were through campaigns held on the West Coast. The BIG Day of Giving was **#1 for campaigns on the West Coast**.
- The BIG Day of Giving also had the **2nd highest number of nonprofit participants**.
- The average gift locally was **$142,** $25 higher than the national average of $117.
- **100%** of participating organizations received a donation (80% has been the national standard).

[7] Kimbia is the vendor for the web-based high-volume giving portal that was used behind www.givelocalnow.org on May 6th.

The Nonprofit Experience

"Just thank you for your obvious commitment to helping us! You jammed as much as possible into the [Bootcamp], no wasted time."

"I would rather see trainings and Bootcamps broken down to meet the needs of very different types of organizations."

"I would have liked to have more of my team be able to attend the Bootcamp training so we could develop our strategy and complete the 8 week work plan together."

Overview

Nonprofits drove May 6th and made it a success. While GLN raised the profile of the campaign, it was up to the nonprofits to drive donors to give to them on May 6th. Organizers emphasized this importance to nonprofits, encouraging them to test new ideas, methods, and communication strategies.

To help nonprofits be successful, GLN provided a number of resources free of charge:

- Resources: orientations, trainings on relevant subject matter (donor and board engagement, marketing and communications, especially social media); the GivingEdge to host nonprofit profiles; global marketing; nonprofit marketing toolkit.
- Technology: the high-volume giving portal and website, access to donor data.
- Matching funds: $324,000 which exceeded the goal of $250,000, including prize challenge money.

Orientations & Trainings

To participate in the BIG Day of Giving, nonprofits were required to complete several steps that included an orientation, a signed commitment form and a completed profile on the GivingEdge.

Additionally, partners provided many opportunities for training including webinars and a 2-day Bootcamp that covered many topics including donor engagement, fundraising, marketing communications and social media.

- **75%** of Bootcamp attendees came from nonprofits with operating budgets of over $100,000 with over half at $500,000 or more.
- **71%** of respondents indicated the Bootcamp as "Very Good" to "Excellent."
- *Prior* to the Bootcamp, **6%** of nonprofits rated their level of preparation for the BIG Day of Giving as "Very Good" and **29%** considered their level at "Poor."
- *After* the Bootcamp, **42%** indicated their level as "Very Good" and **0%** rated their level of preparation as "Poor."
- The nonprofit Marketing Toolkit had high satisfaction levels, with the logo and other graphics (**91%**), social media kit (**74%**), and email templates (**68%**) as the top 3 most "Satisfied" to "Very Satisfied" elements.
- The top two stated training needs after the Bootcamp were donor engagement at **63%** of respondents indicating a "Medium" to "High Need" followed by board engagement at **59%.**

"I heard from no less than 50 organizations regarding their participation and asking for support for not just them but for the day [through email]. I think that was one of the nicest parts of participating is that everyone involved was really promoting the day; not just their organization."

Technology

For many nonprofits, fundraising through online giving was fairly new, as was creating an online profile through the GivingEdge nonprofit database.

- **95%** of respondents were "Satisfied" to "Very Satisfied" with the website, www.givelocalnow.org
- **70%** used their personalized nonprofit weblink in their campaigns (i.e., www.givelocalnow.org/nameofyourNPO).
- **63%** responded that they will continue to utilize their GivingEdge profiles for marketing purposes. Development and grant writing were also ranked high in ways to continue to use their profiles.
- **59%** of respondents indicated it was "Somewhat Easy" to "Easy" to complete their GivingEdge profile.
- Findings from focus groups revealed that the redirect[8] of the givelocalnow.org website to the event site was confusing.

Communications and Social Media

Nonprofits used both tried and true communications methods, as well as tested social media, with surprising results.

- **97%** of nonprofits responded that the weekly e-newsletter, The Bark, was helpful.
- **85%** rated e-mail as "Very Effective" to "Extremely Effective."
- **73%** rated Facebook as "Very Effective" to "Extremely Effective."
- **56%** rated the website, givelocal.org, as "Very Effective" to "Extremely Effective."

The BIG Day of Giving is centered around a digital platform and attempts to attract donors to a new way of giving. It is, therefore, no surprise, that social media is a crucial element in any giving day campaign. While the majority of organizations are just now beginning to play in this space, some are well-versed. Training was provided to participants through our Bootcamps, as well as through technical assistance opportunities in the community. The BIG Day of Giving offered a unique opportunity to many nonprofits to test their social media engagement.

- **72%** reported that using Facebook was "Highly Effective" or "Effective" during their BIG Day of Giving campaign.
- **47%** reported that the BIG Day of Giving was the first time using social media for a fundraising campaign.

[8] A "redirect" is a webserver function that sends a user from one URL to another (technopedia.com). On May 6th, people typed in www.givelocalnow.org which then took them to www.bigdayofgiving.org.

BIG Day of Giving Report to the Community

- **33%** of nonprofits reported that prior to the BIG Day of Giving, they were "Unskilled", "Highly Unskilled" or "Neutral" to social media.
- After the BIG Day of Giving, **89%** of nonprofits reported they will use Facebook, **66%** will use Twitter, and **44%** will use YouTube "Often" to "Very Often".
- **24%** of donors heard about the BIG Day of Giving through Facebook or Twitter.
- Facebook was the **#1** referral source to givelocalnow.org on May 6.
- #givebigdog was trending **#1** on Twitter on May 6th.

Memes, Unselfies and Vines

There were ample opportunities for participating organizations to use social media not only to market themselves, but to attract new followers, as well as compete in prize challenges. Some of the creative talent produced by the nonprofits reflected an innate ability to deftly communicate their mission, especially in ways they had never done before. The BIG Day of Giving offered nonprofits a platform to think and communicate differently, and mostly to have fun and engage their audiences. Here is a sample of some of the creativity that motivated an entire community to give and have fun while doing it.

BIG Day of Giving Report to the Community

Sacramento Gay Men's Chorus

Front Street

Sacramento Tree Foundation

Big Brothers Big Sisters Sacramento

Events & Partnerships

Three regional BIG Day of Giving-sanctioned community events occurred throughout the day, providing several opportunities for nonprofit visibility. In addition, many participants created and executed their own events. Collaborations were also key factors of success. Partnering with fellow nonprofits and working with local businesses were both valuable strategies on May 6th.

BIG Day of Giving Report to the Community

- **57%** had an event during the BIG Day of Giving and of those that had an event, the number-one reported result was increased awareness of their organization, followed by more donations.
- **43%** of nonprofits responded that they partnered with a local business.
- **41%** stated they engaged with other participating nonprofits.

Sacramento Arts and Business Council partnered with 916 Ink to host "Haiku and Brew" from 3-9pm at Low Brau, with poetry writing, art/maker booths, and videos – with approximately 300 guests.

Some examples of events and partnerships included, as reported by the nonprofits:

- "Cocktail party with 80 new potential donors, invited director of UC Davis Cancer Center guest speaker, cancer survivor and founder of organization spoke. GREAT visibility to new donors."
- "The Arts Building held a 24-Hour Open House and Arts-A-Thon."
- "Blues In The Schools annual Showcase, 6-9pm at the Witch Room. 35 performers, 100 attendees."
- "Donation stations with dedicated devices for donating and watching leaderboard, talking with folks at the [Winters] library 8am-8pm with library staff and volunteer, balloons, donation thermometer; a Rootstock Wine and gifts from 10am-5pm with 3 volunteers; Berryessa Gap Tasting Room 5-8pm resulted in donation from business and new partnership."
- "A series of events throughout the day, including a free breakfast (9-10am), a lunch event (12-1:30pm), a children's event (4-5pm), a performance with free drinks with gift (3-5pm), and a free evening performance (8-10pm)."

Goals & Outcomes

58% met or exceeded their fundraising goals

Nonprofits were encouraged to set goals for May 6 – not only fundraising goals, but other goals as well. Many organizations used the BIG Day of Giving to increase their visibility, test their social media skills and engagement, entice new donors to their organization, and increase board engagement.

- **61%** responded that they "Exceeded" or "Met" their goal of increasing visibility for their organization.
- **58%** reported that they "Exceeded" or "Met" their fundraising goals
- **55%** reported that they "Exceeded" their social media goals
- While **31%** of donors identified themselves as new donors to the organizations, nonprofits reported that **33%** of donations were from first-time donors.
- Nonprofits also reported that an average **8%** of donations came from lapsed[9] donors.

[9] A lapsed donor is defined as a donor that has not given to the organization in 2+ years.

Overall Satisfaction

The vast majority of participating nonprofits were pleased with the BIG Day of Giving, with being part of a national day of giving rating as one of the highest levels of satisfaction (**93%**). Others included

- Ease in use of the website **95%**
- Entire money raised for BIG Day of Giving **91%**
- Access to donor data **90%**
- Communications from organizers **87%**
- Organizers social media presence **85%**

Significant Takeaways

Throughout all data sources, several themes emerged for the nonprofit experience.

- ✓ Regional pride: The BIG Day of Giving was a source of pride for our region and for our nonprofit community. For everyone from board members to first-time donors, those 24 hours struck a chord that reverberated across the region – a feeling of connection and community pride. Everyone wanted to join in the BIG Day of Giving, everyone wanted to give, and everyone wanted to tell others about how to participate.
- ✓ Collaboration was strong: Organizations learning from and working with other nonprofits provided incredible learning and future opportunities for collaborative efforts.
- ✓ May 6th was just the beginning: While the period leading up to and including May 6th was intense, many nonprofits realized that the BIG Day of Giving was just the start of something greater: greater social media presence, a renewed and focused sense of mission and board engagement, and recognition of the need to have better communications and marketing efforts.

BIG Day of Giving Insights

Important insights occurred on the BIG Day of Giving, which provide opportunities for vital improvements in the nonprofit sector.

Board Engagement Levels

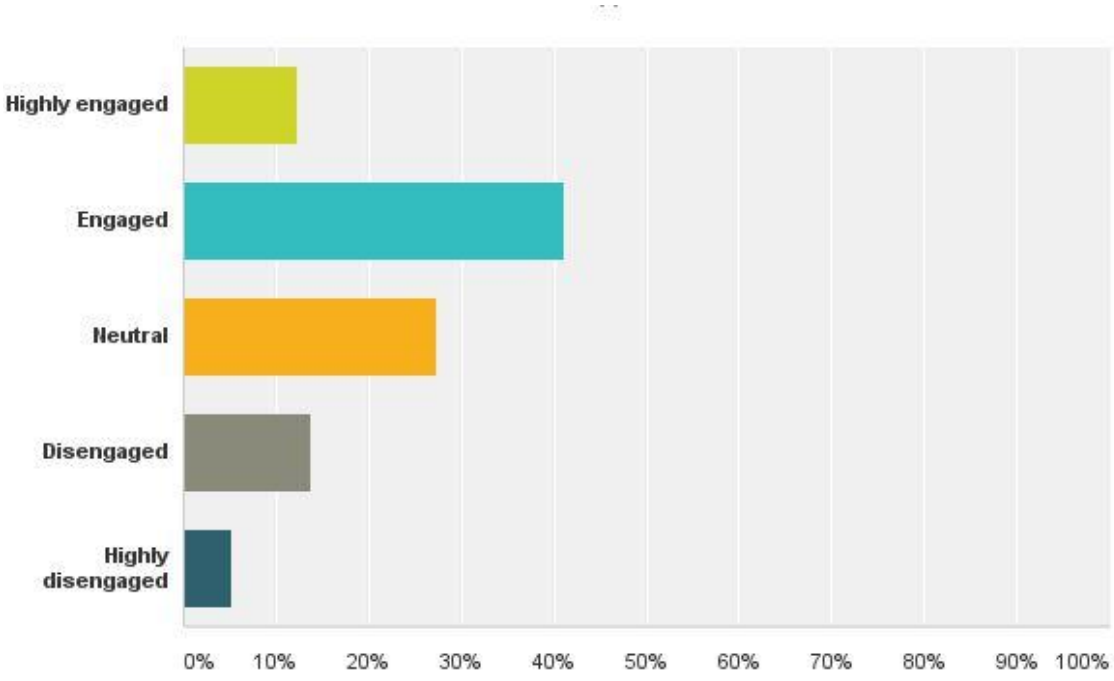
"Our board set an overall goal for the event and almost met it."

"You guys did an AWESOME job. We needed better planning and more involvement from the board. We have an older board, this showed that we needed to recruit younger board members."

Successful nonprofits incorporate the following factors: perseverance of their staff in meeting the mission, dedication of their volunteers, and the hard work and governance of their boards of directors.

On the BIG Day of Giving, **53%** of nonprofits reported that their boards were "Engaged" to "Highly Engaged", with **48%** of those engaged emailing their networks and **42%** participating in social media. **27%** reported that their boards were "Neutral", neither engaged nor disengaged, **19%** reported that their boards were "Disengaged" to "Highly Disengaged", and **12%** reported a "Highly Engaged" board.

Please Rate the Level of Board Engagement for the BIG Day of Giving

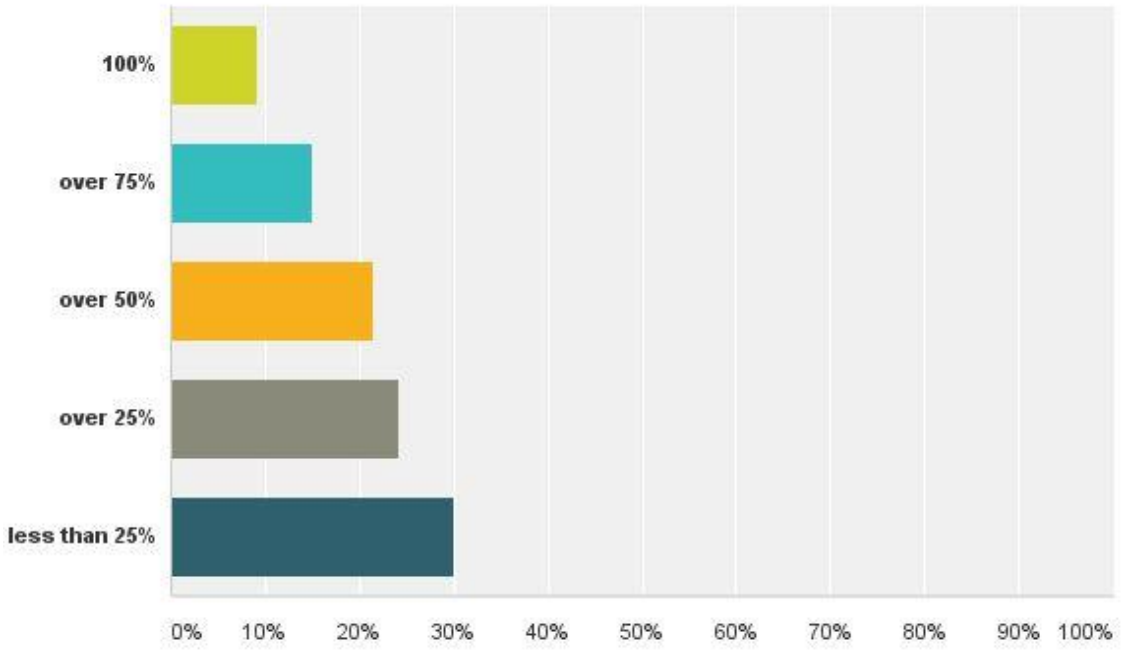


BIG Day of Giving Report to the Community

Organizations that reported engagement were able to report that their boards made a donation (**82%**) and that their donation was in addition to their annual contributions (**54%**). But note that the majority of donations were between $25-$99.

Nonprofits reported the following results of board giving, with only **9%** of their boards at "100%" board giving and **30%** at "less than 25%":

What Percentage of Your Board Made a Donation?



Myths Busted!

Small nonprofits[10] often fall victim to the mythology that only size matters: the data tell us otherwise. Many smaller nonprofits believed that they could not compete with larger organizations for dollars and that perceived lack of capacity would hinder their ability to be successful.

[10] Defined as: small nonprofits with operating budgets of less than $1M, medium with $1M-$5M, large with $5+M

BIG Day of Giving Report to the Community

"I'm curious to know for sure, but it seemed like the bigger organizations, who put in perhaps less effort, but by the nature of their existing infrastructure and resources they were able to take advantage of a lot of the prize challenges, while smaller organizations, even putting in a lot of effort, had less of a chance to win bonus money."

Myth #1 – Only large organizations were able to compete and win prize challenges.

Facts: There were 46 prize challenges, with over $62,000 up for grabs. 30 organizations were awarded prize challenges. Of those 30 organizations, 20 were small organizations (**67%**) resulting in $25,850 to small organizations.

Myth #2 – Large organizations raised more money on May 6th.

Facts: 264 or **67%** of participating organizations were small organizations and raised the most amount of money ($1.53M) when compared to medium and large organizations.

Medium organizations raised $850,267 and large organizations raised $642,530.

Myth #3 – Organizations with no paid staff believed they could not compete.

Facts: There were 63 participating organizations (**16%**) that had no paid staff. This group raised over $440,000 and the average raised per organization was close to $5,000.

Significant Takeaways

- ✓ Board Engagement Is Key: Nonprofits boards hold many responsibilities, including that of fundraising. The BIG Day of Giving offered ease of access and an incentive through matching fund and prize dollars, enough to mobilize the entire region. Had board giving been at 100%, with 4,448 total board members making the average donation of $142, an additional $632,000 would have been added to the day's totals.
- ✓ Small Is Big: Sometimes small nonprofits are often hindered by their self-perception that size matters. On the BIG Day of Giving, small organizations were not only successful, but by leaps and bounds, playing a pivotal role in the overall success of the day. Small nonprofits can be proud that they were the lead "DoGs" on May 6th.
- ✓ What a Difference a Day Makes: When comparing total revenue raised on May 6th to the most recent annual revenue as reported in the GivingEdge, small nonprofits were astounding as to what proportion they raised in 24 hours as compared to what they raised overall in a single year.

Proportion of Revenue Raised in 24 Hours vs in 12 Months[11]

Organization Name	2012 Total Revenue	BDOG Total 24 Hours	% of 2012 Revenue
Connections for Youth	$ 3,748	$ 6,260	167%
Friends of the Sacramento City Shelter Animals	$ 11,640	$ 16,078	138%
Citywater	$ 4,483	$ 5,699	127%
916Ink	$ 18,122	$ 19,154	106%
Chanteuses	$ 6,702	$ 6,575	98%
BRIGHT Children International	$ 11,240	$ 9,044	80%
Social Venture Partners of Sacramento	$ 36,086	$ 27,288	76%
Winters Friends of The Library	$ 35,190	$ 24,543	70%
Friends of the Granite Bay Library	$ 4,319	$ 2,856	66%
California Food Literacy Center	$ 41,194	$ 20,022	49%
Sacramento Symphonic Winds	$ 14,167	$ 6,712	47%
VITA Academy	$ 39,874	$ 18,055	45%
Sacramento Baroque Soloists	$ 13,363	$ 5,730	43%
Chester Foundation	$ 16,972	$ 7,156	42%
Sacramento Guitar Society	$ 26,431	$ 10,433	39%
California Association of Collectors Educational Scholarship	$ 8,570	$ 3,205	37%
I AM PEACE International Association Mentors of Peace	$ 6,222	$ 2,192	35%
Capital Film Arts Alliance	$ 9,958	$ 3,034	30%

[11] As reported on the GivingEdge for the most recent reported full year of total revenues, per the IRS Form 990.

Marketing Support

Marketing efforts centered on creating broad awareness of the BIG Day in order to reach the donor community and invite new givers to join in. Through a combination of paid and pro bono advertising, paid and organic social media, and expansive local media coverage, the campaign captured the imagination of the community and inspired unprecedented generosity. With this baseline of awareness, it was up to the nonprofits to bring home the message of why donors should give to them.

Paid/Pro Bono Advertising

- Investment
  - Production: $7K
  - Media: $17K
- Impact
  - Value: $135K
  - Impressions: 11.5 M
- Paid Social Media: April 25 – May 6 (Facebook, Twitter, & LinkedIn)
  - Clicks to givelocalnow.org: 1,790
  - Impressions: 666,463
  - Interactions: 4,118

Unpaid Social Media

Campaign from April 25 – May 6 (Facebook data distinguishes between paid and unpaid results; Twitter and LinkedIn are not included due to skewed results from paid ads)

- Facebook: 75,434 impressions; 4,954 interactions
- YouTube: 2 promotional videos, 1,585 views
- Wordpress: 6 blog posts promoting May 6th and the GivingEdge, 315 shares

Earned Media

- Print: 11 publications, 20 articles
- Radio: 3 stations, 5 interviews, 2 concurrent PSAs
- TV: 6 stations, 16 interviews, 38+ aired spots
- Online: 3 website publications, 5 articles

Donor Experience

"I am so happy about the amount of the (money) received for our local nonprofits. In researching my donation, I found information about nonprofits that I had not heard of before and may consider supporting or volunteering at in the future."

"We are literally knocked out by how the BIG DoG mobilized our community. The idea of crowdfunding worked and you raised people's awareness of the amazing work that so many of our nonprofits in the region are doing. Thank YOU so much."

Overview

The call to action was placed by the nonprofits, and the community responded in a very big way as everyone wanted to take part in giving. Giving during May 6 was accessible via the website, enticing many new donors to give online donating a try. Being a part of a community-wide effort was both exciting and rewarding. Donors came from all over the region, state, country and world. All had the same mission in mind – to be a part of history and support the nonprofits that make this place we call home.

Geography & Demographics

- **86%** of gifts came from the 4-county region with Sacramento County coming in on top with 57% of donations.
- **78%** of donors reported they have lived in the region for 10+ years.
- Respondents were also overwhelmingly female (**75%**) and Caucasian (**79%**).
- Over **70%** of survey respondents fell into the 41-70 age range.

Hearing About the BIG Day of Giving

- Email from a nonprofit was by far the most effective in capturing the attention of donors. Close to **60%** of respondents reported that email was the number one way they learned about the BIG Day of Giving, with Facebook coming in second with **21%**.
- Donors became natural ambassadors and promoted the day with **24%** using word of mouth to share news about the BIG Day of Giving, and once again, social media was key with **22%** using Facebook to spread the news.

The GivingEdge

- **41%** said they would use the GivingEdge to research local nonprofits in the future.
- **32%** of respondents reported using the GivingEdge to research nonprofits before making a donation.

Match & Prize Challenges

- **78%** of respondents reported that that the match was "Very Important" or "Somewhat Important" in making a donation on May 6.
- Only **25%** reported that they gave to help a nonprofit win a prize challenge. The most popular prize challenge among donors was the First Gift of the Day Challenge.

BIG Day of Giving Report to the Community

"Easy, painless, satisfying way to donate!"

"I live in NYC, but I grew up in Sacramento. I was thrilled to support of some of my favorite nonprofits – as well as find out about new ones! I also received the sweetest thank you note in the mail and promptly sent another check in. It was such a nice gesture, and it made me so happy that I was able to support my hometown in this way."

"You made it so easy. Thank you. I also found the vetting of the nonprofits important"

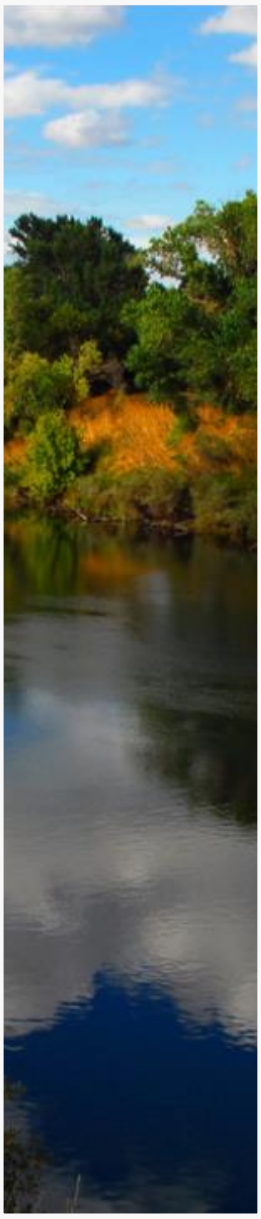
Technology

While online giving is not new, it is slowly making its way toward those donors that prefer different methods. It is clear that online giving and a giving day is a new concept for some, but one that does not detract but fascinates and energizes a community to support nonprofits in new and exciting ways. Donors, too, stepped out of their comfort zone and tried it.

- **94%** reported they were able to find the nonprofits they wanted to support on the givelocalnow.org website.
- **81%** reported that they were "Very Satisfied" with the ease of the donation process on the website.
- **33%** reported that the BIG Day of Giving was their first time participating in online giving.

Giving Behavior

- **75%** reported they received an acknowledgement or thank you from the organization they donated to.
- **42%** of respondents reported that they gave to more than one organization.
- **39%** reported that they were a first-time donor to at least one organization
- **26%** reported that they gave to a nonprofit that they were aware of but never supported until the BIG Day of Giving.
- **20%** reported they attended a nonprofit event during May 6, but only 6% reported making a donation at an event.
- **10%** reported they gave to a nonprofit that they learned about during the BIG Day of Giving.



Save the Date

May 5th, 2015

BIG Day of Giving

Lessons Learned and Future Needs

May 6th Launched a New Era of Nonprofit Capacity Building

As the organizers were intentional in their mission to mobilize the nonprofit sector, and hence the community, the nonprofits themselves worked outside their proverbial "boxes." Through the intense efforts of training and implementing, nonprofits were natural learners and enthusiastically embraced new knowledge. With the goal of collectively raising $1M, nonprofits pushed themselves through a rigorous process of learning – from creating GivingEdge profiles to experimenting with social media to forming new partnerships – while meeting their mission on a daily basis. It is this rigor that resulted in $3M raised. This work is to be acknowledged and commended.

However, the BIG Day of Giving just scratched the surface of potential within the sector – the potential to be a much smarter nonprofit, a more focused nonprofit, and an intentional nonprofit that effectively meets its mission. Funders need to take note, as this pathway to success revealed many needs and lessons learned to make this sector even stronger.

The GivingEdge Will See Its Full Potential

A key underpinning of the BIG Day of Giving was the GivingEdge, the region's first nonprofit database. It served as an objective platform to host relevant nonprofit information important to donors and created a level playing field for nonprofits to be transparent and equitable. The BIG Day of Giving offered a glimpse into the functionality of this tool. The role of the GivingEdge will play a much larger evaluative, collaborative, and philanthropic role in the coming year.

Donor and Board Engagement are Vital

The BIG Day of Giving offered an opportunity for nonprofits to both attract new donors and engage better with their existing donor base. Continuing to engage with these donors will demonstrate the one of the most important outcomes of the BIG Day of Giving.

Further, a pillar in the health of nonprofits is its Board of Directors. The BIG Day of Giving offered many opportunities to nonprofits to implement myriad new strategies and activities, chief among them deeper board engagement. May 6th revealed that there is great opportunity for enhanced board development, engagement, and giving.

Small Nonprofits Are Powerful

Despite the myth that large nonprofits "rule" the sector, small nonprofits paved the way to the phenomenal success on May 6th. And yet, they can be their own worst enemy in believing and propelling this mythology. The results proved otherwise, and small nonprofits' nimbleness and flexibility to explore, their success in working with volunteers, and their natural talent, resourcefulness and creativity fostered these successes.

Social Media Represents a New Place to Be

Many nonprofits used the BIG Day of Giving as an opportunity to test their engagement on social media, and many dived deeply into this realm with fun and creativity, again, demystifying that they needed a full suite of marketing services and staff. Their engagement built newer audiences, exposed them to new partnerships, and laid the foundation for a stronger presence within social media platforms. May 6th, again, offered a new beginning for many nonprofits, which they now need to sustain and nurture.

National Giving Days Are a Plus

The vast majority of nonprofits (**94%**) remarked a high level of satisfaction with being part of a national day of giving campaign and **98%** responded that they plan on participating in 2015. While GLN locally did not actively co-brand itself with the national day, nonprofits and the community felt nonetheless aligned with a greater purpose.

The next national day of giving will be **May 5th, 2015** and while our region works toward another successful day, several areas of improvement must be met in order to exceed the 2014 goal. GLN plans to address these areas over the course of the coming year:

- Continue capacity building of nonprofits.
- Maximize the potential of GivingEdge as a powerful tool for donors, nonprofits, the media, and the general community to increase transparency and education.
- Increase board engagement, development, and giving.
- Nurture nonprofit engagement in social media.

Thank You

The Role of the Community Foundations

The BIG Day of Giving could not have been accomplished without the leadership, donors, staff resources, and dedication of the three community foundations who partnered together: Sacramento, Placer, and Yolo Community Foundations.

The Role of Matching Fund and Prize Partners

Matching fund and prize challenges were huge incentives for giving. GLN's goal was $250,000, and was exceeded by almost $75,000. The incredible support the BIG Day of Giving received from partners was invaluable and reflects the rich generosity of giving in the region.

RCA Community Fund	Hanson McClain	Sacramento Region Community Foundation	Wells Fargo Bank	Placer Community Foundation
Sierra Health Foundation	Sacramento Metropolitan Arts Commission	Barry & Lynda Keller	James & Susan McClatchy Family Fund	Kimbia, Inc.
Ken & Joyce Adamson	Pacific Coast Building Products	SAFE Credit Union	SMUD	Yolo Community Foundation
Township Nine	Margaret Deterding Fund	Earl Family Fund	John & Maggie Frisch	Aerojet Rocketdyne
Drs. Emily Leff & James L. Davis III	Jean Runyon Fund for the Arts	Runyon Saltzman & Einhorn, Inc.	Sactown Magazine	Anonymous Foundation Donors

The Role of Outreach Partners

In addition, GLN partnered with 70+ civic, community, and volunteer organizations and businesses to help generate support and visibility for the BIG Day of Giving. Their contributions were echoed multiple times over. A full list can be accessed at givelocalnow.org.

The Role of Media Partners

Media played a pivotal role with visibility for the campaign, and more importantly, with showcasing the success of the day, which parlayed into more giving and recognition of the nonprofit sector. Their enthusiasm and support were unprecedented.

Appendix

The BIG Day of Giving generated many valuable resources. The following are available on the givelocalnow.org website:

- Survey questionnaire templates
  - Nonprofit Bootcamp
  - Nonprofit, post-event
  - Donors, post-event
- Nonprofit marketing toolkit
- Leaderboard
- Placer Community Foundation post-event survey[12]
- Additional Data
  - Giving by hour (the full 24 hours)

[12] This report was specifically prepared for the Sacramento Region Community Foundation by the Placer Community Foundation

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About the Partners

BIG Day of Giving brought to you by:

GiveLocalNow

Sacramento Region Community Foundation

Placer Community Foundation

Yolo Community Foundation

For a copy of this report, visit www.givelocalnow.org.

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