Overview

• Background: Foundation & GiveLocalNow
• BIG Day of Giving (BIG DoG) Highlights
• Overarching Framework: *Gaming and Play in Philanthropy*
• Success Factors
• Lessons Learned
• Founded 1983
• Assets: $119M (March 2014)
• Our region: Sacramento, Yolo, Placer, and El Dorado (2.2 Million in 2012)
• Staffing: 13 FTE
• Impact: homelessness, arts, youth (education), raising philanthropy (GiveLocalNow)
• Transitions: new CEO, embarking on strategic plan, Day of Giving outcomes, visibility, growing staff
• GivingEdge: 400+ profiles
## BIG DoG Highlights

### YEAR ONE (2013)
**Arts Day of Giving**

<table>
<thead>
<tr>
<th>Goals</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500,000</td>
<td>$525,000</td>
</tr>
<tr>
<td><em>No Stated Goal</em></td>
<td>2,575 Donors</td>
</tr>
<tr>
<td><em>No Stated Goal</em></td>
<td>30% New Donors</td>
</tr>
<tr>
<td>100 Arts Nonprofits</td>
<td>78 Arts Nonprofits</td>
</tr>
<tr>
<td><em>No Stated Goal</em></td>
<td>Raised $113,567 in match and prize</td>
</tr>
</tbody>
</table>

### YEAR TWO (2014)
**BIG Day of Giving/Give Local America**

<table>
<thead>
<tr>
<th>Goals</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 Million</td>
<td>$3.05 Million</td>
</tr>
<tr>
<td>5,000 Donors</td>
<td>12,123 Donors</td>
</tr>
<tr>
<td>30% New Donors</td>
<td>31% New Donors</td>
</tr>
<tr>
<td>400 Nonprofits</td>
<td>394 Nonprofits</td>
</tr>
<tr>
<td>Raise $250K in match and prize</td>
<td>Raised $325K</td>
</tr>
</tbody>
</table>
32% of respondents reported using the GivingEdge to research nonprofits before making a donation.

41% said they would use the GivingEdge to research local nonprofits in the future.
BIG DoG Highlights

6% of the total raised in the country ($53 Million) and ranked #2 in the nation for most dollars raised on May 6.

39% of funds raised were through events held on the west coast. #1 for campaigns on the west coast.

2nd highest # of nonprofit participants.

The local average donation was $142, $25 higher than the national average of $117.

100% of participating organizations received a donation. National average is 80%.
Overarching Framework: Gaming/Play in Philanthropy

JOIN “I am interested” – LEVEL 1

LEARN “I want to know more” – LEVEL 2

PLAY “I’m hooked. Level me up!” – LEVEL 3

PLAY AGAIN “I want to be a master!” – LEVEL 4

TEACH “Want to play with me? This is so fun!” - LEVEL 5
Philanthropist Game Environment

WHO

WHAT

CORE DRIVE: EPIC MEANING!

INTRINSIC MOTIVATOR: PURPOSE

Resources provided by: www.gamified.co.uk
Philanthropist Game Environment

WHY

SERIOUS FUN!

HOW

A JOURNEY
RELATIONSHIPS
BELIEVABILITY
REPETITION
RHYTHM
COLLECTION
ALTERED STATE

Source of information provided by: http://xeodesign.com/whyweplaygames.html
**LVL 1**
Join
- Nonprofits
- Outreach Partners
- Foundation Donors

**LVL 2**
Learn
- NPO Weekly Enews
- The Bark!
- Bootcamp
- Ongoing training, webinars, toolkit

**LVL 3**
Play
- Toolkits
- BIG DOG
- SM contest
- NPO Marketing
- DAF Giving (donors)

**LVL 4**
Play Again

**LVL 5**
Teach
- NPOs, Arts Groups
How Join, Learn, Play, Play Again, & Teach Tipped Us Over

Oct ‘13-Jan ‘14: Joining and Learning:

January 31st deadline: Playing starts

Outreach, Recruitment, & Execution Phases (not to scale)

Today: Teach

May 6th: Play again

March-April: Play (prechallenge, marketing starts)

Feb: Deadline for match and outreach partners
Nonprofits

• 394 Participating Nonprofits
• 20+ Orientations: Oct – Dec 2013 [Level 1 - Join]
• 2 Day Bootcamp [Level 2 – Learn]
  – Capacity Building: 8 Week Roadmap
• High Touch Customer Service
• Toolkits and pre-giving day
  social media challenges
  [Level 3 – Play]
• May 6 [ Level 4 – Play again]
• Post May 6 – Donor thank yous, cultivation,
  skills in action, continued giving [Level 5 – Teach]
BIG DoG Partners:
Join & Play

• 80+ Outreach and Business Partners
• 29 Match & Prize Partners
• 14 Media Partners
Social Media

- Social Media Club Partnership
- Trainings
- TwitterChat
- Toolkit
- Prize Challenges
  - Memes
  - Vine
  - Shares/Shout outs
  - Unselfies
• **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.
Social Media

- **85%** rated e-mail as “Very Effective” to “Extremely Effective”.

- **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.

- **33%** of nonprofits reported that prior to the BIG Day of Giving, they were **unskilled**, highly unskilled or neutral to social media.
Social Media

cher-inG is caring

www.givelocalnow.org

Sac Gay Men's Chorus @Sacramento_GMC - May 6
Why do people give? Because Cher tells them to.
#givelocalnow givelocalnow.org/sacgaymenschor...
pic.twitter.com/vT1CD0ij0n

big day of giving may 6

I left a donation... watch your step.
GivelocalNow.org/kvie
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.
Success Factors

• Hard work
• Military precision
• Mobilizing the Nonprofit Sector
  – Communication on steroids
  – Tools
  – Training
  – Resources preparedness
• Set goals (other than $$)
• Partnerships
  – GLN Governing Council

• Follow-through by committee members
• Top-down support
• Internal staff capacity
• Early tech adopters
• Maximizing social media
• Traditional media still important
• Trust Instincts
• The unknown! Be Flexible
Lessons Learned

- May 6th Launched a New Era of Nonprofit Capacity Building
- Donor and Board Engagement is Vital
- Small Nonprofits are Powerful

<table>
<thead>
<tr>
<th></th>
<th>2012 Revenue</th>
<th>Raised</th>
<th>Small Org</th>
<th>2012 Revenues</th>
<th>Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Large Org</td>
<td>$292 Million</td>
<td>$4,095</td>
<td>Winters Friends of the Library</td>
<td>$35,190</td>
<td>$20,799</td>
</tr>
<tr>
<td>XYZ Large Org</td>
<td>$8.5 Million</td>
<td>$986</td>
<td></td>
<td>$109,499</td>
<td>$20,585</td>
</tr>
<tr>
<td>EFG Large Org</td>
<td>$2.1 Million</td>
<td>$1,151</td>
<td>The Gathering Inn</td>
<td>$854,348</td>
<td>$11,069</td>
</tr>
</tbody>
</table>

- Social Media Represents a New Place To Be
- National Giving Days Are a Plus
Drum roll....

The Date for the 2015 BIG Day of Giving is.............
Resources

Tuesday, May 5, 2015!
Resources

• Report to the Community http://givelocalnow.org
• Toolkits: http://givelocalnow.org/bigdayofgiving/
• Results: https://bigdayofgiving.org/

• Contacts for Sacramento Region Community Foundation
  – www.sacregcf.org or 916.921.7723
  – Priscilla Enriquez: Priscilla@sacregcf.org
  – Jeannie Howell: jeannie@sacregcf.org

• Contact for Capsity
  – Jeff Louie: jeff@capsity.com
Thank You