



2014 #ILGiveBig / #GivingTuesday Matching Grant Program Review

BOD Meeting
March 5, 2015

ILLINOIS
GIVES
BIG !

POWERED BY DONORS FORUM



DECEMBER 2

CFI's goal was to incent organizations to effectively and efficiently raise funds online using social media

- Many of our grantees receive 75-90% of budget from the State of Illinois
- Individual fundraising activities are largely offline -- annual events and yearly appeals
- CFI has strong interest in cultivating collaboration among grantees, including sharing of best practices in development



Our 2013 Giving Tuesday Matching Grants Program showed promise in advancing these goals

- 19 organizations participated
- 1:1 match to all donations received online on December 3, 2013 up to \$20,000 per organization
- \$610,968 raised from 2,141 donors
 - \$285 average gift
 - Mean of \$32,156 raised per organization (median \$24,697)
- \$330,745 paid in matching grants
 - 74% orgs maximized the match opportunity



The 2014 Program looked to advance the same goals on more challenging terms

■ Intended Impact

- For participating organizations to increase their capacity to raise funds from individual contributors using online methods, particularly through social media channels

■ Narrower Terms of Match

- 1:1 match of donations received online on December 2, 2014 from “new donors”*, up to a maximum of \$15,000 per organization

* “new donor” defined by each organization

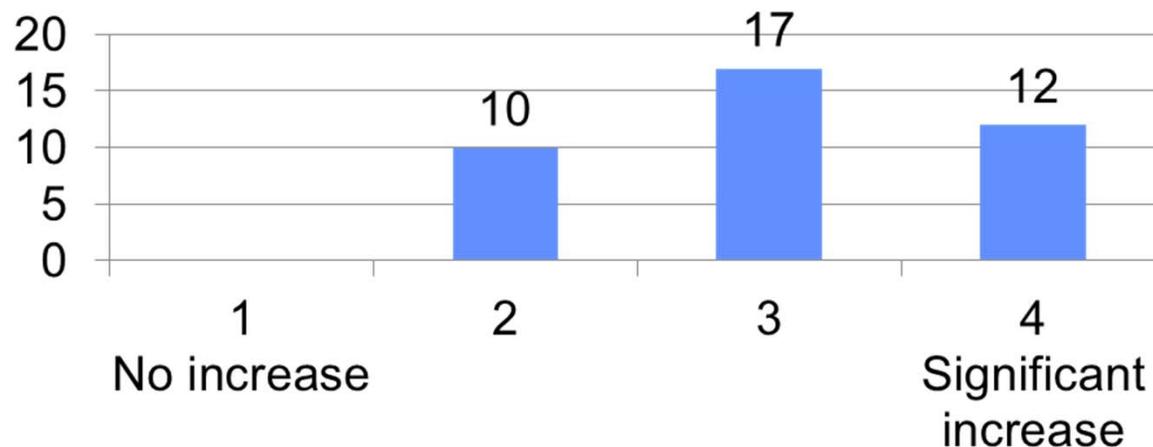


2014 results yielded 41% increase in total dollars raised for same match payout; 58% of donors new

- 41 organizations participated
- \$860,956 raised in total from more than 4,259 donors
 - \$202 average gift
 - Mean of \$20,999 raised per organization (median \$13,449)
 - \$333,469 raised from 2,491 new donors (\$134 avg gift)
- \$330,000 paid in matching grants
 - 15% of orgs maximized match opportunity
 - Total donations to 17 orgs from 2013 down 18%



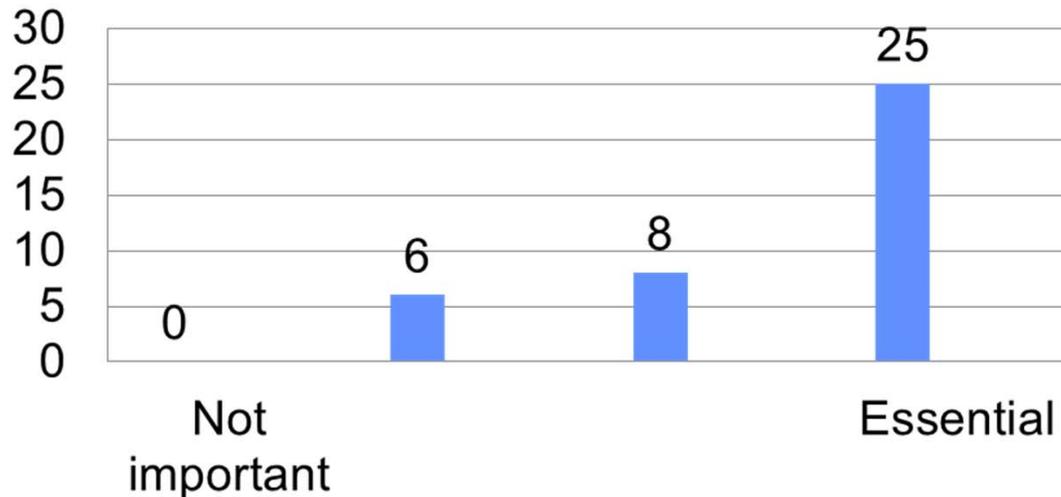
Did #ILGiveBig increase your capacity to raise funds online from new donors, particularly through social media channels?



- “We garnered 1,500 new followers and fans leading up to GivingTuesday”
- “We increased our online donations 127% since last year and last year was our best online year yet”
- “We realized we need to have a better way to design email blasts”
- “We were able to secure new gifts from our (program) participants. They are typically not big givers. Over half of the donations that day came from participants.”



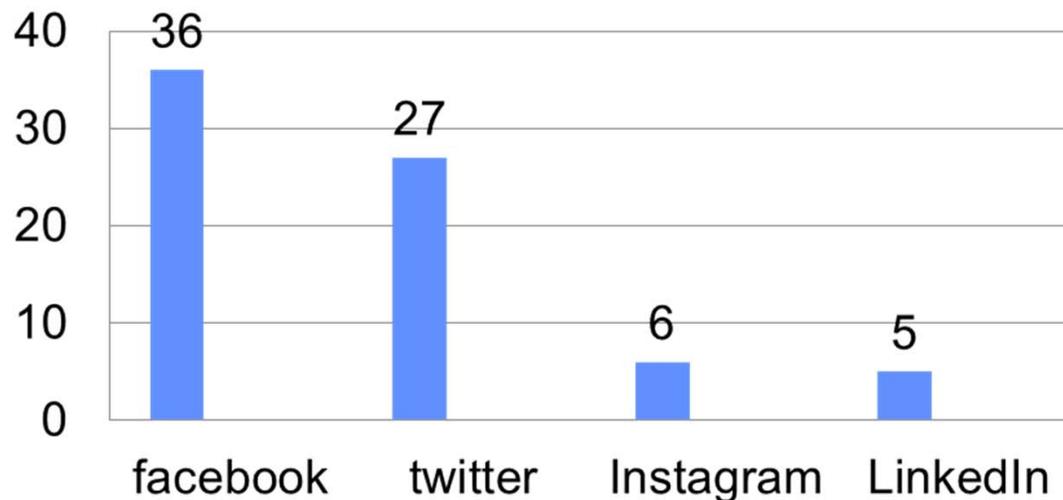
To what degree did the matching grant opportunity help you to achieve your #GivingTuesday / #ILGiveBig goals?



- “Very important as it provided motivation, a strong marketing message and incentive for donors”
- “Can't imagine energizing total strangers without the endorsement of a major granting institution.”
- “The matching gift opportunity was a critical selling point. We believe that all the publicity in general surrounding the event also helped legitimize the campaign. I think some times people are skeptical of the matching grant opportunities.”
- “The gift...helped marginally, but that is not the fault of the gift.”



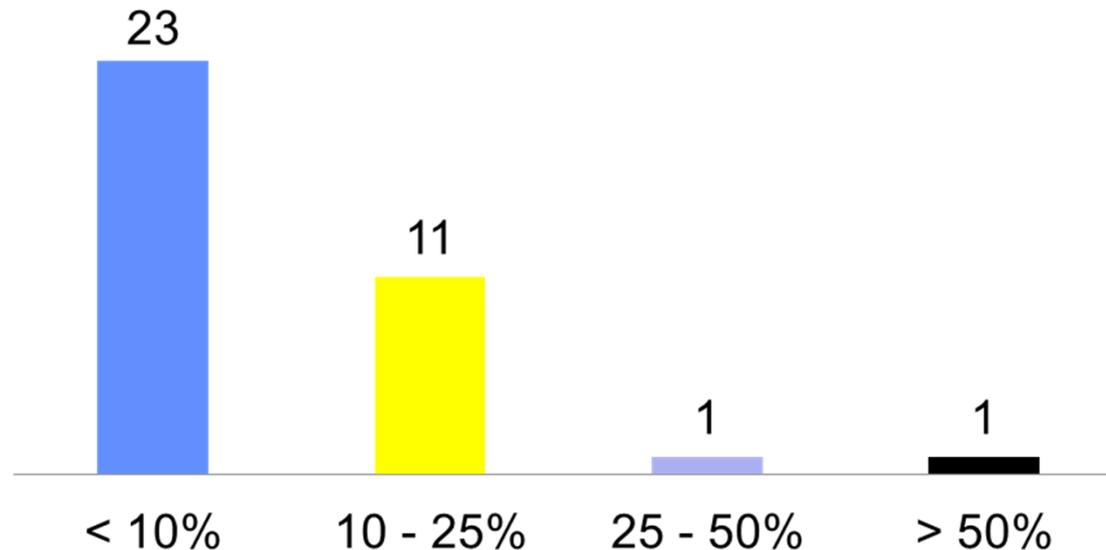
Which social media vehicles did your organization use as part of your #GivingTuesday / #ILGiveBig campaign?



- “We did an entire 10-day pre-#Giving Tuesday campaign with creative videos and posts to our constituents and FB friends. A new video and post came out everyday counting down the days to the giving event. We used people from every aspect of our work to participate. We got such great feedback and would do it again.”
- “In addition to facebook, we used Constant Contact to send out an eblast to current donors with the intent that they forward on to their friends and family”

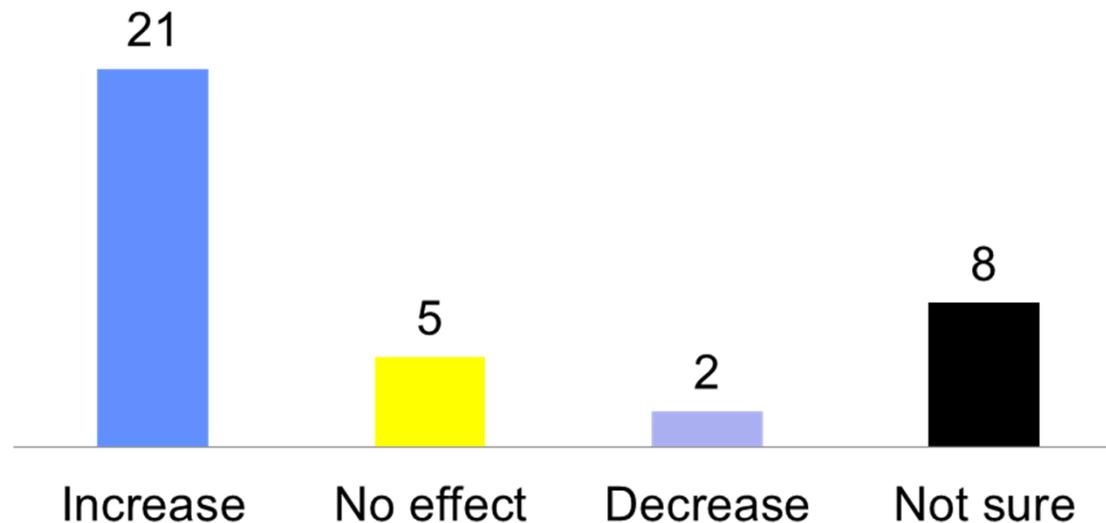


What degree of total cost (staff time and other) was incurred in your campaign relative to the donations you obtained?



- “Far less than 10%”
- “We had to be mindful of the cost of staff relative to the fundraising effort. We were lucky enough to secure some of our best volunteers to help with the effort which helped alleviate some of the burden on staff resources.”
- “Giving Tuesday is an incredibly inexpensive way to fundraise!”
- “The ROI was just not good for us”
- “No staff costs - all volunteer”

To what degree did #GivingTuesday / #ILGiveBig affect your total year-end giving results?



- “With Giving Tuesday's matching gift challenge and two others also, we were able to increase our end of year giving 86.5%.”
- “It did contribute positively to our total year end, but it is hard to determine for sure because we likely would have targeted the same people. The PR nationwide drew attention to the event, at no cost to us.”
- “It resulted in a minimal increase. We expect to see better results next year given what we learned this year.”
- “Absolutely - we were not expecting it to be such a success.”



What was the most successful tactic of your campaign? What were the results of this tactic?

- “Having our board share information on their LinkedIn profile“
- “Facebook paid advertising. We reached a very large percentage of viewers and hits during the kick off and actual event.“
- “We took photos of our participants holding a sign encouraging others to give - that generated a lot of hits on Facebook and Twitter“
- “An insert reminding people of the upcoming Giving Tuesday campaign in our annual appeal. This insert drove people to our website, Facebook and Razoo.com pages in an effort to get them to Like and Share our campaign link and contribute.”
- ““Reasons to give” campaign gave the ask a focus that aligned with our year end appeal. Consistent messaging able to fold right into year end appeal.”
- “Recruitment of external “captains,” proven friends of the organization, who were each willing to commit to raising, via their professional/personal network, \$300 on December 2”



What was your greatest challenge?

- “Creating a comprehensive strategy and being creative. We would like to continue incorporating new methods but that can be challenging with limited time and training.”
- “Competition with other non-profits posting the same day.”
- “Being cognizant of donor fatigue and tying in the Giving Tuesday effort with our overall fundraising approach. Additionally, we made great efforts to avoid over-promoting.”
- “The novelty of the effort wore off for our donors. Many complained that they were bombarded with messages from too many non-profits.”
- “The biggest challenge was meeting the giving total via new donors only, as well as getting them to donate online.”
- “All of us had to go outside our comfort zone, and look for new donor opportunities within friends, families and our community connections. This isn't always comfortable.”



Are there any other lessons learned or comments you would like to share?

- “This was a phenomenal success for our organization. It brought our employees (who work at all different locations and sites) together. We rallied around this project.”
- “We really maximized the potential by creating a countdown to #Giving Tuesday with daily videos and FB messages.”
- “It is much more difficult and expensive to acquire a new donor.”
- “We should never underestimate the power of challenging our Board. They surpassed our expectations which not only resulted in financial success but also encouraged a unified Board effort and team building process.”
- “It was beneficial to get connections started with Donors Forum and Giving DuPage for future fundraising connections and training.”
- “The Donors Forum Templates were incredibly simple to convert to reflect (our) mission and post on a Constant Contact blast that was forwarded to donors, families, contacts, etc.”



Are there any other lessons learned or comments you would like to share?

- “We have many supporters, but we need to really capture the excitement of #GivingTuesday to really help it take off for us.”
- “Our single largest donation from a new donor – \$2,100 – was from a friend/neighbor of a current major donor. We need to “recruit” and engage more of our current donors to assist in #GivingTuesday activities.”
- “We learned how to engage our donors and supporters more through social media. We established relationships with our corporate donors for increased outreach through Giving Tuesday flyers and emails at their businesses.”
- “Using #GivingTuesday as a facet of our current marketing and annual giving campaign would strengthen year-end giving strategies.”
- “We think the structure of the Giving Tuesday Matching Grant Program played an important/essential role in our year-end giving and has prompted more consistent use of social media to engage our stakeholders moving forward.”



If CFI were to offer a match for #GivingTuesday in 2015, what would you recommend?

- “We found that we were much more successful in getting people to donate and having them recruit friends and family when the matching gift did not require the donor to be new. People who participated last year did not participate this year because their donation wouldn't count towards the match.”
- “A two-tiered match where the incentive was greater if the donor was new – i.e. a dollar-for-dollar match on new donors and \$.25 or \$.30 match on returning donors”
- “We would also encourage matching any increased donation from a donor that contributed on #GivingTuesday in 2014”
- “We would like to see a match for all donations regardless of whether they came in on line or in person/mail”
- “Triple match” donations received between \$25-50 or \$50-100 to encourage new donors to give”
- “Structured the same as this time, but we will be more prepared for the campaign and social media usage”

