

# GIVE WHERE YOU LIVE **30**

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## REPORT TO THE COMMUNITY—MAY 2015

An In-Depth Look at *GiveWhereYouLive30*  
March 3, 2015 and March 4, 2015



COMMUNITY FOUNDATION  
OF COLLIER COUNTY  
*FOR GOOD. FOREVER.*

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## **OVERVIEW: HERE'S WHAT HAPPENED ON MARCH 3 AND 4, 2015**

Thirty-one nonprofits joined as one voice to raise over \$1,815,466 through *GiveWhereYouLive30*. Organized and matched by the staff of the Community Foundation of Collier County, the event was also supported with matching dollars from The Richard M. Schulze Family Foundation.

*GiveWhereYouLive30* was a 24-hour online giving day—a web-a-thon—held on Tuesday, March 3, 2015 and Wednesday, March 4, 2015 to benefit 30 nonprofit organizations serving the Human Services and Education sectors. It was the first event of its kind in Collier County—embracing a growing national trend of giving days that use social media and web-based technology to introduce philanthropy to new audiences in a modern way.

*GiveWhereYouLive30* helped the 30 participating nonprofits receive widespread attention and media coverage. It taught them to market themselves more effectively; develop new skill sets around their online presence and social media efforts; and, embrace friendly competition. We think that this kind of capacity building exceeded what any single nonprofit could have accomplished alone.

Of course, the story of *GiveWhereYouLive30* did not end on March 4th. The real story has, in fact, just begun. The funding community began to rethink how it supports the nonprofit sector, and nonprofits began to rethink how they reach out for donors and their dollars.

This report describes the goals of and methodology for *GiveWhereYouLive30*. It also outlines lessons learned and sketches ideas for next year's giving day.

## **METHODOLOGY**

This report analyzed information gleaned from various sources, including:

### **Quantitative Metrics**

- Kimbia, Inc. online giving and reports—tells about who donated, where they came from, and how many times they contributed
- Internal, offline giving reports—tracks checks, stock gifts, fund transfers, etc.

### **Qualitative Analysis**

Internal Taskforce meeting and post-event focus group on April 21, 2015 with representatives from each participant. Topics included:

- Satisfaction with Kimbia and Community Foundation of Collier County technology
- Demographics of donors
- Trends in giving
- Participation in marketing efforts
- Overall satisfaction
- Ways to improve

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## **GIVING STATISTICS**

### **Dollars Raised**

- Matching Pool: \$300,000
- Total Raised: \$1,815,466 with the match; goal was \$1,000,000 including match
- Offline Giving: 77% of unmatched total

### **Gifts**

- Number of Gifts: 1,051
- Gifts \$50 and Under: 36%
- Average Raised Per Nonprofit: \$48,886

### **When**

- Best Hour of Giving: 10:00 a.m., March 3, 2015
- Reached \$1,000,000 (Goal): 11:00 p.m., March 3, 2015
- Average Raised Per Hour: \$63,144

### **Nonprofit Participants by Category**

- Total Number of Nonprofits: 31
- Human Services: 26
- Education: 5

### **Top Nonprofit Performers**

- Top Nonprofit Category: Human Services (88% of all dollars raised)
- Top Organization by Total Amount Raised: Greater Naples YMCA
- Top Organization by Number of Gifts: New Horizons

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## THE GIVING DAY EXPERIENCE: THE PLAYERS

Nonprofits drove *GiveWhereYouLive30* and made it a success. While the Community Foundation of Collier County and The Richard M. Schulze Family Foundation raised the profile with the \$300,000 match, it was up to the nonprofits to drive donor giving by using the tools provided and by conducting their own donor outreach. All along the way, we emphasized this importance to nonprofits and encouraged new ideas, methods and communication strategies.

The Community Foundation of Collier County formed an internal Taskforce to manage all aspects of the event. Collaboration with Kimbia, the online giving day technology partner chosen by the Foundation to manage the “back office” aspects of this giving day; preparation of all marketing materials; redesign of the Foundation website to accommodate *GiveWhereYouLive30* information and provide donor interaction; development of report templates and post-event payment activities were the responsibility of this Taskforce.

## THE GIVING DAY EXPERIENCE: NONPROFIT ELIGIBILITY

To participate, each of the nonprofits were required to complete both a Kimbia profile and a profile in the Community Foundation of Collier County’s *NONPROFIT DIRECTORY*. They also were required to be:

- A 501(c)(3) tax-exempt nonprofit organization
- Headquartered in or providing services to Collier County
- Serving the human services or educational needs of Collier County residents
- Registered with the Secretary of State with a valid Certificate of Registration and be in good standing

## THE GIVING DAY EXPERIENCE: THE IDEA IS BORN

*GiveWhereYouLive30* was officially launched on January 6, 2015 at a breakfast hosted by the Foundation at the Center for Nonprofit Excellence at Hodges University. Over 35 individuals representing the nonprofit invitees attended. Invitees had not been given any information about *GiveWhereYouLive30* in advance; the Taskforce was concerned that announcing the *GiveWhereYouLive30* campaign before the end of 2014 might compel nonprofits to “hold off” on their year-end appeals in favor of the March *GiveWhereYouLive30* effort and the benefits of the match. This would have been at odds with the goal of using *GiveWhereYouLive30* to engage new donors. Participants were required to declare their commitment by signing a Memorandum of Agreement by January 13, 2015.

## THE GIVING DAY EXPERIENCE: ORIENTATION AND TRAINING

Multiple emails with updates and instructions on profile completion and use of the marketing toolkit were sent weekly to each participant. Next year: more specific training, via webinars and in-person training sessions will be developed to cover many topics including donor engagement, fundraising, marketing communications and social media. We may reach out to the Center for Nonprofit Excellence at Hodges University for support in this area.

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## THE GIVING DAY EXPERIENCE: COMMUNICATIONS AND SOCIAL MEDIA

Designing a logo and image to create a branded marketing campaign and unique community image was the next critical step in the planning. Colorful, functional materials branded with a logo that was a reflection of the Foundation's color palette and its 30th Anniversary were important.

To promote themselves, nonprofits used traditional communications methods, and leveraged social media with surprisingly successful results. Because *GiveWhereYouLive30* is built around a digital platform intended to drive donors to make gifts online, social media was a crucial element in the giving day campaign. However, the toolkit also included traditional marketing and communication tools: direct mail pieces; suggested text for letters and press releases; FAQs for presentation and call support. The complete toolkit can be viewed at [cfcollier.org](http://cfcollier.org).

While many Collier County nonprofits are just now beginning to exploit social media, some are already well-versed. *GiveWhereYouLive30* offered a unique opportunity to many participants to test and broaden their social media engagement skills. Facebook was the #1 social media referral source for *GiveWhereYouLive30*; Twitter was a close second.

### ***Foundation Marketing Support***

The Foundation's marketing objectives centered on creating broad awareness of *GiveWhereYouLive30* in order to reach the donor community and invite new givers. A combination of paid and discounted advertising, expansive local media coverage, and social media efforts helped capture the imagination of the community and inspire 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.

For paid media coverage, the Community Foundation of Collier County had no budget for the campaign, but used its existing advertising budget to place print ads in the *Naples Daily News*, *Florida Weekly* and *Marco Island Eagle*. Earned media coverage included interviews or news coverage on Fox 4 Morning Drive, *Naples Daily News Journal* and *Naples Herald*.

Press mentions initiated by the Foundation totaled 36. Individual participants each garnered at least one separate mention for a total of 92.

### ***A Word About Events***

Some *GiveWhereYouLive30* participants held onsite events as a means of generating gifts from existing donors. Others used events already on their calendars to do the same. For this first *GiveWhereYouLive30* effort, there were no all-encompassing community events planned by the Taskforce. However, next year, we would look for opportunities to piggyback on area events to increase nonprofit and *GiveWhereYouLive30* visibility during the 24-hour period.

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## THE GIVING DAY EXPERIENCE: THE MATCHING FUND

The Community Foundation of Collier County and The Richard M. Schulze Family Foundation partnered to create a \$300,000 Matching Fund that would increase the value of every donation proportionally. The match was applied after transaction fees were deducted from the donor's gift. At the conclusion of *GiveWhereYouLive30*, the Foundation determined each nonprofit's proportionate share from the Matching Fund by dividing the total amount each nonprofit raised by the total amount raised by all participating nonprofits. This amount was then multiplied by the total amount of dollars in the Matching Fund. Result: each nonprofit received the same amount per dollar for donations received during the *GiveWhereYouLive30* 24-hour period.

One nonprofit organization responded, "While I would love to say that our donors only gave in the 'spirit of giving,' I also know that the matching gift opportunities were a huge incentive for our donors. They wanted to be able to see that one small gift had the potential to do so much more."

### *Thinking Ahead: The Prize Potential*

For *GiveWhereYouLive30*, prizes were not offered as incentives for donors to contribute. However, feedback from the individual nonprofits suggests that performance-based cash prizes might facilitate conversation and encourage donors. Partnerships are the key to success. Getting all of Collier County excited about the potential of *GiveWhereYouLive30* through a series of prize sponsorships can lend a lot of energy to the campaign. These sponsors become allies who are also communicating, supporting, posting, tweeting and cheerleading the initiative as it unfolds. All the paid advertising in the world will not generate the same kind of grassroots, viral enthusiasm that comes from engaging the right set of community groups that touch a host of nonprofits on a daily basis. They are the trusted friends who helped give credibility to this event. Suggested prize categories for *GiveWhereYouLive* 2016:

#### **Most Donors**

- First Place Most Donors: A \$2,000 prize to the nonprofit with the most unique donors.
- Second Place Most Donors: A \$1,000 prize to the nonprofit with the second most unique donors.
- Third Place Most Donors: A \$500 prize for the nonprofit with the third most unique donors.

In instances of a tie, purse for first and second will be split amongst the tied nonprofits.

#### **Most Dollars**

- First Place Most Dollars: A \$2,000 prize to the nonprofit with the most dollars raised.
- Second Place Most Dollars: A \$1,000 prize to the nonprofit with the second most dollars raised.
- Third Place Most Dollars: A \$500 prize to the nonprofit with the third most dollars raised.

In instances of a tie, purse for first and second will be split amongst the tied nonprofits.

#### **Green Tickets**

Green tickets with specific prize values are drawn randomly during selected hours from the list of nonprofits who receive donations during that hour. A sponsor could be assigned their own "hour" for promotional purposes.

#### **Power Hours**

Power Hours reward nonprofits with the most donors in any given hour. Each hour, the nonprofit with the most donors is awarded between \$500-\$1,000.

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## THE GIVING DAY EXPERIENCE: OVERALL SATISFACTION

The immediate collection of data from a debrief session with all the participating nonprofits on April 21, as well as follow-up, one-on-one conversations with participating nonprofits allowed us to identify our wins, collect our lessons learned, and evaluate the overall outcome of the campaign.

One organization said, *“We leveraged the resources provided—it provided a bump in our giving, generated new donors, and allowed us to showcase our programs in a new light.”*

Another said they, *“...learned a lot so it took us a little more effort to get up to speed but even then, for the effort expended, we reaped great rewards!”*

100% of the participating nonprofits said that they would participate in *GiveWhereYouLive* in the future, if asked.

## THE GIVING DAY EXPERIENCE: LESSONS LEARNED

### Several Themes Emerged

- Start planning early; many agencies had competing seasonal fundraising event. A 60-day preparation period may be too short; 90 days is more realistic. Put a calendar in place that accounts for sponsorship building and event planning.
- County pride: *GiveWhereYouLive30* was a source of pride for Collier County. From board members to first-time donors, those 24 hours struck a chord that reverberated across the region—a feeling of connection. Everyone wanted to join in *GiveWhereYouLive30*, everyone wanted to give, and everyone wanted to tell others about how to participate.
- March 3 and 4 was just the beginning: while the period leading up to and including the 24-hour period was intense, many nonprofits realized that *GiveWhereYouLive30* was the start of something greater—an enhanced social media presence for their organization, a renewed focus on mission and board engagement, and a recognition that better communications and marketing efforts were needed.
- Board engagement and understanding is key: nonprofit boards hold many responsibilities, including that of fundraising. Future *GiveWhereYouLive* days are a way for board members to give an incentive through matching fund and prize dollars. If every board member serving on each of the participating nonprofits’ boards had given just \$100 each, an additional estimated \$45,000 could have been raised.
- Small is big: sometimes small nonprofits are hindered by the perception that size matters. On *GiveWhereYouLive30*, small organizations were not only successful, but played a pivotal role in the day’s overall success. Prize programs can give them a better sense of belonging (more).

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- Make everything “open source” and available on the website for nonprofits as soon as possible. “Open source” refers to the importance of making sure that all materials, images, videos, tools and ideas for promotion are housed on the *GiveWhereYouLive* website as soon as possible. It is amazing how creative nonprofits are when they are given the right tools to tailor and customize their promotional materials.
- Marketing is the fuel. Expand the toolkit with additional blast templates and print pieces, plus additional copy for messaging. Offer a step-by-step communication plan for smaller nonprofits. Help nonprofits with additional messaging and “answers to tough questions.” Suggest more general community-based efforts (i.e., businesses, schools, churches, civic organizations). Provide beginning, intermediate and advanced level examples of social media and engagement tools. Expand resource list and information to share with nonprofits.
- Don’t skimp on training. Webinars and in-person training at locations throughout Collier County, as well as social media training sessions, can be an important factor in a giving day’s success. Offer more general social media and donor engagement training in advance of the *GiveWhereYouLive* day training. Continue with Kimbia training for the Taskforce.
- Explain the match—again and again!
- You cannot over-communicate to the public or the participants. While appearing at times redundant, remember there are a lot of groups that have never participated in a giving day. Making sure that everyone is on the same page, and operating with the same set of rules and instructions, is vital. Increased communications to the general public to increase online donation percentage is important.

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## **THE GIVING DAY EXPERIENCE: IN SUMMARY**

The success of *GiveWhereYouLive30* did not solely rest on the amount of money raised. We raised a total of \$1,815,466—dollars that primed the pump and excited groups about winning, but this was far from the only incentive to participate. The real payoff comes now from the skills the nonprofits develop around social media, marketing, messaging and reaching new audiences.

### ***Acknowledgments***

The Taskforce was made up of the following staff members that helped successfully create and launch Collier County's first-ever online day of giving.

### ***Taskforce Representatives***

- Eileen Connolly-Keesler
- Lisette Holmes
- Craig Jones
- Marsha Lewis
- Eric Kingsley
- Mary George
- Ann Hughes
- Sharon Bayata
- Carri Kreisman
- Mary Beth Geier, The Richard M. Schulze Family Foundation



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## NONPROFIT PARTICIPANTS

There would not have been a *GiveWhereYouLive30* without the nonprofits that participated in this inaugural event. Thank you to those organizations who took a leap of faith in believing that Collier County could be so charitable in a single day.

- Alzheimer’s Association–Florida Gulf Coast Chapter
- American Red Cross–Florida’s Southern Gulf Region
- Big Brothers Big Sisters of the Sun Coast
- Boys & Girls Club of Collier County
- Cancer Alliance of Naples, Inc.
- Care Club of Collier County, Inc.
- Collier Harvest Foundation
- Community Foundation of Collier County
- David Lawrence Foundation for Mental Health
- Dental Outreach of Collier, Inc.
- Education Foundation–Champions For Learning
- First Book–Collier County
- Florida Suncoast Chapter–JDRF (Juvenile Diabetes Research Foundation)
- Fun Time Early Childhood Academy
- Goodwill Industries of Southwest Florida, Inc.
- Grace Place for Children and Families, Inc.
- Greater Marco Family YMCA, Inc.
- Greater Naples YMCA
- Guadalupe Center, Inc.
- Habitat for Humanity of Collier County
- Harry Chapin Food Bank Of Southwest Florida
- Healthcare Network of Southwest Florida Foundation
- Jewish Family & Community Services of Southwest Florida
- Junior Achievement Of Southwest Florida, Inc.
- Meals of Hope
- Neighborhood Health Clinic
- New Horizons of Southwest Florida, Inc.
- Salvation Army Naples Corps
- Sports CLUB, a division of Sports Camp, Inc.
- St. Matthew’s House
- The Shelter for Abused Women & Children

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