



POWERED BY THE
*St. Louis Community
Foundation*

ONE DAY THAT MADE A DIFFERENCE.
ONE DAY WHEN OUR COMMUNITY CAME TOGETHER.
ONE DAY THAT CONTINUES TO CHANGE LIVES.

MAY **1** 2019





AMAZING HAPPENS WHEN WE COME TOGETHER

2019 results

\$3.06 MILLION RAISED



↑ UP 25% FROM 2018

24,000 DONATIONS TO **845** NONPROFITS

\$872,000 NONPROFIT MATCHING FUNDS

PEER-TO-PEER FUNDRAISING

2019

\$93,080

300

2018

\$66,074

150

FIRST-TIME DONORS

6,797

UP 64%

GIVE STL DAY, is a 24-hour, online day-of-giving event, designed to ignite the spirit of giving in the St. Louis region.



\$13.1 MILLION

RAISED SINCE 2014



TD Ameritrade



US Private Wealth Management
U.S. Bank

PURINA
Your Pet, Our Passion[®]

SAVE THE DATE **MAY 2020**



13M

Dollars Raised

Since its 2014 introduction to the St. Louis region, Give STL Day has raised more than \$13 million for hundreds of nonprofit organizations throughout the St. Louis metropolitan area.

HIGHLIGHTS OF 2019 INCLUDE

- Record number of donations and donors
- \$3 million benchmark surpassed
- 300 personal/social network campaigns to support nonprofits
- Pet causes, human services and education drove giving in 2019



To our sponsors and supporters, we thank you!

Only with the help of our community partners could the St. Louis Community Foundation lead this region-wide philanthropy effort.

PRESENTING SPONSOR



GATEWAY TRAINING SPONSOR



GATEWAY ARCH SPONSOR



REGIONAL CREATIVE CATALYST PRIZE SPONSOR



COMMUNITY SPONSOR



FRIENDS OF GIVE STL DAY



MEDIA PARTNERS

iHeartMedia | KMOV 4 | KSDK 5 | OutFront Media
 St. Louis American Newspaper | St. Louis Business Journal
 St. Louis Magazine | St. Louis Post-Dispatch | Vector Media

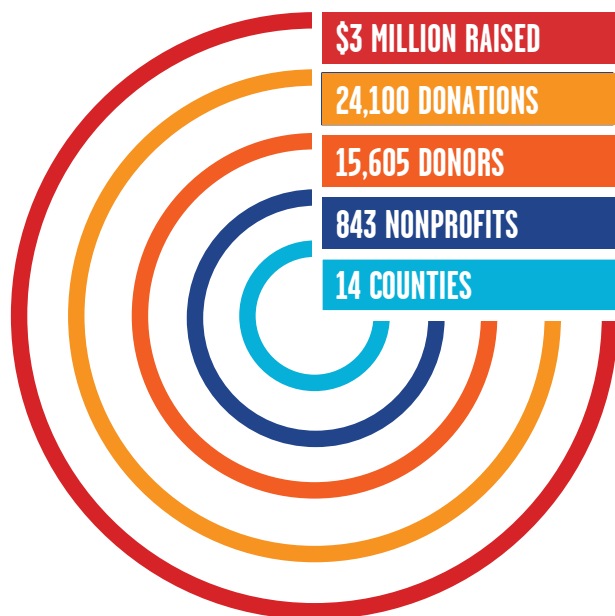
21M

Total Media & Promotional Impressions

- \$3 million raised: Up 25% from 2018
- 24,100 individual donations received
- 15,605 individual donors
- Unique promotional model engaged 2 of 3 of the local network affiliates and leveraged digital and print promotion in region's largest daily newspaper.

Our donors and nonprofit champions are YOUR customers!

And they collectively supported our 843 regional nonprofits:



500

Actively Engaged Nonprofit Staff

NONPROFIT DIGITAL AND SOCIAL MEDIA TRAINING

Our objective: Provide comprehensive training modules using nationally-known speakers to drive nonprofit digital and social media strategies on Give STL Day and throughout the year.

- 500 nonprofit attendees, representing 300 nonprofits
- 8 training sessions
- National and local instructors and speakers

TYPES OF CAMPAIGNS

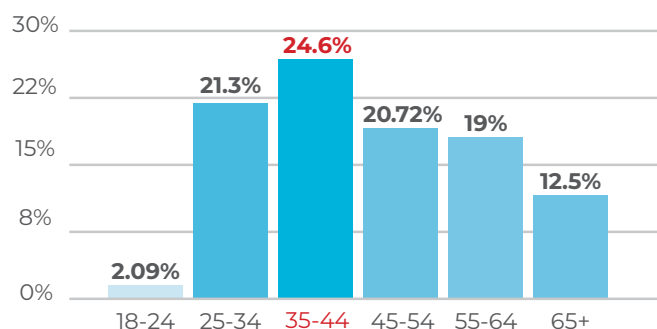
CATEGORY	NONPROFITS	PEER-TO-PEER
Animal	76	58
Arts & Culture	111	23
Community Development	72	29
Education	121	26
Environment	33	13
Health	92	27
Other	34	12
Religion	25	13
Schools	69	38
Social Justice	6	

24K

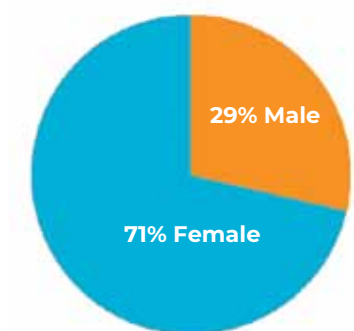
Unique Donors

Meet the audience who actively participates in Give STL Day.

AGE



GENDER



*Source: Facebook

AUDIENCE TOP 10 INTERESTS

1. Food & Dining / Cooking Enthusiasts
2. Shoppers / Value Shoppers
3. Media & Entertainment / Book Lovers
4. Lifestyles & Hobbies / Art & Theater Aficionados
5. Lifestyles & Hobbies / Pet Lovers
6. Banking & Finance / Avid Investors
7. News & Politics / Avid News Readers
8. Media & Entertainment / Movie Lovers
9. Lifestyles & Hobbies / Business Professionals
10. Travel / Travel Buffs

* Source: Google Analytics

Meet the Audience *continued*

TOP 10 CITIES THAT MADE A DONATION ON GIVE STL DAY

CITY	ZIP	DONATIONS
Webster Groves, Rock Hill	63119	2562
Kirkwood	63122	2389
STL South City	63109	1946
University City	63130	1917
STL: Far South Side, Dutchtown, Carondelet	63116	1905
STL: The Hill, Botanical Garden	63110	1848
Clayton	63105	1701
County: Ballwin, Ellisville, Manchester	63021	1429
County: Chesterfield, Town & Country	63017	1389
Richmond Heights	63139	1384



ENGAGEMENT MODELS

- Regional outreach
- Nonprofit-led engagement
- Personal, “peer-to-peer” campaigns
- Employer/Employee matching campaigns

Campaign Overview

We reached potential donors as they engaged with a diverse assortment of promotional media.

- TV & Radio
- Digital
- Social Media (including 13 Facebook Live segments)
- Outdoor
- Earned media, nonprofit features

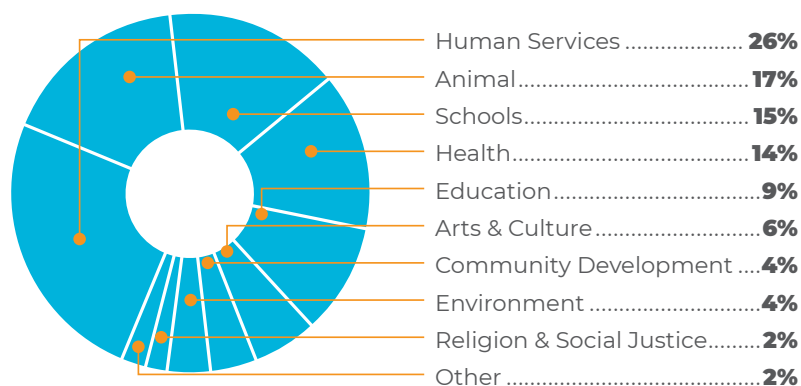
WEBSITE METRICS ON MAY 1, 2019

Total Page Views	297,467
Avg. Session Duration	6:21 minutes
Avg. Pages Per Session	5.29

COMPANY DONATION METRICS

Number of companies	3,139
Amount in donations	\$280,061 as self-selected by employees

DONATION DOLLARS BY CATEGORY



TOP PERFORMING ORGANIZATIONS

NONPROFIT	DONATIONS	\$\$ RAISED
Thrive	181	\$89,591
Stray Rescue of St. Louis	1,310	\$86,144
Foster & Adoptive Care Coalition	265	\$61,910
Saint Louis Priory School	181	\$50,258
We Stories	393	\$41,354

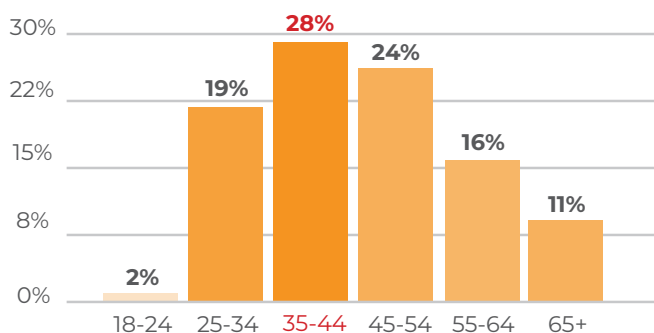
Media & Digital Outreach: Social Media Drives #GiveSTLDay Engagement

TOP 10 CITIES OF FACEBOOK FOLLOWERS

St. Louis, MO	Edwardsville, IL
St. Charles, MO	Florissant, MO
O'Fallon, MO	Wentzville, MO
Belleville, IL	Chesterfield, MO
St. Peters, MO	Kirkwood, MO

*Source: Facebook

AGES ON FACEBOOK



FACEBOOK.COM/STLOUISGIVES/

Followers - 3,896

Organic Reach - 38,156 people

1,539 reactions, comments, shares

576 shares

NOTE: Numbers reflect @STLGives. Unable to calculate number of Facebook posts, engagements and impressions for the 843 participating nonprofits. *Source: Facebook.

FACEBOOK LIVE ENGAGEMENT

13 segments

7400 views

29,000 impressions

85 minutes of engaged viewing time



Campaign Overview *continued*

Media & Digital Outreach: Social Media Drives #GiveSTLDay Engagement

TWITTER @STLGIVES

Each year, the #GiveSTLDay hashtag has TRENDED regionally and nationally on Twitter throughout the giving day.

First tweet of the day earned 11,869 impressions

Media Views 1,314

Engagements 147

*Source: Twitter Numbers reflect @STLGives. Unable to calculate number of Twitter posts, engagements and impressions for the 887 participating nonprofits.

TWITTER @STLGIVES



Campaign Overview *continued*

Media & Digital Engagement

Out of Home

BILLBOARDS

16 boards, across the bi-state area, 13 with live leaderboard updates

9,913,708 impressions



METRO BUSES & SHELTERS

3,267,600 impressions



Media & Digital *continued*

Broadcast Partners

KMOV-TV: INTEGRATED CAMPAIGN

Display ads, ROS, & Homepage Video

655,377 impressions

0.29% Click-thru-Rate



FACEBOOK CAMPAIGN - APRIL 29

22,834 people reached

83 Reactions, comments, & shares

178 Post clicks

FACEBOOK CAMPAIGN - APRIL 30

19,075 people reached

43 Reactions, comments, & shares

135 Post clicks

FACEBOOK CAMPAIGN - MAY 1, GIVE STL DAY

21,514 people reached

437 Reactions, comments, & shares

198 Post Clicks



ON AIR & DIGITAL COMMERCIAL

LIVE In-Studio Interview

MOBILE APP

Media & Digital *continued*

KSDK TV: INTEGRATED CAMPAIGN

Earned media placements and mentions

Show Me St. Louis LIVE Interviews



DISPLAY ADS & HOMEPAGE TAKE OVER

1,113,879 impressions

0.03% Click-thru-Rate



ON-AIR / DIGITAL COMMERCIALS

Pre-event & Day of

TARGETED EMAIL

30,000 sent

3,924 Opened (13.08%)

1.23% Click-thru-Rate

FOX CHANNEL 2 (EARNED MEDIA)

LIVE on air coverage

Social Media Mentions

Media & Digital *continued*

ST. LOUIS POST-DISPATCH



DIGITAL RE-MARKETING, RUN OF SITE, NATIVE

3,221,146 Impressions

0.23% Click-thru-Rate

24.92% Conversion

THANK YOU PRINT AD

ST. LOUIS AMERICAN

PRINT ADS - 70,200 readership

FACEBOOK POSTS - 20,000 impressions

REACH - 956

ENGAGEMENTS - 12

ST. LOUIS BUSINESS JOURNAL

DIGITAL ADS - 221,443 Impressions

0.07% Click-thru-Rate

PRINT ADS - 54,000 readership

RADIO: IHEARTMEDIA MEDIA

COMMERCIALS - 4 stations, 195 Spots

- 100.3 The Beat
- 93.7 The Bull
- ALT 104.9
- Majic 103.7



FACEBOOK CAMPAIGN - 50,000 impressions

HOMEPAGE TAKEOVER - 7,796 impressions, 16 clicks, 0.21% Click-thru-rate

TARGETED STREAMING - 85,096 impressions



Thank you for your support!

These are the details of the 2019 campaign that made Give STL Day great.

How can we work together to do more in 2020?

Neosha Franklin

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