

Arizona Gives Day has raised more than \$7.4 million for Arizona nonprofits since 2013.

Arizona Gives Day 2016

2016 Total Raised: **\$2.84 Million** 30% Increase over 2015
Includes day-of online donations and offline donations, donations made up to one week before and after April 5, and incentive prizes.

Numbers within 24 hour period on April 5:

Average raised per nonprofit:	\$3,185	
Total number of Donations:	21,129	
Average donation size:	\$114	25% increase over 2015
Total number of Donors:	16,450	
Average Gift per Donor:	\$147	29% increase over 2015
Nonprofits Receiving Donations:	759	25% increase over 2015

Donor Survey Findings:

Donors Prompted:	70% of donors stated Arizona Gives Day prompted them to give a gift they wouldn't have otherwise give.
First Time for Arizona Gives Day:	48% said it was their first time giving on Arizona Gives Day.
First Time Donating:	35% gave to an organization they'd never given to before.
Likely to Give Again:	87% are very or extremely likely to donate again next year.

Nonprofit Survey Findings:

Additional Money:	91% of nonprofits said Arizona Gives Day helped them raise additional money they wouldn't have otherwise raised.
Campaign Strategy:	70% of nonprofits said they used an email campaign strategy. 75% used a social media campaign strategy

Results By Region:

Central Arizona:	Dollars: 39.7%	Donations: 46.7%
	<i>Maricopa, La Paz</i>	
Southern Arizona	Dollars: 51.2%	Donations: 43.4%
	<i>Cochise, Graham, Greenlee, Pima, Pinal, Santa Cruz, Yuma</i>	
Northern Arizona	Dollars: 8.9%	Donations: 9.8%
	<i>Apache, Coconino, Gila, Mohave, Navajo, Yavapai</i>	

Incentive Prizes: \$175,000 in incentive prizes awarded to 38 nonprofits in the categories of Small , Mid-Size, Large, Rural, Alliance and Random.