



### Why Is Your Support So Important?

Simply stated, Arizona Gives Day is a *community effort!*

Arizona Gives Day is a collaboration that began in 2013 between the [Alliance of Arizona Nonprofits](#) and [Arizona Grantmakers Forum](#) and has helped raise more than \$10.1 million for Arizona's nonprofit sector. The statewide, 24-hour, online giving campaign takes place in April each year and has more than 1,000 participating nonprofits.

This event helps people find, learn about and contribute to the causes they believe in. Arizona Gives Day also enables nonprofits to share their stories and engage the community through a unique online giving platform.

Though Arizona Gives Day only happens once a year, AZGives.org is available for *year-round giving* with the purpose of building the spirit of philanthropy throughout Arizona's communities. Any qualified 501c3 organization is welcome to register *free* of charge, and any donor is welcome to create a login to keep track of their Arizona Gives donations throughout the year.

This is a tremendous opportunity to show your support for the entire nonprofit sector year round and make a difference in our local communities. We need additional community and business partners to partner with us to make Arizona Gives Day successful. **Did you know that nearly all of the Arizona Gives program is fundraised?** The funds raised go to provide nonprofit training, templated nonprofit materials, marketing to the public and all of the incentive prizes.

Your organization can play a key role in supporting Arizona Gives Day. Your support can ensure nonprofits receive the resources they need to be successful fundraisers, provide the resources necessary to make this program sustainable and build philanthropy in our great state.

In the following pages, you will find many different ways in which your organization can support the nonprofit community.

**Join us in investing in Arizona!**

### \$50,000+ Platinum Level Sponsorship

Benefits include:

- Alliance newsletter/social media story spotlight during year
- Arizona Gives email/social media story spotlight during year
- Ad placement on arizonanonprofits.org website and Alliance e-newsletter during month before Gives Day (Alliance's highest member engagement rate annually)
- Opportunity for banner ad to be included in ALL nonprofit AND donor Arizona Gives email communication February – April (peak readership)
- Opportunity for banner ad to be included in ALL nonprofit AND donor Arizona Gives email communication May – December
- Logo/Name on all advertising (some restrictions due to ad size may apply)
- Industry exclusivity
- Two stand-alone social media posts two weeks prior to Arizona Gives Day (both Arizona Gives Day and Alliance social media)
- Inclusion in four social media sponsor posts on Arizona Gives Day
- Logo inclusion for year-round\* nonprofit webinar training sessions (2,000+ attendees)
- Opportunity to present prizes and photo opportunity at Celebration Parties in Metro Phoenix and Metro Tucson (May)
- Logo prominently displayed on AzGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits
- Name included in all press releases and media alerts

***PLUS Sponsor of ALL of the following:*** (Sponsor benefits on following pages)

**Nonprofit Training\***

**Donor Direct Mail**

**Banner Advertising**

**Blog Web Page**

**Nonprofit Toolkit**

**Nonprofit Direct Mail**

**Video Compilation**

**Donor/Business Toolkit**

**Nonprofit Celebration Parties**

**Email Advertising**



**#AZGivesDay**



# SPONSORSHIPS

Arizona Gives 2017-18

## **\$25,000 Gold Level Sponsorship** Benefits include:

- **Two stand-alone social media posts two weeks prior to Arizona Gives Day (both Arizona Gives Day and Alliance social media)**
- Inclusion in four social media sponsor posts on Arizona Gives Day
- Logo inclusion for all nonprofit webinar training sessions Dec-Mar (500-1,000+ attendees)
- Opportunity to present prizes and photo opportunity at Celebration Parties in Metro Phoenix and Metro Tucson (May)
- Logo prominently displayed on AzGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits
- Name included in all press releases and media alerts

## **PLUS BOTH of the following:**

### **Donor Direct Mail Sponsor** Benefits Include:

- Sponsor of targeted direct mail campaign to 100,000-500,000 potential donors Feb-Mar 2017
- Logo included on all donor direct mail postcards

### **Banner Advertising Sponsor** Benefits Include:

- Opportunity for banner ad to be included in three nonprofit AND three donor email communications February – April (peak readership)
- Opportunity for banner ad to be included in three nonprofit AND three donor email communications May - December



Contact Jennifer Purcell, Director of Community Engagement -  
JenniferP@ArizonaNonprofits.org, 602-279-9166, AZGives.org.





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Arizona Gives 2017-18

## **\$10,000 Silver Level Sponsorship** Benefits include:

- **Opportunity for banner ad to be included in one nonprofit OR one donor email communication May - December**
- **Inclusion in four social media sponsor posts on Arizona Gives Day**
- Name included in all press releases and media alerts
- Logo shown at all nonprofit webinar training sessions (500-1,000+ nonprofits)
- Opportunity to present prizes and photo opportunity at Metro Phoenix and Metro Tucson Celebration Parties (May)
- Logo prominently displayed on AzGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits

## **PLUS one of the following:**

### **Blog Web Page Sponsor** Benefits include:

- Recognition on year-round Arizona Gives blog web page utilized by donors and nonprofits alike
- Both nonprofits and donors are pushed to this web page through year-round communication and social media
- Logo prominently placed on blog web page

### **Nonprofit Toolkit Sponsor** Benefits Include:

- Sponsor of Nonprofit Toolkit - on-demand, customizable printable posters and social media graphics for participating nonprofits
- All 1,000+ participating nonprofits utilize this library of graphics and templates.
- Logo prominently placed on Nonprofit Toolkit web page



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# SPONSORSHIPS

Arizona Gives 2017-18

## **\$5,000 Copper Level Sponsorship** Benefits Include:

- Inclusion in two social media sponsor posts on Arizona Gives Day
- Name included in all press releases and media alerts
- Logo shown at all nonprofit webinar training sessions (500-1,000+ nonprofits)
- Live mention at Celebration Parties in Metro Phoenix and Metro Tucson (May)
- Logo displayed on AzGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits

## **PLUS one of the following:**

### **T-shirt/Apparel Sponsor (1 available)** Benefits Include: (TAKEN)

- Sponsor of 2018 Arizona Gives Day t-shirts/apparel item(s) for nonprofits and public
- Logo placed on t-shirt sleeve of apparel item(s)

### **Nonprofit Direct Mail Sponsor** Benefits Include:

- Sponsor of targeted direct mail campaign to more than 10,000 nonprofits to announce Arizona Gives Day and encourage registration Nov/Dec 2017
- Logo included on all nonprofit direct mail postcards

### **Video Compilation Sponsor** Benefits Include:

- Sponsor of video nonprofit production. Contains interviews for both community impact (donor focused) and for unique fundraising campaigns (nonprofit focused)
- Logo placed in video compilation



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Arizona Gives 2017-18

## **\$2,500 Bronze Level Sponsor** Benefits include:

- Inclusion in one social media sponsor post on Arizona Gives Day
- Name displayed on AZGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits

## **PLUS one of the following:**

### **Donor/Business Toolkit Sponsor** Benefits include:

- Sponsor of Donor/Business Toolkit - on-demand, printable posters and social media graphics for interested donors and businesses statewide. Thousands of interested donors and businesses will utilize this library of graphics.
- Logo placed on Donor/Business Toolkit web page

### **Nonprofit Celebration Parties Sponsor** Benefits include:

- Sponsor of Nonprofit Celebration Parties in Metro Phoenix and Metro Tucson (May) where Prize Pool winners are given their awards and we celebrate all nonprofit participants
- Opportunity to present award(s) to nonprofit winners at Celebration Parties
- Logo included on registration page
- Logo included on event communication related to the Celebration Party

### **Email Advertising Sponsor** Benefits include:

- Sponsor of one scheduled e-mail communication sent to donors and one to nonprofits.
  - A maximum of 10 emails are sent to donors Feb-April and only one each month the other months of the year
  - A maximum of 15 emails are sent to nonprofits Dec-April and only one each month the other months of the year
- Logo placed on e-mail communication as E-mail Sponsor

## **\$1,000 Partner Sponsor** Benefits include:

- Sponsor of one scheduled e-mail communication sent to donors or and one to nonprofits.
  - A maximum of 10 emails are sent to donors Feb-April and only one each month the other months of the year
  - A maximum of 15 emails are sent to nonprofits Dec-April and only one each month the other months of the year
- Logo included in designated e-mail communication
- Name included on AzGives.org homepage



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### Prize Pool Sponsor

Your support would incentivize both nonprofits to fundraise and donors to donate knowing their efforts could potentially result in more funding for their mission. For Arizona Gives Day 2017, \$175,000 in incentive prizes were awarded to 71 nonprofits. All of these funds are fundraised.

#### Benefits include:

- Logo included in social media “Prize Pool” post(s) on Arizona Gives Day
- Logo included on Leaderboard web page and nonprofit materials
- Logo displayed on AZGives.org homepage
- Name included in all press releases and media alerts
- Inclusion in follow-up/thank you email to all donors and nonprofits
- Logo/Name included on Celebration Party registration page and event communication
- Opportunity to present prize pool award(s) to nonprofit winners at Metro Phoenix and Metro Tucson Celebration Parties (May) and celebrate all nonprofit participants

### \$10,000+ Create Your Own Incentive Prize Pool

- Sponsor of a specific prize pool
- A new prize pool can be created using the nonprofit ‘Focus Areas’ to align with what your organization typically supports
  - Animal
  - Arts & Culture
  - Healthcare
  - Veterans
  - And More!

### \$5,000 Power Hour Sponsor (6 available)

- Sponsor of a Power Hour
- Name included in social media posts referencing your Power Hour during Arizona Gives Day
- Choose from one of the following:
  - Organization with most \$100+ Donations during designated hour (2)
  - Organization with most \$50+ Donations during designated hour (2)
  - Organization with most \$25+ Donations during designated hour (2)

### In-Kind Opportunities

Arizona Gives Day has several in-kind opportunities for business partners to assist with running this statewide day of giving. If you believe you might be able to assist us with one of these, please contact the Alliance of Arizona Nonprofits.

Arizona Gives Day is a community effort and our success is not possible without the support of our community and business members!

#### Advertising

- Donate advertising you may already have scheduled/contracted, such as:
  - Social Media
  - Digital
  - Print
  - Radio
  - Television
  - Outdoor
- Logo included on the AzGives.org home page
- Logo/Name included on/in advertising materials when possible
- Logo included in social media 'Media & Marketing Sponsor' post on Arizona Gives Day

#### Printing

- Donate printing for nonprofit and/or donor direct mail postcards
- Logo included on the AzGives.org home page
- Logo/Name included on direct mail postcards
- Logo included in social media 'Media & Marketing Sponsor' post on Arizona Gives Day

#### Food

- Donate appetizers for 1-2 nonprofit Arizona Gives Day Celebration Party (May)
- Logo included on the AzGives.org home page
- Logo included on Celebration Party communication and registration page
- Recognition at nonprofit Celebration Party in Metro Phoenix and/or Metro Tucson



**2013-2017 Raised:** \$10.1 Million

**2017 Total Raised:** \$2.74 Million

*Includes day-of online donations and offline donations, donations made up to one week before and after April 4, and incentive prizes.*

### Numbers within 24 hour period on April 4:

Average raised per nonprofit:	\$2,332
Total number of donations:	17,650
Average donation size:	\$115
Total number of donors:	11,935
Average giving per donor:	\$170
Nonprofits receiving donations:	872

### Donor Survey Findings:

Donors Prompted:	65% of donors stated Arizona Gives Day prompted them to give a gift they wouldn't have otherwise given.
First time for Arizona Gives Day:	37% said it was their first time giving on Arizona Gives Day.
First time donating:	32% gave to an organization they'd never given to before.
Likely to give again:	90% are very or extremely likely to donate again next year.

### Nonprofit Survey Findings:

Additional Money:	75% of nonprofits said Arizona Gives Day helped them raise additional money they wouldn't have otherwise raised.
Campaign Strategy:	68% of nonprofit said they used an email campaign strategy. 72% used a social media campaign strategy.

### Results By Region:

Central Arizona:	Dollars: 43.6%    Donations: 46.4%
	<i>Maricopa, La Paz</i>
Southern Arizona:	Dollars: 43.4%    Donations: 41.3%
	<i>Cochise, Graham, Greenlee, Pima, Pinal, Santa Cruz, Yuma</i>
Northern Arizona:	Dollars: 12.6%    Donations: 11.7%
	<i>Apache, Coconino, Gila, Mohave, Navajo, Yavapai</i>

### Incentive Prizes:

\$175,000 in incentive prizes awarded to 71 nonprofits in the categories Most Dollars (Small, Medium, Large) Rural, Alliance, Power Hours and Random drawings.

Arizona Gives Day was featured in a robust combination of local and state media. Individual nonprofits and general information was featured in over 60 print, television and radio features. Over 2 million impressions from digital advertising were acquired.

### Alliance of Arizona Nonprofits

<b>Email Subscribers</b>	<b>8,000</b>
<b>Facebook Followers: AZNonprofits</b>	<b>2,425</b>
<b>Twitter Followers: @aznonprofits</b>	<b>4,791</b>

### Arizona Gives Day

#### Email Subscribers

**Donors: 40,000 Nonprofits: 4,500**

#### Facebook: ArizonaGivesDay

**Likes: 11,752** (74% Female, 26% Male)

Locale: 26% Phoenix, 15% Tucson

Most Engaged: Women 35-44 (slightly younger than 2016)

Age Breakdown:	18-24	25-34	35-44	45-54	55-64	65+
	3%	21%	22%	19%	17%	18%

#### Twitter: @azgives

**Followers: 2,302** (70% Female, 30% Male)

HH Income:	\$75k-\$99k	\$150k-\$174k	\$175k-\$199k	\$200k-\$249k	\$250k+
	16%	13%	13%	13%	14%

Interests: Business and News, Politics and Current Events, Business News and General Info, Movie News and General Info

Occupation:	36% Professional/Technical	22% Homemaker
	20% White-Collar Worker	20% Self-Employed
	17% Management	16% Health Services
	13% Retired	12% Sales and Marketing

March 22 - April 18: On page reach: 638.3k impressions (327.2k the week of Gives Day)  
1.6% engagement rate (1.4% in 2016) 20,200 link clicks (238 in 2016)

790 tweets 247 retweets  
621 likes (415 in 2016) 45 replies & 368 mentions

#### Instagram: #AZGivesDay

**Followers: 829**

April 2 - April 4: 1,175 posts used #AZGivesDay 112 posts used #AZGivesDay2017