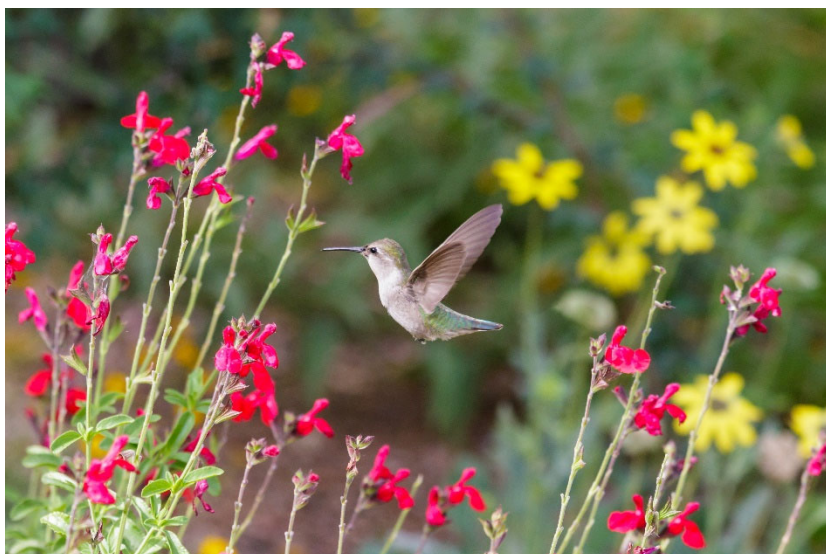


Why Is Your Support So Important?

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

Arizona Gives began in 2013 and has **helped raise more than \$42 million for Arizona's nonprofit sector**. The statewide, 24-hour, online giving campaign takes place in April each year and has between 800-1,100 participating nonprofits. The program is run by AZ Impact for Good, a nonprofit that unites the nonprofit and philanthropy sector to create a thriving Arizona.

Arizona Gives helps people find, learn about, and contribute to the causes they believe in while also enabling nonprofits to share their stories and engage the community through a unique online giving platform – AZGives.org.



Though Arizona Gives Day only happens once a year, (24-hour period with nonprofit incentive prizes) 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, and any donor is welcome to checkout as a guest or create a login to keep track of their Arizona Gives donations throughout the year.

This is a tremendous opportunity to show your support for Arizona's entire nonprofit sector year-round and make a difference in our local communities. Annual support from community and business partners help make Arizona Gives successful and make our communities stronger.

Did you know that 75% of the Arizona Gives program is fundraised? The funds raised go to provide nonprofit training, pre-designed and templated nonprofit materials, marketing/PR to encourage giving, and nonprofit incentive prizes.

Find out how your organization can play a key role in supporting Arizona Gives and ensure nonprofits receive the resources they need to be successful fundraisers and build philanthropy in our great state.

Presenting \$100,000+

- Please contact AZ Impact for Good to discuss further.

Platinum \$50,000

Benefits include: *(bold bullet points mean benefits are unique to sponsor level)*

- **AZ Impact for Good newsletter/social media story spotlight during year**
- **Arizona Gives email/social media story spotlight during year**
- **Ad placement in AZ Impact for Good e-newsletter (1000x200) during month before Gives Day (AZ Impact for Good's highest member engagement rate annually)**
- **Opportunity for banner ad (600x160) to be included in ALL nonprofit AND donor Arizona Gives email communication February – April (peak readership)**
- **Opportunity for banner ad (600x160) to be included in ALL nonprofit AND donor Arizona Gives mail communication May – December**
- **Logo/Name on all advertising (some restrictions due to ad size may apply)**
- **Opportunity to present 30-45 minute workshop for nonprofit audience – includes promotion and listing on our events and education page**
- **Submit :30 video thanking donors – sent via email and all Arizona Gives Day social channels**
- **Submit :30 video explaining why you support Arizona Gives and nonprofit community - sent via email and all Arizona Gives Day social channels**
- **Opportunity to talk (1-2min) at any nonprofit workshop training for Arizona Gives**
- **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 shown on all Nonprofit Training webinar sessions
- 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

Gold - \$25,000

Benefits include: *(bold bullet points mean benefits are more than previous sponsor level)*

- **Two stand-alone social media posts two weeks prior to Arizona Gives Day (both Arizona Gives Day and AZ Impact for Good social media)**
- **Opportunity for banner ad (600x160) to be included in two nonprofit AND two donor email communications February – April (peak readership)**
- **Opportunity for banner ad (600x160) to be included in three nonprofit AND three donor email communications May - December**
- Inclusion in four social media sponsor posts on Arizona Gives Day
- Name included in all press releases and media alerts
- Logo shown on all Nonprofit Training webinar sessions
- Logo prominently displayed on AzGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits

Silver - \$10,000

Benefits include: *(bold bullet points mean benefits are more than previous sponsor level)*

- **Opportunity for banner ad (600x160) to be included in two nonprofit AND two donor email communications February – April (peak readership)**
- **Opportunity for banner ad (600x160) to be included in one nonprofit AND one donor email communication May - December**
- **Inclusion in four social media sponsor posts on Arizona Gives Day**
- **Sponsor of Nonprofit Toolkit – on-demand, customizable ads and social media graphics for registered nonprofits**
- Name included in all press releases and media alerts
- Logo shown on all Nonprofit Training webinar sessions
- Logo prominently displayed on AzGives.org homepage
- Inclusion in follow-up/thank you email to all donors and nonprofits

Copper - \$5,000 - Benefits Include: *(bold bullet points mean benefits are more than previous sponsor level)*

- **Opportunity for banner ad (600x160) to be included in one nonprofit AND one donor email communications February – April (peak readership)**
- **Opportunity for banner ad (600x160) to be included in one nonprofit OR one donor email communication May - December**
- **Name included in all press releases and media alerts**
- Inclusion in two social media sponsor posts on Arizona Gives Day
- Logo displayed on Sponsor Page and rotating on AZGives.org homepage
- Logo shown at all live Nonprofit Training webinar sessions
- Inclusion in follow-up/thank you email to all donors and nonprofits (#)

Bronze - \$2,500 - Benefits include: *(bold bullet points mean benefits are more than previous sponsor level)*

- Inclusion in two social media sponsor posts on Arizona Gives Day
- Logo displayed on Sponsor Page and rotating on AZGives.org homepage
- Logo shown on all live Nonprofit Training webinar sessions
- Inclusion in follow-up/thank you email to all donors and nonprofits (#)

Banner Ad, Donor Email - \$1,500

- 600x160 banner ad (provided by you)
- Included in ONE donor email communication the month of March leading up to Arizona Gives Day (65,000+ contacts)
- Link banner ad to preferred URL

Banner Ad, Nonprofit Email - \$750

- 600x160 banner add (provided by you)
- Included in ONE nonprofit email communication the month of March leading up to Arizona Gives Day (4,500+ contacts)
- Link banner ad to preferred URL

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. Arizona Gives has a goal of raising \$250,000 to use for incentive prizes that go directly to participating nonprofit organizations. 100% of funds are fundraised.

Overview:

- Sponsor of a specific prize pool
- Receive benefits equivalent to Platinum through Bronze levels (based on \$ amount)
- A new prize pool can be created potentially using one of the following parameters to align with your organization's giving guidelines:
 - Regional/Location-Based
 - Mission/Cause Area Focused
 - Particular Demographics/Populations Served
 - Random Drawings
 - Or Let's Brainstorm!

Sponsor Existing OR Create Your Own Incentive Prize Pool - \$5,000 to \$10,000

- Sponsor of a specific prize pool
- Receive benefits equivalent to Platinum through Bronze levels (based on
- A new prize pool can be created using the nonprofit 'Focus Areas' to align with what your organization typically supports
 - Regional/Location-Based
 - Mission Focused such as:
 - Animal
 - Arts & Culture
 - Healthcare
 - Veterans
 - Or Let's Brainstorm!
- Logo included in social media "Prize Pool" post(s) during the Arizona Gives Day giving period
- Logo included on Prizes page and nonprofit materials
- Logo included on Sponsor page and rotated 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

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 Jennifer Purcell, jenniferp@zimpactforgood.org.

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



#AZGivesDay

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

LAST YEAR'S RESULTS

Arizona Gives 2023

2013-2023 Raised:

\$42 Million

2023 Total Raised:

\$5.3 Million

Includes day-of online and offline donations, donations made May 2022 thru April 2023, and incentive prizes.

2023 Volunteer Hrs Pledged:

59,110 volunteer hours by 1,366 donors

Donations April 3 (24 hours) / Overall Giving (May 2022-April 2023):

Average raised per nonprofit:	\$2,803 / \$6,079	(2022 = \$2,375 / \$6,547)
Total number of donations:	16,660 / 26,263	(2022 = 15,199 / 26,263)
Average donation size:	\$147 / \$203	(2022 = \$143 / \$187)
Total number of donors:	9,901 / 13,591	(2022 = 9,122 / 15,881)
Average giving per donor:	\$248 / \$313	(2022 = \$239 / \$301)
Nonprofits receiving donations:	876	(2022 = 915)

Donor Survey Findings: *(last year)*

Likely to give again:	92% are very or extremely likely to donate again next year (95)
First time for Arizona Gives Day:	23% said it was their first time giving on Arizona Gives Day. (22)
First time new organization:	24% gave to an organization they'd never given to before. (25)

Nonprofit Survey Findings: *(last year)*

Additional Money:	93% of nonprofits said Arizona Gives Day helped them raise additional money they wouldn't have otherwise raised. (88)
Campaign Strategy:	72% of nonprofit said they used an email campaign strategy. (76) 67% used a social media campaign strategy. (80)

Results By Region (Mar15-Apr20): *(last year)*

Central Arizona:	Dollars:	55.5% (55.8)
Maricopa, La Paz	Donations:	51.9% (53.6)
Southern Arizona:	Dollars:	36.0% (37.1)
Cochise, Graham, Greenlee, Pima, Pinal, Santa Cruz, Yuma	Donations:	39.6% (38.9)
Northern Arizona:	Dollars:	8.3% (7.1)
Apache, Coconino, Gila, Mohave, Navajo, Yavapai	Donations:	8.0% (7.5)

Incentive Prizes:

\$180,000 in incentive prizes awarded to 122 nonprofits.

Arizona Gives Day was featured in a robust combination of local and state media. The event was featured in over 100 print, television and radio features and the event acquired more than *36.4 million impressions* from digital advertising.

AZ Impact for Good @azimpactforgood

Email Subscribers 13,600 (open rate averages 30%)

Facebook Followers: 5,814

Instagram Followers: 2,030

Twitter Followers: 5,291

LinkedIn: AZ Impact for Good 4,453

Arizona Gives @azgives

Email Subscribers

Donors: 68,819 (open rate over 35%) **Nonprofits: 4,500**

Facebook:

Followers: 14,000 (77.5% Female, 22.5% Male)

Likes: 12,829

Locale: 40.9% Metro Phoenix, 15.7% Tucson, 2% Yuma, 1.7% Flagstaff

Most Engaged: Women 35-54 (slightly older than 2017's Women 35-44)

Age Breakdown:	18-24	25-34	35-44	45-54	55-64	65+
	1.6%	10%	19%	19%	17%	21%

713 Event Responses, 1,101 Post Reactions & 452 Shares

Twitter:

Followers: 2,629 (64% Female, 36% Male)

HH Income:	\$50k-\$75k	\$75k-\$99k	\$100k-\$125k	\$125k-\$150k	\$150k-\$199
	10%	14%	14%	11%	11%

March 15- April 30: On page reach: 3.7k impressions
158 tweets & 250 retweets
785 likes & 368 mentions

Instagram:

Followers: 2,436 (78.6% Female, 21.3% Male)

Locale: 30.6% Metro Phoenix, 10.8% Tucson

13,700 posts used #AZGivesDay

100+ posts used #AZGivesDay2023