



BIG DAY OF GIVING 2016

POST-EVENT REPORT

Methodology

Information analyzed for this report came from a variety of sources, including the following:

QUANTITATIVE METRICS

- Online giving and credit card portal information from Kimbia, Inc., showing who donated, where they came from, and how many times they donated.
- Reports from participating nonprofits regarding donations received through alternative methods during the technology outage.

QUALITATIVE ANALYSIS

- Focus groups with participating nonprofits after BIG Day of Giving.
- Surveys
 - Donor survey after BIG Day of Giving.
 - Participating nonprofit surveys before and after BIG Day of Giving.

Participation in both surveys was optional and anonymous. Some topics included:

- Trainings to prepare nonprofits for BIG Day of Giving
- Impact of participating in BIG Day of Giving
- Methods of working around the technology outage
- Participation in various events
- Overall satisfaction
- Ways to improve

Participating nonprofits and donors who made a donation at bigdayofgiving.org received an email invitation to participate in an online survey following BIG Day of Giving. For the participating nonprofit survey, 200 responses were received from a total of 570 organizations, a 35% response rate. For the donor survey, 1,490 responses were received from a total of 13,839 donors, an 11% response rate. Please note that this is a nonscientific survey; self-reported data from surveys can only be considered as the opinions of the survey participants.

In addition, the Foundation conducted a series of three focus groups. A total of 55 organizations attended, representing a cross-section of the region's nonprofits and including representatives from organizations of different sizes, sectors, and other BIG Day related factors (for example, representatives from both new and returning organizations, and from organizations that raised differing amounts of donations during the event).

The Numbers

In the third year of our region's online giving challenge, BIG Day of Giving 2016 aimed to raise \$6 million from 30,000 donors for 570 nonprofits in 24 hours. Year after year, this event has exceeded its goals of raising unrestricted dollars for hundreds of local nonprofits. This year was no exception, but the road to success was not without challenges. Beginning at 6:00 AM, only six hours into the event, the

bigdayofgiving.org website began to experience intermittent problems that ultimately resulted in a full website failure. Kimbia, the company that hosted the giving portal, was unable to resolve the issues plaguing the system, and Foundation staff had to make a decision about moving forward with the event. After discussing previously-arranged contingency plans, speaking with multiple stakeholders and exploring other options, the Foundation decided to extend the hours of the event to May 4th at 3:00 PM. Nonprofits began accepting donations through their own website donation portals as well as offline donations of cash and checks. The Foundation also opened a phone bank for donors, adding an additional method of giving for the remaining hours of the event.

Throughout the day, donors and nonprofits alike rose to the challenge, working together to overcome the technology crash and demonstrating the resiliency of our region. Below is a breakdown of how BIG Day of Giving exceeded its goals and how the community, even in the face of adversity, came together in a BIG way.

2016 Donation Sources	Amount Raised	Description
<i>Online donations made at www.bigdayofgiving.org</i>	\$2,888,776	Donations made at the event website and taken over the phone during the website outage.
<i>Donations made directly to participating nonprofits (reported to SRCF)</i>	\$2,141,294	Nonprofit participants were asked to report donations received on May 3-4 that were not made through bigdayofgiving.org. Many nonprofits used their own website giving portals, and others accepted gifts of checks and cash at events and at their places of business.
<i>Matching funds raised by nonprofit participants</i>	\$857,393	144 nonprofits successfully raised over \$1M in matching funds. Close to all of these matching funds were realized, and many donors reported that they were motivated to give because of available matching funds.
<i>Offline donations from Community Foundation Donor Advised Funds</i>	\$782,993	Fundholders at the Sacramento Region Community Foundation, Placer Community Foundation and Yolo Community Foundation could give to participating nonprofits on BIG Day of Giving through donor advised funds.
<i>Incentive Pool/Prizes & Company Matches</i>	\$409,000	Funds raised through community sponsorships and corporate matching programs were distributed to participating nonprofits.
<i>Donations made through GivingEdge & SRCF Website</i>	\$27,768	Donations also came in through the Foundation's other websites: sacregcf.org and givingedge.guidestar.org.
Total Amount Raised for 570 Local Nonprofits	\$7,097,623	

The Numbers to Date

<i>Arts Day of Giving 2013</i>	\$525,000	78 arts organizations
<i>BIG Day of Giving 2014</i>	\$3,200,000	294 nonprofit organizations
<i>BIG Day of Giving 2015</i>	\$5,600,000	529 nonprofit organizations
<i>BIG Day of Giving 2016</i>	\$7,100,000	570 nonprofit organizations
Total Raised for Local Nonprofits Since 2013	\$16,425,000	

More Stats...

- ▶ **29%** increase in total amount raised by nonprofits from BIG Day of Giving 2015.
- ▶ **13,839** donors made **23,431** donations through bigdayofgiving.org.
 - **65%** of donors opted to cover the transaction fee, resulting in **\$96,000** additional donations to participating nonprofits.
- ▶ **\$9,800**: Average amount raised per nonprofit, including donations both on and off the bigdayofgiving.org website.
- ▶ **60%** of donations made at bigdayofgiving.org were between \$25 - \$50.

The Story

After 9 months of planning, training, and preparations, the stage was set for another successful day of giving. The 570 participating nonprofits were ready to jump into action at the stroke of midnight, and there was an air of excitement and anticipation regarding what this community was about to do – raise millions of unrestricted dollars for local nonprofits and ignite personal philanthropy throughout the region.

Timeline	Description
Midnight Kick off 12 AM	- The event begins!
2:00 AM – 5:00 AM	- After a booming start, staff takes a break during the anticipated lull in activity and tries to sleep. - Nonprofits compete for six hourly prize challenges.
5:30 AM – 8:30 AM	- The Foundation Command Center reopens; staff begin awarding prizes and monitoring the leaderboards. - Staff notices slowing on the administrative side of the system and immediately notifies the technology provider, Kimbia. <ul style="list-style-type: none"> ○ Kimbia assures staff that these issues only affect the administrative side of the website.
8:30 AM – 12 Noon	- <i>By 7 AM</i> : The Foundation is receiving multiple emails and calls regarding website issues. - Media and other corporate partners begin arriving for breakfast, interviews, and photo ops at the Command Center. - Foundation staff pushes for answers from Kimbia. <ul style="list-style-type: none"> ○ Kimbia responds that these issues are affecting all Give Local America sites across the country. Kimbia states that staff is working to fix the problem.
8:30 AM – 12 Noon	- <i>By 8:30 AM</i> : Bigdayofgiving.org becomes inoperable; Kimbia ceases communicating with Foundation staff. - The Foundation reviews contingency plans drafted prior to May 3 rd , which include using Kimbia technology on another website. <ul style="list-style-type: none"> ○ Without a response from Kimbia, contingency plans cannot be initiated.
Noon – 1:30 PM	- Staff responds to hundreds of calls and emails flooding the office.
Noon – 1:30 PM	Halftime Event at Cesar Chavez Park

	<ul style="list-style-type: none"> - 22 regional nonprofits join Foundation staff to celebrate their missions and drive donors to give. - The planned media presence allows attendees to communicate positive messages about the event and their work. - Foundation staff connects with participating nonprofits and supporters and seeks input.
<i>1:30 PM – 3:30 PM</i>	<ul style="list-style-type: none"> - After 5 hours of waiting, Kimbia updates the Foundation and Give Local America sites nationwide (all of which are affected by the technology issues): <ul style="list-style-type: none"> o Kimbia cannot identify problems leading to the failure; o Kimbia cannot promise a fix; o Kimbia donation forms are inoperable, rendering the Foundation’s contingency plans unworkable. - The Foundation responds: <ul style="list-style-type: none"> o Foundation staff contacts nonprofits via email, the Facebook Learning Community, and local media. o Donors are asked to give via each nonprofit’s respective website; o The Foundation organizes a volunteer-run phone bank to accommodate nonprofits that lack an online giving portal; - BIG Day of Giving is extended an additional 15 hours to compensate for time lost during the technical outage.
<i>3:30 PM – 9:00 PM</i>	<ul style="list-style-type: none"> - Volunteers arrive at Foundation offices to staff the phone bank in shifts.
<i>9:00 PM – 5:00 AM</i>	<ul style="list-style-type: none"> - The phone bank closes for the evening. - Donors continue to give via nonprofits’ online giving platforms.
<i>5:00 AM – Noon</i>	<ul style="list-style-type: none"> - The phone bank reopens; Foundation staff continues updating nonprofits and donors. - In an incredible outpouring of support from local media, news vans fill the Foundation parking lot while reporters and cameras crowd the Command Center.
<i>Noon – 3:00 PM</i>	<ul style="list-style-type: none"> - Phones ring continuously as volunteers arrive to take shifts answering phones. - Other supporters bring coffee, food platters, hugs, therapy dogs, flowers, and messages of encouragement.
<i>3:00 PM – 9:00 PM</i>	<ul style="list-style-type: none"> - <i>3 PM</i>: The extended BIG Day of Giving officially ends. - Volunteers and media slowly leave the Command Center. - Foundation staff continues to work – helping donors with refunds, inputting donations from the phone bank, working with Kimbia to report totals on the website’s leaderboard, and writing press releases for the morning news.

The Donors...

Analysis of donor responses to the post-BIG Day of Giving survey revealed the following stats:

- ▶ Top ways that donors heard about BIG Day of Giving:
 - #1 Email
 - #2 Social media
- ▶ The top way donors promoted the event to others was by word of mouth.
- ▶ **83%** of survey respondents said they were likely or very likely to make a donation during the next BIG Day of Giving.
 - 36% made additional comments indicating that they would need assurance that this year's tech problems would not happen again.
- ▶ **79%** stated that they "will probably give ... again" to the nonprofits they supported during the BIG Day of Giving.
- ▶ **67%** considered the availability of matching gifts when making a decision to donate.
- ▶ **47%** made donations on BIG Day of Giving to nonprofits that they had previously supported in 2016.
- ▶ **34%** of survey respondents were new donors to at least one organization they supported during BIG Day of Giving.

Why Donate During BIG Day of Giving?

The survey offered a comment box that allowed donors to communicate additional important factors that influenced their decisions to give. Analysis of these free responses revealed certain themes around donors' reasons for participating:

- ▶ **Most common theme: To support a specific organization or area of interest.**
 - Many respondents also reported a personal connection with participating organizations.
- ▶ **Second most common theme: Community Spirit.**
 - The motivation to give came from a "[s]ense of pride in our community and being part of something bigger than myself. My small donations became part of the momentum for our region."
 - "Being a part of an overall community effort was rewarding."

The Nonprofits...

Analysis of nonprofit responses to the post-BIG Day of Giving survey revealed:

- ▶ **89%** of responding organizations continued fundraising during the extended hours of the campaign. (The extended campaign included an additional 15 hours.)

- ▶ **52%** stated that they met or exceeded their visibility goals.
- ▶ **42%** stated that individual nonprofit matches were important or very important to their organization’s engagement with BIG Day of Giving.
- ▶ When asked to think about future BIG Day of Giving campaigns, the following issues were ranked as important or very important by the highest number of respondents:
 - The ability to accept offline donations (**73%**)
 - Securing individual nonprofit matches (**63%**)
 - Using a new online technology vendor (**60%**)

Capacity Building

- ▶ **59%** agreed or strongly agreed that their organization’s social media presence became stronger due to participating in BIG Day of Giving.
- ▶ **52%** stated that 100% of their board members donated during BIG Day of Giving 2016. This is up from **47%** in 2015 and up from **9%** in 2014.
- ▶ **41%** agreed or strongly agreed that participating in the BIG Day of Giving strengthened their board engagement.
- ▶ **28%** reported collaborating with another participating nonprofit and **23%** collaborated with local business(es) during BIG Day of Giving.

Focus Group...

The nonprofit focus groups followed a plus/delta model, asking participants to discuss the benefits of participating in the event, while also providing suggestions on how to improve the process. After transcribing notes, a generic category was assigned to each comment. Below are the top categories for plus and delta sessions across all focus groups.

Top 10 Plusses +	Top 10 Deltas ▲
1. Bootcamps and trainings	1. Tech issues
2. Marketing & media efforts by organizers	2. Need for more/more specific training
3. Increased board engagement	3. Loss of new donors
4. Improved donor engagement	4. Bandwidth; employee fatigue due to additional hours of the event
5. Foundation efforts in hosting the event and responding to the tech outage	5. Create more opportunities for board engagement
6. Increased collaboration & sense of community within the nonprofit sector	6. Reduce the number of participating nonprofits
7. Securing individual matching grants	7. Need for nonprofit-specific contingency planning

8. Improved use of social media	8. A simplified prize challenge structure
9. The Facebook Learning Community	9. Increase communication from Foundation, both during the tech issues and throughout the year
10. Sense of community throughout the region (being part of something BIG)	10. Desire for lower transaction fees

Overall take-aways..

- ▶ Biggest plus: training
 - Participants want more frequent and tailored training.
- ▶ Biggest delta: technology issues
 - Desire for a more robust contingency plan;
 - Desire for nonprofit training on contingency planning and crisis communication.
- ▶ Silver linings:
 - The tech failure pushed nonprofits to engage with donors more directly;
 - Nonprofits appreciated the ability to accept donations outside of the main website.

Overwhelmingly, participants noted that BIG Day of Giving has become a vital resource for networking, collaborating and peer learning among the nonprofit community.

In Closing...

The tenacity of the nonprofit sector and the generosity of relentless donors made BIG Day of Giving a success despite the failure of technology. The day would not have happened without the support of local media, volunteer support, and social media channels to help communicate important messaging throughout the event. This year's technical challenges brought about additional work and outcomes:

- ▶ Refunds due to website issues went from 1 out of every 800 donations in 2015, to 1 out of every 53 donations refunded this year.
- ▶ Customer service at the Foundation accelerated by managing over 1,100 emails and 1,100 phone calls over a span of 72 hours.
- ▶ Volunteers helped to provide additional customer service support in the week post-BIG DoG.
- ▶ The Foundation facilitated and participated in collaborative group of over 30 community foundations that were also affected by the Kimbia glitch associated with the Give Local America national giving day.
- ▶ This group worked together on the following:
 - Helped dissect the issues, support each other during the crisis, and determine next steps;
 - Hosted a giving day technology roundtable with other key possible technology vendors;
 - Negotiated compensation from Kimbia via a joint statement.

2017 and Beyond...

The BIG Day of Giving is a small moment in time each year when this region can come together and shine a very big spotlight on our nonprofit community. Even with this year's challenges, the donors found a way to make their donations and the nonprofits were still given a platform to shine. As we look to the future, our goal is to continue to evolve the program and all its different facets. We will be looking at many ways to improve, such as more tailored training opportunities for nonprofits, and a new, robust contingency plan to name just a few. While the day itself is just 24 hours, the nine months prior to the day are just as important and we look forward to making the entire experience more efficient and worthwhile. We are confident that next year's BIG Day of Giving will provide many opportunities for growth, both for the event and for each nonprofit that participates.

Thank you to the donors who stepped up to support a nonprofit this year and thank you to the nonprofits who worked tirelessly to raise funds and connect with donors, all while providing critical services to our community. Finally, a huge thank you to all of this year's sponsors, media and outreach partners, and countless volunteers – without you, BIG Day would simply not exist.

Don't forget to mark your calendars for next year's BIG Day of Giving on **May 4th, 2017!! To read the latest news, [click here](#).**

With Gratitude...

We would like to thank our **Point DoG** sponsors for their generous support of the BIG Day of Giving 2016 Post-Event Recap report



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