

OMAHA GIVES!

a 24-hour charitable challenge

Omaha Gives! surpassed all of our expectations in its second year. The community showed tremendous support for our local nonprofits and doubled the amount raised from last year! Because of this outstanding generosity, Omaha Gives! is the

SIXTH LARGEST GIVING DAY IN THE NATION!

Thank you to everyone that was a part of this day - nonprofits, donors, and our sponsors! We couldn't be more proud to be part of this amazing community.

OMAHA GIVES! IN OUR COMMUNITY

- Raise awareness for nonprofits and philanthropy in general
- Engage younger and new donors
- Build the capacity of nonprofits, including telling the story of their impact and online fundraising skills

RESULTS

- Number of unique donors: 18,112 (average of 60 donors per nonprofit)
- Number of donations: 35,634
- Number of nonprofits: 569
- Amount raised: \$6,360,707 (includes \$852,000 of matching and prize funds)
- Average amount raised per organization (before matching funds): \$9,700
- 47% of donors gave to at least one organization for the first time
- OCF donors contributed over \$2.9 million

SOCIAL MEDIA RESULTS

- 342 new Twitter followers over 3 month promotional period (26% increase)
- 92 new followers May 20-22, 27% of our 3-month increase
- 164 Twitter mentions May 20-22
- 1,848 new Facebook likes over 3-month promotional period (106% increase)
- 657 new Facebook likes May 20-22, 36% of our 3-month increase
- OCF Facebook content reached 88,588 on May 21
- #OmahaGives was the top trending hashtag in our region on May 21

ORGANIZED BY THE OMAHA COMMUNITY FOUNDATION,
WHERE WE BELIEVE IN THE POWER OF COLLECTIVE GIVING.



Omaha Community
Foundation

DONOR RESPONSES

- 94% are likely to continue to support the organizations they gave to during Omaha Gives!
- 94% are likely to participate in future Omaha Gives! events
- 66% will not change the total amount they planned to donate this year; 32% will give more
- 56% supported two or more organizations through Omaha Gives!
- 50% of donors are more likely to follow the organizations they supported on social media
- Average donor demographics: 52 years old, female, married, Caucasian

Top 3 reasons people gave during Omaha Gives!:

- To help nonprofits receive matching funding and prizes
- To make a donation to nonprofits I regularly support
- To participate in a community-wide event

NONPROFIT RESPONSES

- Average percentage of new donors reported by nonprofits: 31%
- On average, participating nonprofits reported that they spent \$360, used 28 employee hours, and had 3 employees working to help promote Omaha Gives!
- Email and social media were the primary channels used to promote Omaha Gives!
- Facebook was reported to be the most effective social media tool to promote their organization
- 93% of nonprofits are likely to participate in future Omaha Gives! events
- 56% participated in Omaha Gives! in 2013
- 69% reported that Omaha Gives! increased their overall funding in 2013

Top 3 reasons for participating in Omaha Gives!:

- To raise money
- To reach new donors
- To raise awareness about our organization

We are conducting a formal evaluation of the event and will share results later this year.