

OMAHA GIVES!

a 24-hour charitable challenge

2013 Evaluation

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Omaha Gives! 2013 Evaluation

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Executive Summary

The Omaha Community Foundation (OCF) held its first giving day, Omaha Gives!, on Wednesday, May 22, 2013 with the goals of:

- Raising \$2 million with broad-based community participation (including 200 nonprofit organizations and 5,000 individual donors)
- Raising awareness of nonprofits and philanthropy in general
- Engaging younger and new donors
- Raising awareness about the Omaha Community Foundation to a new audience
- Building the capacity of nonprofits, including helping nonprofit organizations tell their story and increase online giving capacities.

The results from this evaluation show Omaha Gives! did reach its goals. It raised much more money and engaged many more nonprofit organizations and donors than it set out to do. To some degree it also raised awareness about nonprofits, philanthropy and OCF; engaged new and younger donors; and built the capacity of some participating nonprofits.

Who participated?

A total of 318 nonprofit organizations and 10,861 unique donors participated in Omaha Gives!. The organizations that participated included a greater percentage of human service; arts, culture & humanities; and environment & animal organizations in relation to the broader nonprofit population. It also included about an equal percentage of education and religion-related organizations and a lower percentage of health and public & societal benefit organizations than the broader nonprofit population.

A little less than half of the nonprofit participants had budget sizes of under \$300,000. This is compared to the broader nonprofit population where more than 70% of nonprofits have revenues of less than \$250,000. There also appeared to be a higher percentage of organizations participating in Omaha Gives! that provide services in Sarpy and Pottawattamie Counties and a lower percentage of organizations providing services in Douglas County compared to the broader nonprofit population.

Based on survey responses, Omaha Gives! donors were more likely to be female, older, white and have a higher income than the Omaha-area population; however, the average age of survey respondents was about 48 years and a higher percentage of survey respondents were Young Professionals (age 25-44) when compared to the compared to the Omaha Combined Statistical Area. This indicates Omaha Gives! did reach younger donors compared to more typical donors who tend to be older than 45. Omaha Gives! also engaged some donors who were new to giving or seldom gave before. Organizational representatives also said they gained new donors during the event.

How much was raised and by whom?

Omaha Gives! raised a little more than \$3.07 million, including \$565,000 in matching and prize funds. The average gift size was \$132, the median \$25, and the mode \$10. Gifts ranged from \$10 to \$200,000 and the majority of gifts (68%) were under \$50. A total number of 19,038 gifts were made, 1.75 gifts per unique donor. The range in number of gifts made by donors was 1 to 39 gifts; a little over 70% of donors gave to one organization.

The top 10 organizations receiving the most money were fairly diverse in areas of service: three were arts-related organizations, two human services, and one each education, public & societal benefit, health, religion-related, and environment & animals. However, all ten organizations had budget sizes of \$300,000 or more and all but four indicated they provide services only or mainly in Douglas County. A little more than half of the nonprofit participants raised \$2,500 or less. Human services received the highest percentage of total funding, followed by arts, culture & humanities; education; public & societal benefit; health; religion; and environment & animals.

There was somewhat greater diversity of organizations in the top 10 spots for most gifts received. In service area: four of the ten were arts, culture & humanities organizations; three human services, two environment & animal; and one education. In addition, four of the ten organizations had budgets below \$300,000 and half of the organizations served more than just Douglas County. Among all nonprofit participants, 188 organizations (59%) received 49 or fewer gifts. There seemed to be little correlation between the number of gifts and amount raised by organizations.

It appeared the organizations that did well during the event, especially engaging a lot of donors to raise a relatively substantial total amount for their organization, had a strategy that involved promoting the event to current donors and social media followers. In particular, organizations with an already-established social media presence seemed to have an advantage. There did not seem to be any correlation between holding an event and the amount or number of gifts raised by an organization; however, the events were seen by some as a good way to build excitement and “community” feeling. There also didn’t appear to be a correlation between alphabetical listing and how well an organization did in raising funds or gifts.

What was the impact?

Data suggest some donors learned about new charities. Some interviewees said they had already heard about the charities before giving to them for the first time; however, other interviewees and survey respondents said that the event did raise awareness about nonprofit organizations in general.

It is too early to tell if giving has or will expand in the Omaha area due to Omaha Gives!; however, the data indicate at least some people became more engaged in giving and gave for the first time or plan to give more due to Omaha Gives!. At the very least, Omaha Gives! may have helped shift some giving from the fourth quarter to earlier in the year, which can be beneficial to many nonprofit organizations. Other giving days across the country show there is substantial opportunity to increase the amount given during the event.

Omaha Gives! also seemed to inspire many organizations to expand their online presence; however, it may take time to see the benefits of this increased capacity. Data suggest OCF did increase its visibility with a new audience; although several survey respondents suggested promotion of the event could be improved.

One impact difficult to capture is the “good feeling” that came from the event. Nearly everyone interviewed and participated in the event brought up things like the excitement, spirit, fun, or a sense of community inspired by the day. Many survey respondents also commented on this. Even though there was a competitive aspect to the event, there was also a sense of togetherness and collaboration.

What were the experiences of the participants?

The large majority of participants had a good experience participating in Omaha Gives! They expressed appreciation to OCF; that it was easy and a great and fun event; they liked the buzz, competition, and excitement of the event; they liked being able to leverage small gifts; it made them proud to live in the community; and wanted to see it done again next year. Nearly all donors and nonprofits surveyed said they are likely or very likely to participate again in the future.

Some participants had less positive experiences. Some experienced technical challenges; the biggest complaint was not being able to give to multiple organizations at one time. In some cases, respondents said this kept them from giving more than they might have otherwise. Beyond technical issues, some respondents wanted to have more and earlier information about the event and the charities included. Others expressed confusion or lack of clarity about several issues, especially how the matching funds and prizes were awarded.

Participants seemed to view Omaha Gives! as a good return on investment. Total costs for the event were estimated to be \$338,478, including nonprofit organization and OCF costs. Calculating the total amount raised minus costs, divided by costs, yielded a return on investment of \$8.09 for each dollar spent on the event. It appears from a purely financial perspective, the benefits outweigh the costs of the event. It is difficult to put a value on some other benefits such as future expanded or new giving, increased visibility for nonprofits and OCF, and the importance of the “community” feel and excitement of the event. The benefits were not the same for all participants.

What can be improved?

Many survey respondents and interviewees noted the need to improve the giving platform website. In particular, adding a “shopping cart” function. Others suggested a smart phone app to enable better compatibility with mobile users as well as making it easier to search for, find, and share information about nonprofits through the site. Some nonprofits wanted more usability and access to the organization’s page on the website.

Suggestions for better communication and outreach were also provided. This included better and earlier promotion of the event; clarifying information about matching gifts, prizes and who counts as unique donors, and services fees; better communication with nonprofits and donors during and after the event; helping nonprofits get the word out strategically; and being more inclusive in framing the event (for example, framing of the event to attract people from outside of Douglas and Sarpy Counties to give).

Some people suggested various charities that weren’t involved should be included next year. This included specific charities as well as in generally involving more charities located in Pottawattamie and Washington Counties and public school and library foundations. Others suggested some types of organizations NOT be included next time such as bigger organizations and private schools. Along these lines, survey respondents and interviewees had suggestions for making the competition fairer, such as including more prizes or support for small and/or medium-sized organizations, adding more prize categories by type of organization or location of organization; and adding more random and smaller, but larger numbers, of prizes.

Recommendations

Some key recommendations based on the findings are noted here, more details and further recommendations are listed in the full report:

- Do more to reach out to, encourage and support smaller nonprofit organizations, including additional prizes for smaller organizations.
- Although it's clear that some new and younger donors were reached in this first year, there is more opportunity to do more in the future.
- Enhance communication by providing earlier and broader promotion of the event; clarify information about matching gifts, prizes and who counts as unique donors, and services fees; provide more information for nonprofits and donors during and after the event; and help nonprofits get the word out strategically. Also, be inclusive in language and framing of the event to attract people from outside of Douglas and Sarpy Counties to give.
- Address suggestions for improving the website design issues such as adding a shopping cart function and enhancing user-friendliness and mobile applications.
- Check back with nonprofit organizations and donors a year or more after the event to better evaluate the overall impact of Omaha Gives! on giving and engagement.

Introduction

More and more communities across the United States are holding “giving days,” typically 24-hour fundraising efforts during which residents are encouraged to give online to support local charities, matched with gifts and prizes from local foundations, businesses and individual donors.¹ Community foundations have been leaders in these efforts, with the aim of increasing charitable giving and awareness about local charities, among other goals.²

The Omaha Community Foundation (OCF) held its first giving day, Omaha Gives!, on Wednesday, May 22, 2013 with the goals of:

- Raising \$2 million with broad-based community participation (including 200 nonprofit organizations and 5,000 individual donors)
- Raising awareness of nonprofits and philanthropy in general
- Engaging younger and new donors
- Raising awareness about the Omaha Community Foundation to a new audience
- Building the capacity of nonprofits, including helping nonprofit organizations tell their story and increase online giving capacities.

The event included \$565,000 in matching funds and prizes. OCF raised \$500,000 of matching funds to be shared by all participating nonprofits receiving donations during Omaha Gives!. The amount received was based on each organization’s overall percentage of funds raised the day of the event; however, donations only qualified for the match up to a \$10,000 limit to prevent large donations from skewing the allocation of matching funds. Participation prizes were given in two categories: small (annual operating budget under \$300,000) and large (annual operating budget \$300,000 or more) to organizations receiving the highest number of unique donors. In addition, \$1,000 prizes were given by randomly selecting a donation made each hour. Once a nonprofit received an hourly prize, they were not eligible to receive another one.³ OCF also provided training and support for participating nonprofit organizations.⁴

Eligible organizations were 501(c)3 public charities that have a mailing address in Douglas, Sarpy, and Pottawattamie Counties. Organizations were required to set up a profile on the Omaha Gives! site by April 15, 2013 to participate.

After the first Omaha Gives! event took place, researchers at the University of Nebraska at Omaha School of Public Administration were engaged to conduct an evaluation of the event. Based on the goals of the project, researchers set out to address the following questions:

¹ See Appendix A for a list of giving days. The Council on Foundations is also initiating “Give Local America,” for community foundations across the country to do doing giving days on May 6, 2014:

<http://www.givelocalamerica.org/#page-1>.

² West, Maureen. (2011, May 20). ‘Giving days’ garner large sums while attracting new donors. *The Chronicle of Philanthropy*. <http://philanthropy.com/article/Giving-Days-Help-Charities/127667/>.

³ See rules at: <https://omahagives24.org/rules-faq/>.

⁴ See nonprofit toolkit at: <http://omahafoundation.org/how-we-help-the-community/omaha-gives/nonprofit-toolkit/>.

1. Who participated in Omaha Gives?
2. How much was raised and by whom?
3. What impact did the giving day have on donors, charities, and OCF?
4. What were the experiences of OCF and the donors and charities that participated?
5. What can be improved if the event is held again?

These questions were addressed using several methods, including drawing on available OCF data (post-event surveys of nonprofits and donors who participated in Omaha Gives! and Omaha Gives! giving data), existing published secondary data and media reports, and a dozen interviews with Omaha Gives! organizers, donors, and nonprofit representatives who participated and did not participate in Omaha Gives! See Appendix B for an overview of the research methodology.

Findings

This section examines findings from the evaluation, addressing the research questions noted above.

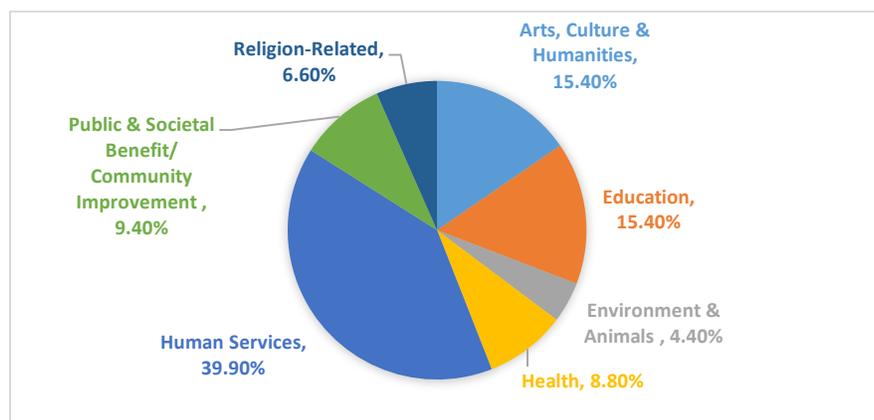
Who participated in Omaha Gives?

This section examines who participated in Omaha Gives!, including, what types of donors and charities participated and how reflective they were of the general population, if Omaha Gives! engaged younger and new donors, and who did not participate and why.

Nonprofit Organizations

A total of 318 nonprofit organizations participated in Omaha Gives!, far exceeding the goal of 200 nonprofit participants. By categorizing participant registration information into National Taxonomy of Exempt Entities (NTEE) categories,⁵ the data show most of these organizations self-identified as human service (39.9%; includes youth development & housing), followed by arts, culture & humanities and education (15.4% each), public & societal benefit (labeled “community improvement” in registrations, 9.4%), health (8.8%), religion-related (6.6%), and environment & animals (4.4%). See Figure 1.

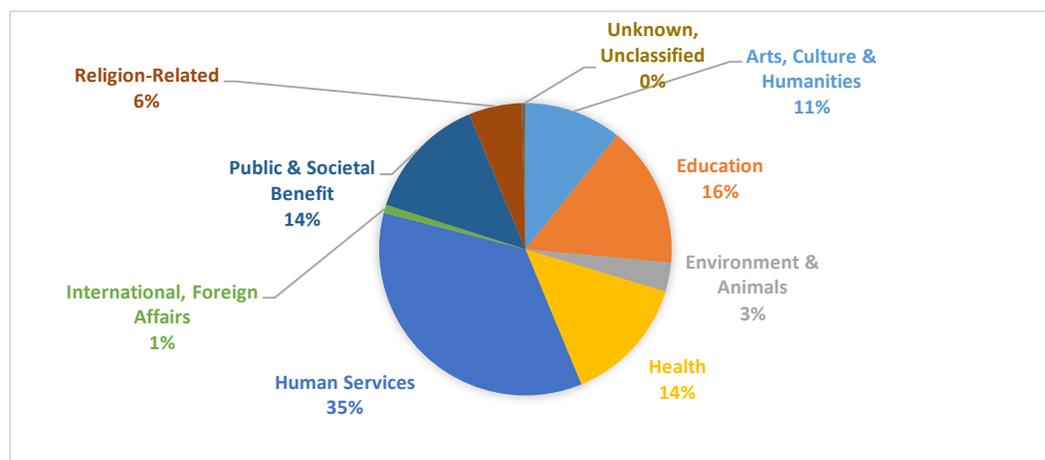
Figure 1: Nonprofit Organizations Participating in Omaha Gives! 2013 by Type



⁵ The National Taxonomy of Exempt Entities (NTEE) system is used by the IRS and NCCS to classify nonprofit organizations. It is also used by the Foundation Center to classify both grants and grant recipients. The NTEE – Common Codes classification system divides the universe of nonprofits organizations into 26 major groups under 10 broad categories. More information is available at: <http://nccs.urban.org/classification/NTEE.cfm>.

The best data that can be accessed currently for comparing participants to the larger nonprofit organization population in the Omaha area is from 2008 and may not include some smaller and religious organizations. According to IRS data from 2008, there were 1,074 501(c)3 public charities required to file 990 forms in the Omaha Metropolitan Statistical Area (MSA).⁶ The largest groups were human services (35.3%); then education (15.7%); health (14.1%); public & societal benefit (13.8%); arts, culture & humanities (10.8%), and so on. See Figure 2.

Figure 2: All 501(c)3 Public Charities Required to File by Type in the Omaha MSA, 2008, from IRS/NCCS



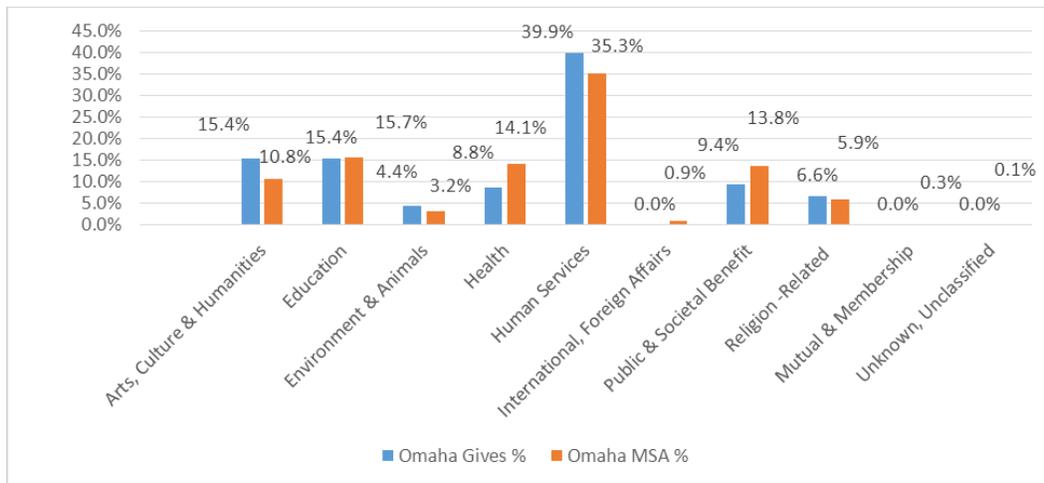
In comparing the Omaha Gives! participants to the charity data above, the organizations that participated in Omaha Gives! included a greater percentage of human service (39.9% of participants compared to 35.3% for the population); arts, culture & humanities (15.4% vs 10.8%); and environment & animal organizations (4.4% vs. 3.2%). It also included about an equal percentage of education (15.4% and 15.7%), and religion-related (6.6% vs. 5.9%) organizations and a lower percentage of health (8.8% vs. 14.1%) and public & societal benefit (9.4% vs. 13.8%) organizations. There appeared to be no international or mutual & membership organization participants in Omaha Gives!. This data indicate then an over-representation of human services; arts, culture & humanities; and environment & animals and under-representation of health, public & societal benefit, international, and mutual & membership organizations. See Table 1 and Figure 3.

⁶ 2008 is the most recent data available that breaks organizations down by type for the Omaha MSA. This data from the NCCS Core File was gathered as part of the report done for the Nonprofit Association of the Midlands in 2011, "An Analysis of the Midwest Region Nonprofit Sector." The Omaha MSA includes Douglas County, four additional counties in Nebraska (Cass, Sarpy, Saunders, and Washington), and three Iowa counties (Harrison, Mills, and Pottawattamie). There are some limitations to this data because it only includes 501(c)(3) organizations that were required to file a Form 990 or Form 990-EZ and complied. At the time, a 501(c)3 organization must file Form 990, Form 990-EZ or, if a private foundation, Form 990-PF with the IRS if the organization has annual gross receipts of over \$25,000. If an organization receives less than \$25,000, it still may choose to file one of the full 990 Forms if the organization so desired. Additionally, religious organizations are not required to file and organizations with national or regional headquarter offices may file a group IRS 990 form in another state. Thus, the data does not fully capture the number of small and/or religious organizations or organizations headquartered outside the study area.

Table 1: A Comparison of Omaha Gives! Nonprofit Participants with the Population of Omaha MSA Nonprofits by Type of Program Service Classification, Omaha Gives! and 2008 IRS Data

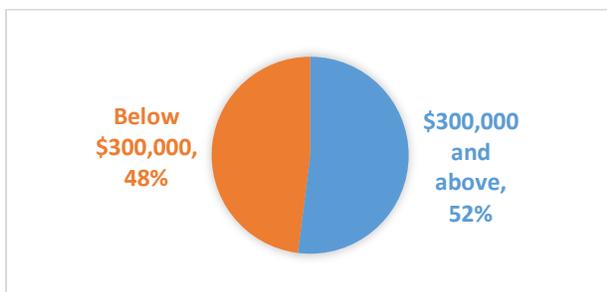
NTEE Code	Program Service Classification	Omaha Gives #	Omaha Gives %	Omaha MSA #	Omaha MSA %
A	Arts, Culture & Humanities	49	15.4%	116	10.8%
B	Education	49	15.4%	169	15.7%
C-D	Environment & Animals	14	4.4%	34	3.2%
E-H	Health	28	8.8%	151	14.1%
I-P	Human Services	127	39.9%	379	35.3%
Q	International, Foreign Affairs	0	0.0%	10	0.9%
R-W	Public & Societal Benefit	30	9.4%	148	13.8%
X	Religion - Related	21	6.6%	63	5.9%
Y	Mutual & Membership	0	0.0%	3	0.3%
Z	Unknown, Unclassified	0	0.0%	1	0.1%
	Total	318	100.0%	1,074	100.0%

Figure 3: A Comparison of Omaha Gives! Nonprofit Participants with the Population of Omaha MSA Nonprofits by Type of Program Service Classification, Omaha Gives! and 2008 IRS Data



A little less than half (48%) of the nonprofit participants in Omaha Gives! had budget sizes of under \$300,000. See Figure 4.

Figure 4: Omaha Gives! Nonprofit Participants by Budget Size



To compare the Omaha Gives! participants to the broader nonprofit population in relation to budget size, the best available data is a breakdown of size of organization revenue for the entire state of Nebraska.⁷ This data has \$250,000 and below rather than \$300,000 as a cut-off point for level of total revenue. This data show two-thirds of nonprofit organizations in Nebraska are quite small, with revenue of \$100,000 or less; an additional 9% have revenue between \$100,000 and \$249,999. Thus Omaha Gives! participants tended to have larger budget sizes (more than half over \$300,000) than the broader population (only 15% with revenue over \$250,000) .

Table 2: Nebraska Nonprofits Filing 990 or 990-N forms by Level of Total Revenue, Oct 2013 IRS Data

Level of Total Revenue	No of NP Orgs in NE	Percentage
Less than \$100,000	7,228	76%
\$100,000-249,999	855	9%
\$250,000-499,999	464	4.8%
\$500,000-999,999	317	3.3%
\$1-5 million	390	4.1%
\$5-10 million	83	1%
\$10-100 million	114	1.1%
More than \$100 mil.	27	.2%
Not Reported	79	.8%
Total	9,557	100%

According to responses on the nonprofit participant post-survey,⁸ the average number of full-time employees of Omaha Gives! nonprofit participants was 55.92. This number ranged from 0 to 5,000. No comparable data is easily accessible for these areas for the broader nonprofit population in the Omaha area. The average age of the organizations participating in the event was 38.8 years. The age of the organizations ranged from 1 to 165 years. Data on registered nonprofit organizations in Nebraska from the IRS show that 40% have an IRS ruling data before 1980. See Table 3.

Table 3: Omaha Gives! Nonprofit Participants by No. of Employees & Age, from Post-Event Survey

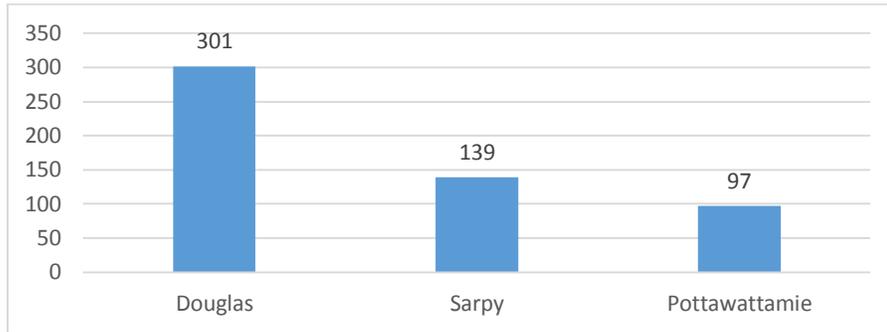
	No of employees	Age of organization
Average	55.92	38.8 years
Median	4	28 years
Mode	0	7 years
Range	0-5,000	1-165 years
Total	9,059	6,247 years

Based on Omaha Gives! registrations, 301 of the nonprofit participants provided services in Douglas, 139 in Sarpy, and 97 in Pottawattamie Counties. Several of the nonprofit participants indicated they work in more than one county, thus the reason the totals in Figure 5 and Table 4 are larger than the total number of nonprofit Omaha Gives! participants.

⁷ Includes all organizations in Nebraska that filed a Form 990, 990-EZ, 990-PF and, since 2008, 990-N ePostcard within 24 months of the 2013, Oct BMF release date, as reported in NCCS Core Files and IRS Business Master Files.

⁸ 163 organizations completed all or part of the survey; 52.5% of participants.

Figure 5: Counties in Which Omaha Gives! Participating Nonprofit Organizations Provide Services



The data to compare to the broader nonprofit population is limited because several nonprofit organizations work in multiple counties and IRS data is only available for where nonprofit organizations' main office is located (not where they provide services). The best available data for the nonprofit population by county is from 2013 IRS data for nonprofit organizations filing 990 or 990-N forms.⁹ The data suggest there were a higher percentage of organizations participating in Omaha Gives! providing services in Sarpy and Pottawattamie Counties compared to the broader population in the Omaha area and a lower percentage of organizations providing services in Douglas County compared to the Omaha-area population. See Table 4.

Table 4: Service Location of Omaha Gives! Nonprofit Participants and Registration Location of Nonprofits Filing 990 or 990-N forms in Three Counties, 2013 IRS Data

Counties	No. Omaha Gives! NPs	% of Omaha Gives! NPs	No. of NPs in Omaha Area	% of NPs in Omaha MSA
Douglas	301	56%	2342	77%
Sarpy	139	26%	380	13%
Pottawattamie	97	18%	306	10%
Total¹⁰	537	100%	3,028	100%

There is some information as well on why nonprofit organizations did NOT participate in Omaha Gives!. Based on survey comments and interviews, it appears one reason was that some organizations **did not hear about the event or were too late in hearing about it** and responding to get registered. In addition, interviewees suggested several organizations did not participate because they did **not want to compete** with other organizations. For example, one interviewee suggested the Metro Area Continuum of Care for the Homeless (MACCH) did not participate because it did not want to compete with its nonprofit members. Yet, other member organizations such as the United Way and Pottawattamie County Mental Health/Substance Abuse Network did participate.

⁹ This data includes all organizations that filed a Form 990, 990-EZ, 990-PF and, since 2008, 990-N ePostcard within 24 months of the 2013, Oct BMF release date, as reported in NCCS Core Files and IRS Business Master Files. The 990-N is required for most small tax-exempt organizations whose annual gross receipts are normally \$50,000 or less, unless they choose to file a complete Form 990 or Form 990-EZ instead. Thus, this data does a better job of capturing the number of smaller organizations in the region.

¹⁰ Please note totals are greater than the actual number of organizations and amounts raised because some organizations work in multiple counties.

In addition, one of the interviewees who was a donor as well as president of an organization that did not participate noted also not wanting to compete and that the organization **did not have a specific fundraising need** at the time. As he noted:

I didn't think that I'd be able to promote as much like that as I would if we had our name in there. We didn't have any immediate projects that we were working on. We always have long term things that we're doing. We're in the middle of a strategic plan at the time and so I said do you know if I was to do this, I would want to also be able to articulate how we intend to spend that money and so kind of opted not to do it.

Another interviewee who leads a nonprofit organization that participated in Omaha Gives! as well as being a donor suggested at least one organization did not participate because **the event was seen as an "Omaha" event**.

I know one organization in Pottawattamie County, they said that they surveyed their board about participating, and their board was against it because it was *Omaha Gives*. And so there's been – it's a really interesting dichotomy at times between the two communities.

A final reason suggested by a matching donor we interviewed was that an organization on which this person served as a board member felt the organization **did not have the capacity** to participate because they did not have full-time staff.

Donors

A total of 10,861 unique donors participated in Omaha Gives!, over double the goal of engaging 5,000 individual donors in the event.

Table 5: Comparing Omaha Gives! 2013 Survey Respondents and Omaha MSA Demographics

Description	Omaha Gives! Donor Survey Respondents	Omaha MSA Demographics ¹¹
Population (2012)	10,861	421,570
Female (2010)	73.08% ¹²	50.8%
Persons between 18-65 years (2010)	82.6%	63.5%
Persons 65 years and over (2010)	12.04%	11.4%
White (2010)	90.7%	73.1%
Median household income (2007-2011)	\$75,000-\$99,999	\$46,978

Incomplete demographic information is available about donors who participated in Omaha Gives!. Some data is available from the donor survey OCF sent to participants after the event. The post-survey included 1,552 responses (representing 14.3% of the number of unique donors who participated in the event). The average age of respondents was 47.7 years old (mode 60 years; median 48 years) and the large majority of respondents were female (75.4%) and white (94.9%).¹³ A little more than 38% had

¹¹ Omaha area data from: <http://quickfacts.census.gov/qfd/states/31/3137000lk.html>.

¹² According to a Rapleaf analysis, matching email addresses to available data on gender showed that approximately 66% of Omaha Gives! donors were female.

¹³ In general, more educated and more affluent people are more likely to participate in surveys than less educated and less affluent people, women are more likely to participate than men, younger people are more likely to participate than older people, and white people are more likely to participate than non-white people. See Smith,

household incomes over \$100,000. In addition, these data suggest Omaha Gives! donors were more likely to be female, older, white and have a higher income than the Omaha MSA population. See Table 5.

A closer look at the age demographics of survey respondents indicates Omaha Gives! attracted a higher percentage of Young Professionals (ages 25-44; 39%) compared to the percentage of YPs in the Omaha Combined Statistical Area (CSA; 27%).¹⁴ See Table 6.¹⁵

Table 6: Age of Omaha Gives! Survey Respondents Compared to the Omaha CSA

Age	Greater Omaha CSA		Omaha Gives! Donor Survey	
	Number	Percentage	Number	Percentage
0-14	203,324	22.00%	2	0.13%
15-19	64,703	7.00%	2	0.13%
20-24	61,776	6.70%	65	4.19%
25-34	130,511	14.10%	332	21.39%
35-44	119,263	12.90%	274	17.65%
45-54	126,836	13.70%	288	18.56%
55-64	106,959	11.60%	359	23.13%
65-74	61,310	6.60%	195	12.56%
75-84	34,698	3.70%	31	2.00%
85+	16,478	1.80%	4	0.26%
Total	925,858	100%	1,552	100.00%

The data suggest then that Omaha Gives! did reach many younger donors under age 44 as compared to more typical donors who tend to be older. Research by Bhagat, Loeb, and Rovner (2010)¹⁶ for example shows individuals over age 45 are more likely to give than those under age 45. About 79% of Matures (born in 1945 or earlier) and 67% of Boomers (born between 1946-1964) are estimated to give to charities, compared to 58% for Generation X (b. 1965-1980) and 56% for Generation Y (b. 1981-1991).

Omaha Gives! also engaged some donors who were new to giving or seldom gave before. In the post-survey, 1.8% of donor respondents (29 people) said Omaha Gives! was their first charitable donation. In addition, 4.3% (70 people) said they seldom give. See Table 7. In addition, 30% (5,581) of all donations were self-reported as first-time donations to participating organizations, indicating that several organizations drew in new donors during the event.

For the remaining survey respondents, 24.2% (395) said they sometimes give, 42.6% (696) indicated they “regularly” make donations and 27.1% (442) said they give “often.” The donor post-survey also indicated that 63.8% respondents were motivated to participate in Omaha Gives! “To make a donation

W. G. (2008, June). “Does Gender Influence Online Survey Participation?: A Record-linkage Analysis of University Faculty Online Survey Response Behavior,” <http://files.eric.ed.gov/fulltext/ED501717.pdf>.

¹⁴ Data broken down by age is available for the nine-county Omaha Combined Statistical Area (CSA), which consists of Cass, Dodge, Douglas, Sarpy, Saunders and Washington counties in Nebraska, and Harrison, Mills and Pottawattamie counties in Iowa. The addition of Dodge county makes the CSA slightly larger than the Omaha MSA.

¹⁵ According to a Rapleaf analysis, matching email addresses to available age group data also showed that young professionals made up about 36% of Omaha Gives! donors.

¹⁶ Bhagat, V., Loeb, P., & Rovner, M. (2010, March). *The Next Generation of American Giving*. <http://www.convio.com/files/next-gen-whitepaper.pdf>

to nonprofits I regularly support.” As shown below, the giving data also indicate at least half of the amount given through Omaha Gives! (from OCF account holders and matching and prize money) was from highly-engaged donors.

Table 7: How Often Omaha Gives! Donors Said They Gave Charitable Donations, from Post-Event Survey

<i>How regularly do you make charitable donations?</i>	No. of responses	Percentage
Omaha Gives was my first charitable donation	29	1.8%
Seldom	70	4.3%
Sometimes	395	24.2%
Often	442	27.1%
Regularly	696	42.6%
Total	1,632	100%

Organizational representatives interviewed and nonprofit survey respondents said they gained new donors during the event. One survey respondent wrote: “In addition to giving to others, the organization where I work participated. We were most delighted by the handful of new donors that came through Omaha Gives.” One of the nonprofit participants interviewed also said they gained at least 200 new or lapsed donors during Omaha Gives! and these donors appeared to be a mixture of older and younger donors.

Donors interviewed and several donor survey respondents also said they gave to organizations they hadn’t given to before the event. One Omaha Gives! donor interviewed said she gave to several organizations she had not given to before:

I was a first time Omaha Gives giver this year and really a first time donor to a lot of the organizations within my Omaha Gives participation. I only donated to one of the – I think I had donated to five or six people through the Omaha Gives event and only one of them had I ever donated to before. It was a completely new exposure for me.

It’s worthwhile to examine further how giving to these new organizations came about. As the donor further noted:

On Facebook that day there was another lady in my office that I follow that she had posted – I think when you donate you can hit share to Facebook feed, and it shared that she had participated in Omaha Gives and who she donated to. I went on there and I was like I definitely want to donate to the Nebraska Humane Society. That was the one place that I had already previously donated to. After donating to the Humane Society I was like oh I should probably donate to the Nebraska AIDS Project because that is one that it all sparked from that I remember hearing about this.

I just was kind of well, maybe I should look and see who else I can donate to who I think would benefit from me donating, but I would also likewise want to donate to. I just went through the categories and came across additional ones that piqued my interest that I probably would have never donated to, but because they were there in front of me and they were telling me what they were doing, I was like oh okay, that one makes sense.

The donor was drawn to Omaha Gives! by a colleague, gave to an organization she had given to already, but then started giving to other organizations as well. This donor further noted the organizations she gave to for the first time were still organizations she knew something about:

I would either have had to hear of them before or known about them before to really want to participate with them. I clearly did not engage with any nonprofits that I had never heard of before so I think that is definitely important. It would have been very hard for me to overcome that. Why am I giving them money if I don't even know who they are and what they do?

Another donor interviewed said similarly that he was at least “vaguely familiar” with the new organizations he gave to through Omaha Gives!. Several comments on surveys; however, suggested donors found out about new organizations for the first time during Omaha Gives!. One person wrote:

One of the reasons we gave was to support groups we did NOT normally support. In fact, all of our giving went to nonprofits that we had not given to before. We found out about them during the event.

Of the two engaged donors interviewed who did not participate in Omaha Gives!, one did not because he forgot about the event that day and the other did not hear about the event. This is interesting considering that some donors in the survey also complained of getting deluged by requests that day.

How Much Was Raised and By Whom?

This section examines how much was raised and by which organizations during Omaha Gives!, including, donor amounts and increments, amounts by organization characteristics, the impact of the matching gifts and prizes had on these amounts, and other factors of success in fundraising during the event.

Donation Amounts and Increments

Omaha Gives! raised a little more than \$3.07 million, including \$565,000 in matching and prize funds. This was well beyond the goal of raising \$2 million set for the event. To put this into perspective, according to data from itemized tax returns for the Omaha MSA in 2008, \$451.1 million was given in total in that year.¹⁷ Thus, the amount raised by Omaha Gives! was about .6% of total annual giving in the Omaha area. The total non-matching and non-prize money given was about \$2.5 million, made by donors through the online giving platform and through OCF accounts. Table 8 shows the average gift size for giving platform and OCF account donors was \$132, the median \$25 and the mode \$10. Gifts ranged from \$10 to \$200,000.

Table 8: Gift Amounts Given During Omaha Gives! 2013

	Donors giving through online giving platform	Donors giving through OCF accounts	All donors
Average gift amount	\$76.43	\$2,326	\$132
Median gift amount	\$25	\$250	\$25
Mode (most frequent) gift amount	\$10	\$100	\$10
Range in gift amounts	\$10-\$50,000	\$25-\$200,000	\$10-\$200,000

¹⁷ How American Gives, *The Chronicle of Philanthropy*, <http://philanthropy.com/section/How-America-Gives/621/>

Total amount given	\$1,419,059	\$1,095,705	\$ 2,514,764
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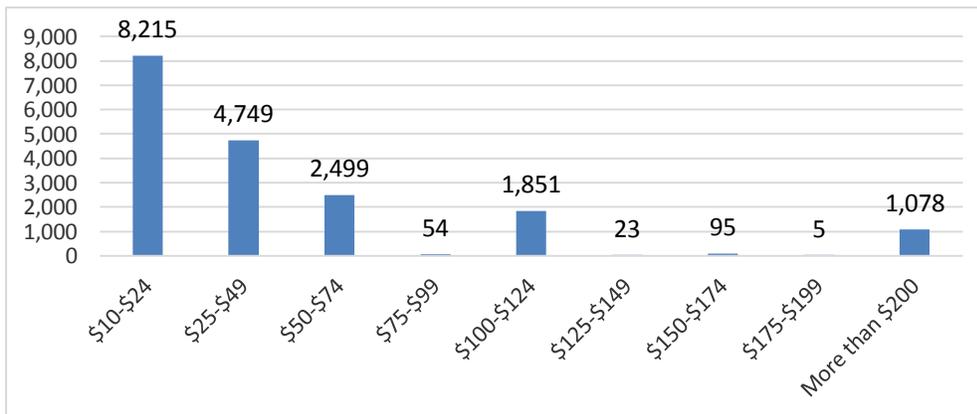
According to the donor post-event survey responses, one-third of respondents said they gave between \$11-49, while 22.4% gave \$50-99, 27.6% gave \$100-499, and 7.2% gave \$500 or more. See Table 9.

Table 9: Amount Given per Donor, from Post-Event Survey

Amount Given by Survey Respond.	No. of replies	Percentage
\$10	190	11.7%
\$11-\$49	503	31.1%
\$50-\$99	363	22.4%
\$100-\$499	447	27.6%
\$500-\$999	58	3.6%
\$1,000 and above	58	3.6%
Total	1,619	100%

An analysis of all gifts show the large majority (68%) given were under \$50. See Figure 6.

Figure 6: Number of All Gifts to Omaha Gives! 2013 by Range of Gift Size, from Gift Data



A total number of 19,038 gifts were made, including 18,567 through the giving platform and 471 through OCF accounts. The average number of gifts made per unique donor was 1.75 gifts. The range in number of gifts made by a donor was 1 gift to 39 gifts through the giving platform and 1 to 34 through an OCF account.

According to the donor post-survey, a little over 50% of donors gave to one organization, about 20% gave to two, 11% to three, and 19% to four or more organizations. However, data for all gifts shows that 70% of donors gave to only one organization, 14.5% to two organizations, about 6% to three organizations, and 8.66% to four or more organizations. See Table 10.

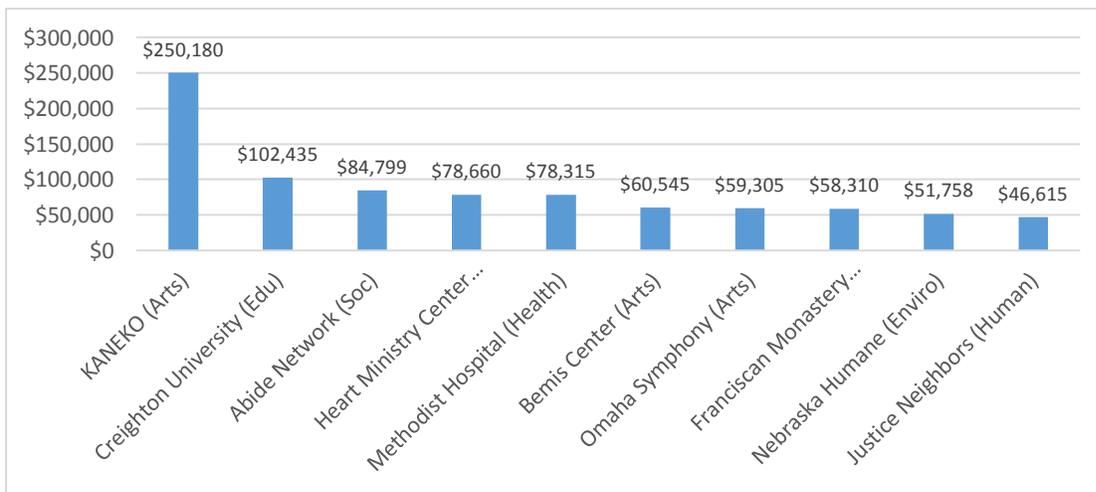
Table 10: Number of Organizations Supported by Number of Donors in Omaha Gives! 2013, from Post-Event Survey and Gift Data

No. of Organizations Supported	Per Survey Responses	Percentage	Per Gift Data	Percentage
One	826	50.6%	7,703	70.97%
Two	320	19.6%	1,575	14.51%
Three	172	10.5%	636	5.86%
Four to Six	245	15%	687	6.33%
Seven to Ten	41	2.5%	173	1.59%
More than Eleven	27	1.7%	80	0.74%

Organization Amounts

Figure 7 provides a summary of the top 10 organizations raising the most money. Kaneko received the largest total amount of funding (\$250,180 in total; 58 gifts), followed by Creighton University (\$102,435; 18 gifts), Abide Network (\$84,799; 132 gifts), and so on. These top 10 organizations together raised \$870,922, or 28% of the total amount raised during the event.

Figure 7: Nonprofit Organizations Raising the Most Money during Omaha Gives! 2013¹⁸



The top 10 organizations receiving the most money were fairly diverse in areas of service: three were arts-related organizations, two human services, and one each education, public & societal benefit, health, religion-related, and environment & animals. However, all ten organizations had budget sizes of \$300,000 or more and all but four indicated they provide services only or mainly in Douglas County. See Table 11.

¹⁸ Abbreviations: Arts - Arts, Culture & Humanities; Edu - Education; Soc - Public & Societal Benefit; Health - Health; Arts - Arts, Culture & Humanities; Religion - Religion Related; Enviro - Environment & Animals; Human - Human Services.

Table 11: Top 10 Nonprofit Participants in Omaha Gives! 2013 by Amount Raised, Location of Services, Budget Size, and Program Service Area

Nonprofit participants	Total amount raised	Where provide services	Budget	Program service area
1. KANEKO	\$250,180	Douglas	\$300,000 and above	Arts, Culture & Humanities
2. Creighton University	\$102,435	Douglas	\$300,000 and above	Education
3. Abide Network	\$84,799	Douglas	\$300,000 and above	Public & Societal Benefit
4. Heart Ministry Center	\$78,660	Douglas, Sarpy, Pottawattamie	\$300,000 and above	Human Services
5. Methodist Hospital Foundation	\$78,315	Douglas, Sarpy, Pottawattamie	\$300,000 and above	Health
6. Bemis Center for Contemporary Arts	\$60,545	Douglas, Pottawattamie	\$300,000 and above	Arts, Culture & Humanities
7. Omaha Symphony	\$59,305	Douglas	\$300,000 and above	Arts, Culture & Humanities
8. Franciscan Monastery of St. Clare	\$58,310	Douglas	\$300,000 and above	Religion-Related
9. Nebraska Humane Society	\$51,758	Douglas	\$300,000 and above	Environment & Animals
10. Justice For Our Neighbors of Nebraska	\$46,615	Douglas, Sarpy, Pottawattamie	\$300,000 and above	Human Services

As Figure 8 shows, a little more than half (165) of the nonprofit participants raised \$2,500 or less; 52 of these (16.3% of all participants) raised \$500 or less. This does not include matching or prize money. Every participating organization received at least one gift.

Figure 8: Range of Total Amount Raised by Nonprofit Participants in Omaha Gives! 2013

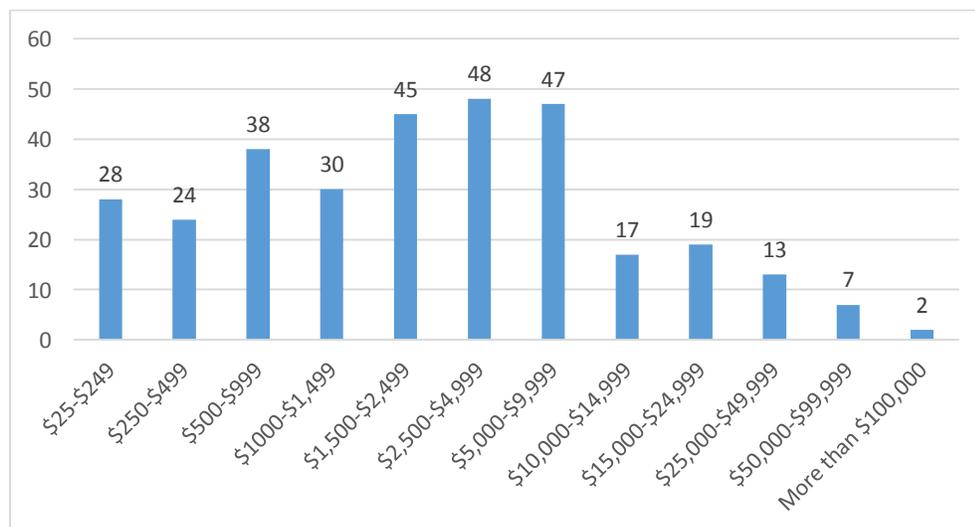


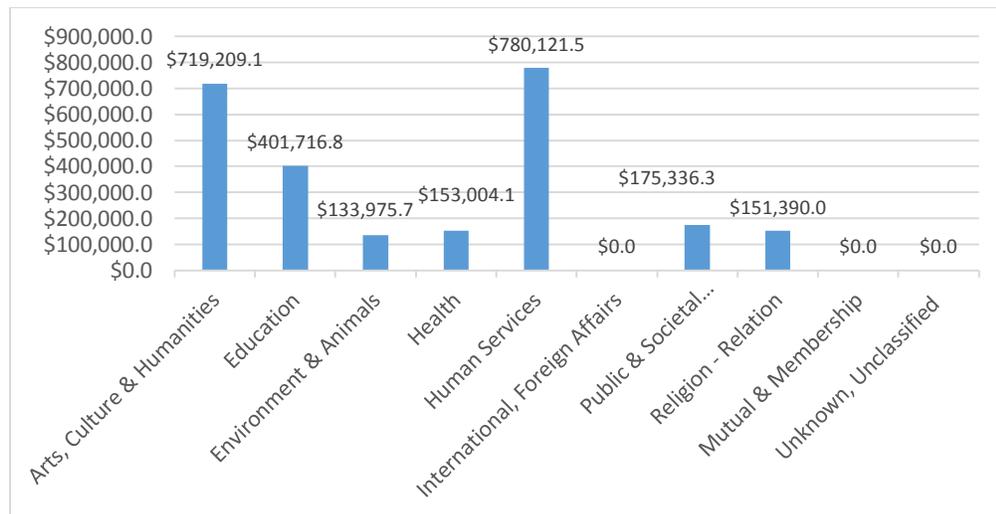
Table 12 shows human services organizations (31%) received the highest percentage of total funding, followed by arts, culture & humanities (28.6%), education (16%), public & societal benefit (7.0%), health (6.1%), religion (6.0%), and environment & animals (5.3%). See also Figure 9.

Table 12: Number of Nonprofit Participants and Funding Amounts by Program Service Area

NTEE Code	Program Service Area	No of Orgs	Percentage	Total amount raised	Percentage	Ave amount raised per org.
A	Arts, Culture & Humanities	49	15.4%	\$719,209.1	28.6%	\$14,677.74
B	Education	49	15.4%	\$401,716.8	16.0%	\$8,198.30
C-D	Environment & Animals	14	4.4%	\$133,975.7	5.3%	\$9,569.69
E-H	Health	28	8.8%	\$153,004.1	6.1%	\$5,464.43
I-P	Human Services	127	39.9%	\$780,121.5	31.0%	\$6,142.69
Q	International, Foreign Affairs	0	0.0%	\$0.0	0.0%	\$0
R-W	Public & Societal Benefit	30	9.4%	\$175,336.3	7.0%	\$5,844.54
X	Religion - Related	21	6.6%	\$151,390.0	6.0%	\$7,209.05
Y	Mutual & Membership	0	0.0%	\$0.0	0.0%	\$0
Z	Unknown, Unclassified	0	0.0%	\$0.0	0.0%	\$0
	Total	318	100.0%	\$2,514,753.6	100.0%	\$7,908.03

Comparing the percentage of the number of nonprofit participant by type with the percentage of total amount raised by participant type shows arts, culture & humanities organizations did well in receiving 28.8% of the funds but representing only 15.4% of the total number of participants. This is due in part to the large gift given to Kaneko. Environment and animal and education organizations received a small amount more in proportion to their representation among Omaha Gives! participants as well. Human services, health, public & social benefit, and religion-related organizations did slightly worse in proportion to their representation among participants.

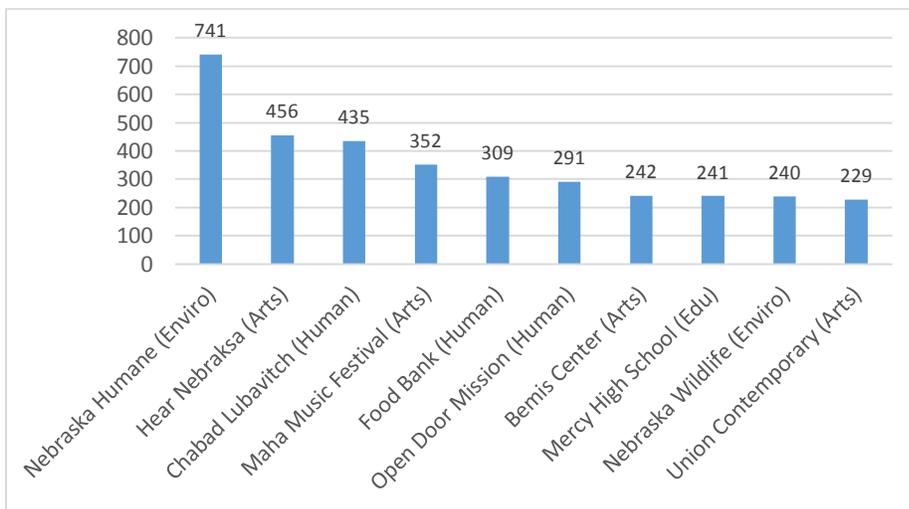
Figure 9: Total Amount Raised by Nonprofit Participant Program Service Areas



There was some concern expressed in interviews and survey comments that arts- and animal-related charities seemed to do so much better than human service organizations. The data above suggest arts & culture organizations did do well as a percent of all participants and environment & animal-related organizations did only slightly better as a percent of participants; however, human service organizations raised the most money (while also including the greatest number of organizations). The average gift size for human service organizations was \$6,142.69 compared to \$14,677.74 for arts and culture organizations and \$9,569.69 for environment and animal organizations.

The Nebraska Humane Society received the largest *number* of gifts (741 gifts; \$51,758 raised in total), followed by Hear Nebraska (456 gifts; \$9,412 raised), Chabad Lubavitch of Nebraska Inc. (435; \$10,935 raised), and so on. See Figure 10.

Figure 10: Top 10 Nonprofit Participants with the Most Gifts



There was greater diversity of organizations in the top 10 spots for most gifts received compared to most money raised. In service area, four of the ten were arts, culture & humanities organizations; three human services, two environment & animal; and one education. In addition, four of the ten organizations had budgets below \$300,000 and half of the organizations served more than just Douglas County. See Table 13.

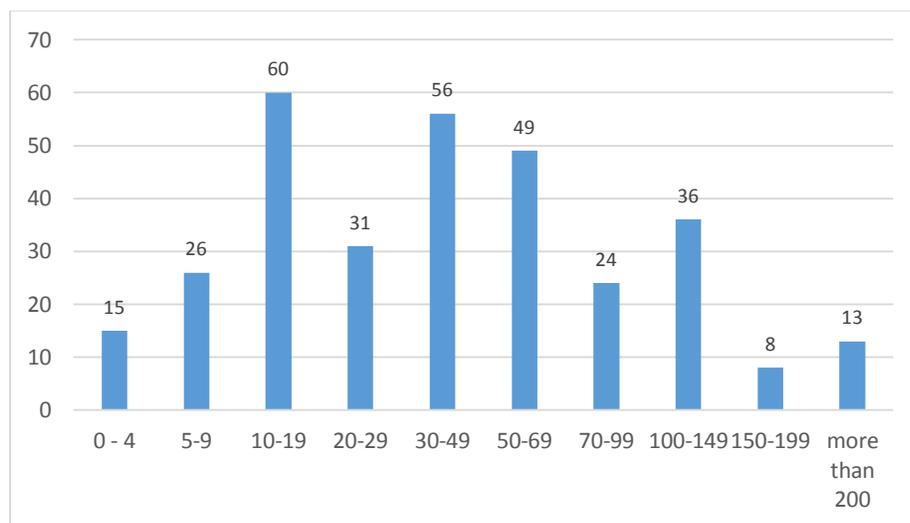
Nebraska Humane Society and Bemis Center for Contemporary Arts were the only two organizations that made it into the top 10 for amount raised and number of gifts received.

Table 13: Top 10 Nonprofit Participants in Omaha Gives! 2013 by Number of Gifts, Location of Services, Budget Size, and Program Service Area

Nonprofit participants	No of gifts	Where provide services	Budget	Program Service
1. Nebraska Humane Society	741	Douglas	\$300,000 and above	Environment & Animals
2. Hear Nebraska	456	Douglas, Sarpy, Pottawattamie	Below \$300,000	Arts, Culture & Humanities
3. Chabad Lubavitch of NE	425	Douglas	Below \$300,000	Human Services
4. Maha Music Festival/ YFC, INC.	352	Douglas, County, Pottawattamie	\$300,000 and above	Arts, Culture & Humanities
5. Food Bank for the Heartland	309	Douglas, County, Pottawattamie	\$300,000 and above	Human Services
6. Open Door Mission	291	Douglas, County, Pottawattamie	\$300,000 and above	Human Services
7. Bemis Center for Contemporary Arts	242	Douglas, Pottawattamie	\$300,000 and above	Arts, Culture & Humanities
8. Mercy High School	241	Douglas	\$300,000 and above	Education
9. Nebraska Wildlife Rehab, Inc.	240	Douglas	Below \$300,000	Environment & Animals
10. The Union for Contemporary Art	229	Douglas	Below \$300,000	Arts, Culture & Humanities

Among all nonprofit participants, 188 organizations (59%) received 49 or fewer gifts. See Figure 11.

Figure 11: Range in Frequency of Number of Gifts Received by Nonprofit Participants



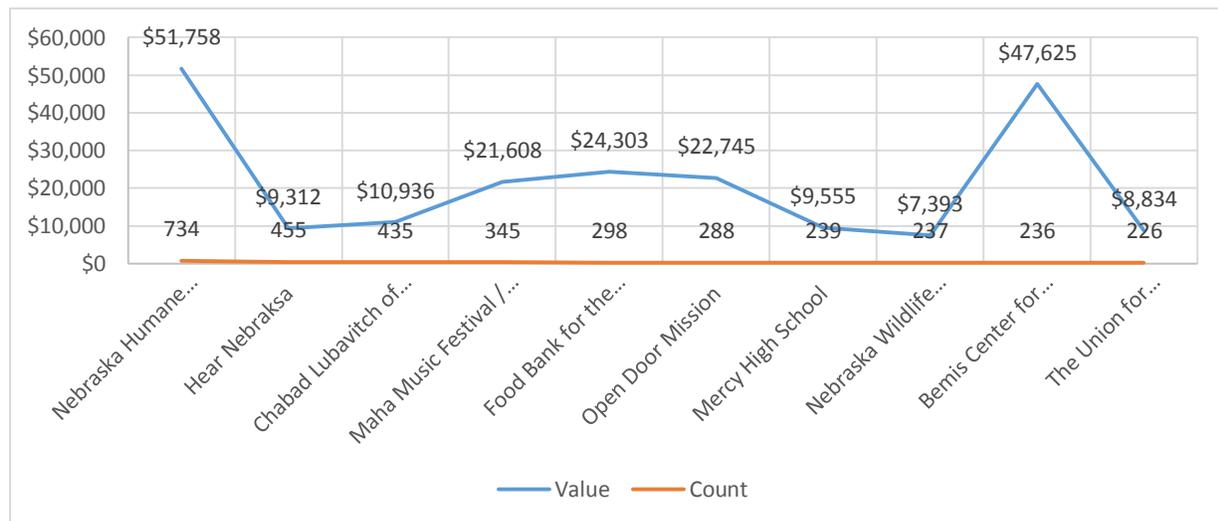
There seemed to be little correlation between the number of gifts and amount raised by organizations. Some organizations, such as Creighton and Kaneko raised a large amount with a relatively low number of gifts (together they raised \$352,615 in total with an average \$4,640 per gift)—see Table 14—while organizations such as the Nebraska Humane Society and Hear Nebraska received a relatively high number of gifts but raised a relatively low amount (together, \$61,170 raised in total with an average \$51 per gift)—see Figure 12. This suggests some organizations benefited from having their largest donors

give during Omaha Gives! while others were able to mobilize a larger number of supporters to give smaller amounts during the event.

Table 14: Top 10 Nonprofit Participants by Average Size of Gift

Nonprofit participant	Total amount raised	No of gifts	Average size of gift
Creighton University	\$102,435	18	\$5,690.83
KANEKO	\$250,180	58	\$4,313.45
WhyArts, Inc	\$15,560	12	\$1,296.67
Justice For Our Neighbors of Nebraska	\$46,615	43	\$1,084.07
Heart Ministry Center	\$78,660	102	\$771.18
Abide Network	\$84,799	132	\$642.42
Youth Care and Beyond	\$13,435	21	\$639.76
Omaha Children's Museum	\$38,920	67	\$580.90
Bellevue University	\$8,670	15	\$578.00
Take Flight Farms	\$35,804	64	\$559.44

Figure 12: Total Amount Raised and Number of Gifts for Top 10 Nonprofit Participants Receiving the Most Gifts



In looking at number of gifts by type of nonprofit participant, human services did the best, receiving 25.8% of the total number of gifts; followed by arts, culture & humanities (20.8%), education (12%), environment & animals (9.6%), public & societal benefit (8.7%), health (7.1%), and religion-related (4.9%) organizations. See Table 15.

In looking at number of nonprofit participants by number of gifts received and type of participant, again arts, culture & humanities and environment & animals did better in number of gifts in relation to percentage of number of participants. All the other areas did worse when comparing percentage of participants to percentage of number of gifts received.

Table 15: Number of Nonprofit Participants and Number of Gifts Received by Type in Omaha Gives! 2013

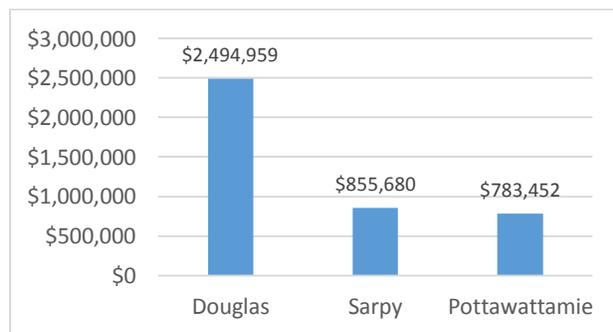
NTEE Code	Program Service Area	No of Orgs	Percentage	No of gifts	Percentage
A	Arts, Culture & Humanities	49	15.4%	3,961	20.8%
B	Education	49	15.4%	2,285	12.0%
C-D	Environment & Animals	14	4.4%	1,825	9.6%
E-H	Health	28	8.8%	1,353	7.1%
I-P	Human Services	127	39.9%	7,015	26.8%
Q	International, Foreign Affairs	0	0.0%	0	0.0%
R-W	Public & Societal Benefit	30	9.4%	1,663	8.7%
X	Religion - Related	21	6.6%	935	4.9%
Y	Mutual & Membership	0	0.0%	0	0.0%
Z	Unknown, Unclassified	0	0.0%	0	0.0%
	Total	318	100.0%	19,037	100%

Finally, the giving data show that organizations serving Douglas County raised by far the most money; however, because over half of the organizations participating in Omaha Gives! served Douglas County, the average amount raised per organization was not much larger than that raised per organization in Pottawattamie County, which represented only about 20 percent of the Omaha Gives! participants. See Table 16 and Figure 13.

Table 16: Amount Raised During Omaha Gives by Participant Service Location

Counties	No. Omaha Gives! NPs	% of Omaha Gives! NPs	Amount raised during OG!	Ave. amount raised per org.
Douglas	301	56%	\$2,494,959	\$8,289
Sarpy	139	26%	\$855,680	\$6,156
Pottawattamie	97	18%	\$783,452	\$8,077
Total¹⁹	537	100%	\$4,134,091	

Figure 13: Amount Raised During Omaha Gives by Participant Service Location



¹⁹ Note totals are greater than the actual number of organizations and amounts raised because some organizations work in multiple counties.

Impact of Matching Gifts and Prizes

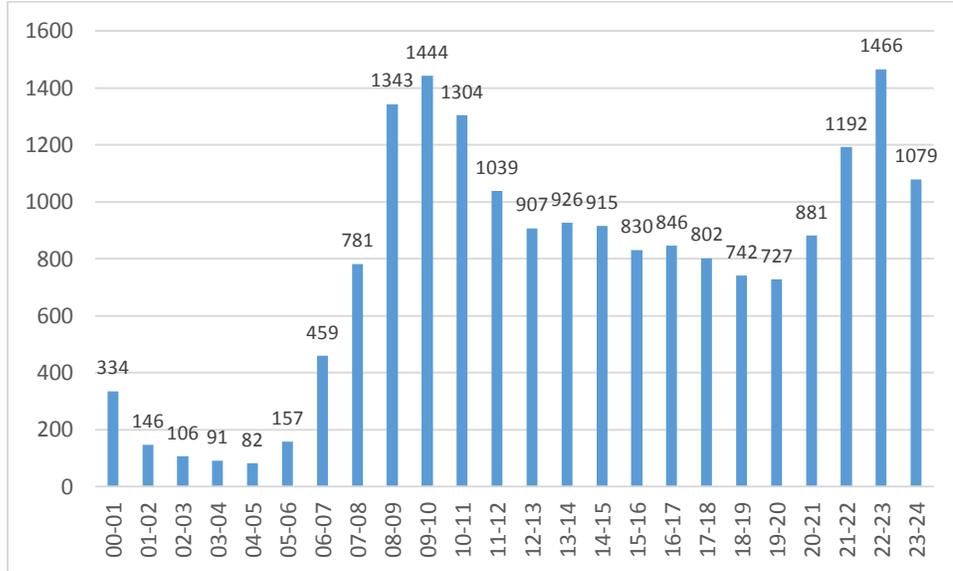
The matching gifts and prizes were an important aspect of the event. The donor post-survey indicated 75.7% of respondents were motivated to participate in Omaha Gives! “To help nonprofits receive matching funding and prizes.” Interviewees and survey comments also suggested the matching and prize money were important at least for some donors. One donor noted regarding matching funds:

The fact that it was leveraged to being matched I think helped out a lot because people knew that when they give this amount, others are going to contribute and that would not be the case otherwise...

Only 29% of respondents to the nonprofit participant post-survey said they participated in Omaha Gives! to be eligible for matching funds and prizes; however, 82.3% of nonprofit respondents also said the opportunity for nonprofits to receive matching funding seemed to resonate the most with their supporters.

According to interviewees, some organizations did try to win prize money by asking donors to give during non-peak hours while some donors also gave several gifts over the course of the day to try to enhance an organization’s chances of winning the hourly prize. Data on giving per hour through the online giving platform (not including OCF account holder gifts) throughout the day indicate an organization’s chances of winning the hourly prize drawing were enhanced if gifts were made during the non-peak hours of 1:00 AM to 6:00 AM. See Figure 14.

Figure 14: Number of Gifts Given per Hour



Other Factors of Success

According to people interviewed, it appeared the organizations that did well during the event, in particular those that engaged a lot of donors to raise a relatively substantial total amount for their organization, had a strategy that involved promoting the event to current donors and social media

followers. In particular, organizations with an already-established social media presence seemed to have an advantage. As one interviewee noted:

I think it's our social media and because that's basically how we spread our word, anyway. So we may have had an advantage in that regard rather than another organization that is – I mean I remember from the meeting, I sat next to a woman who works to put solar panels on homes, which is awesome, but I don't know how they typically reach people. So I imagine it was harder for them to like raise awareness about funding for their organization on that day whereas...people expect communication from us via social media all the time.

One organization that did better than expected used social media ambassadors to spread the word about Omaha Gives! on the day. This involved ambassadors promoting the event to their followers throughout the day on Facebook and other platforms.

Nonprofit post-survey respondents indicated several strategies they used to promote the event, including Facebook (54.3%), Twitter (28.3%) and LinkedIn (9.8%). See Table 17.

Table 17: Promotion of Omaha Gives!, from Post-Event Survey

What social media did you use to promote Omaha Gives	No of Response	Percentage
Facebook	150	54.3%
Twitter	78	28.3%
LinkedIn	27	9.8%
Tumblr	1	0.4%
Pinterest	3	1.1%
Instagram	8	2.9%
None	9	3.3%
Total	276	100.0%

Based on interviews, it also seemed to help if organizations had a relatively unique mission in comparison to other participants and an already-established community of supporters.

An evaluation of Give to the Max Day in the Washington DC area suggested the activity with the most success for organization fundraising during the event was sending emails to existing donors and posting information on Facebook.²⁰ Love Utah Give Utah suggested as well agencies that had a matching grant (for donations given specifically to their agency) raised 6 times more than those without during their giving day event.²¹

Approximately 46 participating organizations held some kind of event during Omaha Gives! to engage donors throughout the day.²² These included potlucks, recreational or arts/cultural events and performances, open houses, and wine and dine-type events. There did not seem to be a correlation

²⁰ Livingson, G. (2012, March). How Giving Contests Can Strengthen Nonprofits and Communities: A case study of Give to the Max Day: Greater Washington. <http://casefoundation.org/case-studies/give-max-dc-case-study>

²¹ From Love Give Utah Facebook page: <https://www.facebook.com/LoveUtGiveUt>

²² For a list of events see: <https://omahagives24.org/events/>.

between holding an event and the amount or number of gifts raised by an organization. For example, the average amount raised per organization that conducted an event was \$1,603 compared to the average amount raised for organizations that did not hold events of \$4,927.

When asked about the event they held, one interviewee wasn't quite sure how beneficial it was:

But I honestly don't know. I think for us giving something to talk about on social media, it kind of said like hey, we have an event to help. I don't know maybe if that triggered awareness for people like oh, yeah, I want to go to that. But I don't really – I don't know. It was hard to see what direct benefit came from it otherwise.

However, the same interviewee did suggest the event gave them a chance to gain at least a few new donors:

...the turnout wasn't huge, but at the end, when it was getting close to midnight and we were running around the bar asking people we'd never met if they'd be willing to donate and explaining our missions, that was – like we had people give hundred-dollar donations who'd never met us before, and so it's heartwarming to see people's generosity or maybe they just wanted us to leave them alone.

Three people also commented on events in the post-event survey, one person noting:

I went to the venue of an organization in "North O" which I'd known of, but to which I'd not yet given...I was impressed by the passionate discussion of what charities the attendees at that "party" were planning to give to...This was not a rich neighborhood and many of the attendees were artists...yet they all were making their lists. A computer was set up and some were doing their donations there... (I went home and indoors where it wasn't raining!) It was just a lot of fun to see all the community involvement. Hooray for Omaha Gives!

In line with the comment above, the events were seen by some interviewees as a good way to build the excitement and "community" feeling that infused the day.

Finally, at least one organizer interviewed had heard some nonprofit participants were concerned that organizations with names at the top of the alphabet would do better in the event because organizations were initially listed in alphabetical order on the giving platform leader board. In looking at the results for amounts raised and number of gifts, there does not appear to be a correlation between alphabetical listing and how well an organization did in raising funds or gifts. The top 10 organizations in both categories ranged from A to O for amount raised and B to U for number of gifts raised. In addition, Youth Care and Beyond, which is third to the last when organizations are listed in alphabetical order, was the seventh highest for average size of gifts received (total raised \$13,435; 21 gifts). Youth Emergency Services, second to last on the alphabetical list, had 132 donors who give \$9,035; this put them in the top half among organizations for amount received and top quarter for number of gifts received.

Impact of Omaha Gives! on Donors, Charities, and OCF?

This section examines the impact of the event on participants. It examines if donors learned about and gave to new charities; if Omaha Give! increased overall giving, the fundraising capacities of charities, and OCF's visibility with a new audience; and any other benefits.

New Donor Learning and Giving

As noted above, about one-third of donors indicated in the post-survey said they gave to an organization they had not given to before and 1.8% of respondents (29 people) said Omaha Gives! was their first charitable donation. Organizational representatives interviewed said they gained new donors during the event and donors said they gave to organizations they hadn't given to before the event.

It's not clear to what degree donors learned about new charities. As suggested above, some interviewees said they had already heard about the charities before giving to them for the first time. However, a few other interviewees thought the event did raise awareness about nonprofit organizations in general. As one interviewee from a participating nonprofit organization noted:

I think the coolest part was there are organizations that just in the feedback that I've seen...is, people didn't know about some of these organizations before. Regardless of the amount of money raised, they now know that they exist, they can partake in what's going on or giving...themselves. And I think that's been a huge benefit that I don't think any of us acknowledges often as we should maybe.

In addition, several survey respondents noted in their comments that they discovered and gave to new organizations. As one person wrote:

Omaha Gives! really opened my eyes to how many non-profits there are in Omaha, and I became interested enough to look into some of them more. Not only to support them, but to be able to help others who may need the resources these non-profits can provide.

Overall Giving

It's difficult to tell what kind of impact Omaha Gives! has or will have on overall giving in Omaha within the next year or longer. Some worry that the event will merely shift giving rather than expand it.²³ About one-third of respondents to the post-survey said they will likely donate *more* to nonprofits this year than they had planned when asked "How will your participation in Omaha Gives affect your charitable giving for the rest of this year?"; while 68.4% said the event would not change the total amount they were planning to donate to nonprofits this year and 1.7% said they will likely donate less to nonprofits this year than they had planned. See Table 18.

A couple of survey respondents also commented that they gave more than they had planned; one person noting: "I had budgeted \$50 and ended up giving \$70 because I could not stop."

²³ <http://www.haroldandersen.com/wp/2013/05/30/high-road-political-ad-is-welcomeeven-when-it-goes-too-far/>

Table 18: Effect of Omaha Gives! on Overall Giving, from Post-Event Survey

How will your participation in Omaha Gives affect your charitable giving for the rest of this year?"	No of Responses	Percentage
It will not change the total amount I was planning to donate to nonprofits this year	1,111	68.4%
I will donate more to nonprofits this year than I had planned	486	29.9%
I will donate less to nonprofits this year than I had planned	28	1.7%
Total	1,625	100.0%

In addition, 56.9% of respondents to the donor post-survey said they are *very likely* to support the nonprofits they donated to during Omaha Gives! in the future, while 2% said they were unlikely or very unlikely to support the nonprofits they donated to during Omaha Gives in the future. See Table 19.

Table 19: Likelihood of Supporting Nonprofits Donated to During Omaha Gives! in Future, from Post-Event Survey

In general, how likely are you to support the nonprofits you donated to during Omaha Gives in the future?	No of Responses	Percentage
Very Unlikely	23	1.4%
Unlikely	10	0.6%
Undecided	77	4.7%
Likely	591	36.3%
Very likely	925	56.9%
Total	1,626	100.0%

One nonprofit participant interviewed said the organization did see a drop in their June direct mail campaign, which may have been affected by Omaha Gives!; however, at the time of the interview, there was still clearly an overall net benefit to the organization from the event.

It is also clear from other giving days across the country that nearly all giving day events have seen a growth in giving each year they have held an event; sometimes doubling and tripling in total amount raised. This suggests there is at least room for growth in Omaha Gives!, possibly by a significant amount. Because of limitations in giving data available from the IRS, it's not possible yet to see fully if overall giving in the regions of the giving days has also grown. See Appendix A.

It appears it is too early to tell if giving has or will expand in the Omaha area; however, the data noted above indicate that at least some people became more engaged in giving and gave more due to Omaha Gives! and many plan to give more this year. At the very least, Omaha Gives! may have helped shift some giving from the fourth quarter to earlier in the year, which may be beneficial to many nonprofit organizations.

Nonprofit Online Capacity Building

Omaha Gives! appeared to inspire many organizations to expand their online presence. Nonprofit post-survey respondents indicated before the event a little more than one-fourth used social media an "average" amount while another one-fourth used is somewhat regularly. About 22% said they used it very little and about the same said they had a very established social media presence. See Table 20. A

little more than 40% of survey respondents said they planned to increase their organization’s use of social media as a result of participating in Omaha Gives!.

Table 20: Nonprofit Participant Social Media Presence Before Omaha Gives!, from Post-Event Survey

What was your organization’s social media presence before Omaha Gives?	No of Response	Percentage
None at all	4	2.5%
Very little	36	22.6%
Average	45	28.3%
Somewhat regular	39	24.5%
Very established	35	22.0%
Total	159	100.0%

Based on interviews, it may take time to see the benefits of this increased capacity. As one nonprofit participant at a small organization noted in an interview:

...from my perspective, it seemed...a way to utilize social media to really get the message out. And my organization had been doing Facebook and personally I had a Twitter account, so I had experience with Twitter, but I didn't have an organization Twitter account. So I got that up and going, although that wasn't effective because I just didn't have the followers for it from the time that Omaha Gives was announced, and we got the Twitter, and then when Omaha Gives happened. But I now have that capacity within the organization, and I just need to continue to form a plan about how to maximize that as a small nonprofit and leverage it.

Omaha Community Foundation Visibility

As indicated in the post-survey, most donors heard about Omaha Gives! from a participating nonprofit organization (41.5%). In addition, 22.7% said they heard about it through social media such as Facebook and Twitter. Less than 8.2% heard about Omaha Gives! from OCF directly. This suggests more might be done to increase awareness about Omaha Gives! directly from OCF. See Table 21.

Table 21: How Donors Heard about Omaha Gives!, from Post-Event Survey

How did you first learn about Omaha Gives?	No of Response	Percentage
Social media (Facebook or Twitter)	358	22.7%
OCF's communication	129	8.2%
Newspaper or magazines	79	5.0%
Radio	21	1.3%
Television	101	6.4%
From a participating nonprofit	654	41.5%
From a friend	114	7.2%
From my employer	119	7.6%
Total	1,575	100.0%

In addition, 46.6% of survey respondents said they were not familiar at all with OCF before they heard about Omaha Gives! and 32.5% were only somewhat familiar with OCF. This suggests OCF did increase its visibility with a new audience. See Table 22.

This was supported as well with social media results related to the event: OCF gained 415 new “likes” on Facebook on May 22 and gained 419 new followers on Twitter during the month of May.

Table 22: How Familiar Donors Were with OCF Before Omaha Gives!, from Post-Event Survey

Before you heard about Omaha Gives, how familiar were you with the Omaha Community Foundation	No of Response	Percentage
Not familiar at all	755	46.6%
Somewhat familiar	526	32.5%
Very familiar	338	20.9%
Total	1,619	100.0%

Omaha Gives! had good media exposure, including news stories in the *Omaha World Herald*, KMTV, *Metro Magazine*, and the *Silicon Prairie News*; as well as through other social media sources. However, the data in Table 20 show only 12.7% of donors who responded to the post-event survey had heard about Omaha Gives! through the newspaper, radio or television. Several survey respondents also commented that they heard about the event through other means than the mainstream news media.

Interviewees generally thought that OCF gained good visibility during the event. In particular, as one interviewee who helped organize the event noted, the event demonstrated that OCF could pull off such an event and portray an image attractive to younger donors. As she noted:

...but I don’t know how many people saw OCF as fun or young or dynamic or whatever adjective you would use there and this was a chance to demonstrate, not just say that the organization is; because it’s very easy for OCF to say it’s all these things, but they actually demonstrated it that day.

Organizers of the event also thought more could be done to link the Omaha Gives! brand to OCF in the future.

Other Benefits

Another impact of the event difficult to capture was the “good feeling” that came from the event. Nearly everyone interviewed who participated in the event brought up things like the excitement, spirit, fun, or a sense of community inspired by the day. Many survey respondents also commented on this. Even though there was a competitive aspect to the event, there was also a sense of togetherness and collaboration. As one interviewee from a small nonprofit participant noted:

... it was fun to kind of feel the energy. There was a lot of energy behind the scenes with the smaller group of non-profits that I connected to previous to Omaha Gives. And so that was kind of fun to do because it built kind of an informal collaboration.

This feeling was also sensed by donors. One interviewee noted:

There were people later in the afternoon that I saw on Twitter were like oh, I’m bummed. I already donated to all my organizations. Well, I guess I’ll just skip that lunch and donate to someone...I think a lot of people got behind the day...

Related to this, one nonprofit participant interviewed expressed disappointment in the (big) organizations that seemed to use the event to take advantage of the match but not get into the spirit of the day:

And I did think it was a little crappy that, like, Creighton had, like, 11 people donate. But then they raised the most, and they actually took matching funds away from people because they didn't get into the spirit of the day. They stocked it. They called 11 people and said hey will you make giant donations? ... And it was – even though, like, it was only matched up to \$10,000, that's still a little crappy because you see that.

Experiences of OCF, Donors and Charities that Participated?

This section focuses on the implementation of the event and the experience of participants. In particular, it examines overall experience with the event, how Omaha Gives! compared to nonprofit participants' other fundraising, return on investment, and suggested changes in the future.

Overall Experience

About 90% of donors responding to the post-survey said they had an “excellent” or “good” experience making a donation on the Omaha Gives! website while 1.6% said they had a poor or very poor experience. See Table 23.

Table 23: Donors' Experience Using the Omaha Gives! Website, from Post-Event Survey

Please rate the experience of making a donation on the Omaha Gives website.	No of Response	Percentage
Excellent	979	60.2%
Good	479	29.5%
Average	129	7.9%
Poor	21	1.3%
Very poor	5	.3%
Total	1,626	100.0%

The majority of nonprofit organizations indicated in the post-event survey they also found the Kimbia website easy or extremely easy to use (72.4%), while 21.3% found it average and 6.4% found it difficult or extremely difficult. See Table 24.

Table 24: Nonprofits Participants' Experience Using the Omaha Gives! Website, from Post-Event Survey

Please rate the Kimbia website's ease of use:	No of Responses	Percentage
Extremely Difficult	3	2.1%
Difficult	6	4.3%
Average	30	21.3%
Easy	60	42.6%
Extremely Easy	42	29.8%
Total	141	100.0%

In addition, 66% of nonprofit respondents thought the website was a somewhat or very excellent online fundraising tool, while 24.3% found it to be average and 9.7% somewhat or very poor. See Table 25.

Table 25: Nonprofits Participant’s Experience Using the Omaha Gives! Website, from Post-Event Survey

Please rate the Kimbia website overall as an online fundraising tool	No of Responses	Percentage
Very Poor	2	1.4%
Somewhat Poor	12	8.3%
Average	35	24.3%
Somewhat excellent	55	38.2%
Very excellent	40	27.8%
Total	144	100.0%

Many donors and nonprofit respondents also provided comments in the post-event surveys about their experience. Most were very positive. Of the 674 respondents who made comments, 356 (53%) said something affirmative about the event, including appreciation to OCF; that it was easy and a great and fun event; they liked the buzz, competition, and excitement of the event; they liked being able to leverage small gifts; it made them proud to live in the community; and encouraged that it be done again. One person commented in the survey, for example:

I moved to town about 1 year ago and have had trouble feeling like this city is my home. However, during/after Omaha Gives, I felt such an overwhelming sense of pride in this place and was eager to tell friends and family in other cities about what an amazing culture of philanthropy exists here. Well done, OCF!

In addition, 92.6% of donors responding to the survey said they were likely or very likely to make a donation on future Omaha Gives! days and at least 59 survey respondents expressed in their comments a desire for the event to be held again. 85.7% of nonprofit respondents were satisfied or very satisfied with the event and 93.8% said they are likely or very likely to participate again in the future.

Some participants, however, had less positive experiences. Many people (249 respondents, 37%) experienced technical challenges. The biggest complaint was not being able to give to multiple organizations at one time (mentioned by 152 respondents). In some cases, respondents said this kept them from giving more than they might have if a “shopping cart” function had been available. Other areas mentioned by 47 respondents had to do with difficulty finding nonprofit organizations, inability to use smart phones to see the leader board and easily make donations, the website being slow or not working, and the general lack of user-friendliness of the website. Several people (35) also did not receive confirmations or receipts, some (19) did not like the service fee, and some (15) suggested providing other means to give such as through Dwolla or Paypal.

Beyond technical issues, some respondents (45) wanted to have more and earlier information about the event and the charities included. Others (30) expressed confusion or lack of clarity about several issues, especially how the matching funds and prizes were awarded. For example, one person noted in the survey:

I think information about matching funds could be made more clear. I was under the impression when I donated that ALL donations would be matched, which was the major reason I donated on that day. I found out later that there was a limit on the matching funds (which makes sense, but which was unclear to me). I felt a little deceived. It's still not clear to me what process was used to match funds.

Confusion or lack of clarity over this area, as well as the service charge, appeared to cause at least five people to say they would not participate in the event if it were held again.

Finally, some survey respondents (20) expressed displeasure over some of the charities included in the event; in particular bigger nonprofits and some specific types of nonprofits (i.e. Planned Parenthood, Catholic organizations, private schools).

Giving Day Compared to Other Fundraising

According to one of the nonprofit participants interviewed, Omaha Gives! provided a good return on time investment:

We held an event earlier in the year, and what that brought in – like, all the time and effort that went into planning it, that – the amount of money that came in for that smaller event was relatively close to what we brought in for all of Omaha Gives. And it was just one person – it was pretty much me.

Another person from a small charity noted in an interview as well that, “It wasn't like I was doing a big event-planning thing. It wasn't overwhelming. It wasn't a huge drain on the resources, by any means.” It was also a good way to share the message about the organization in a different way.

For some charities, Omaha Gives! (and Lincoln's Giving Day) had already become a major funding source. One person interviewed said a third of their budget will come from the Omaha and Lincoln giving days this year. In addition, one person noted in a survey comment:

Our little nonprofit could never have raised that much enthusiasm and money through our own marketing efforts....never. We raised 20% of our yearly operating budget in one day...unbelievable!

While in this first year Omaha Gives! was unbudgeted income, it may in the longer run affect organizations' fundraising programs and other campaigns.

Return on Investment

Nonprofit post-survey respondents said on average 23.66 staff hours were committed to Omaha Gives!'s activities; about equal to the 24-hour length of the event. The time spent ranged from 0 hours to 200 hours. On average, 4.02 staff were involved in the event. Nonprofit survey respondents also said they spent on average \$145.08 on marketing/promoting the event, ranging from \$0 to \$5,000. Thus, an estimated cost calculating average time (at \$17.10 per hour) and amount spent per organization was \$550.08. Multiplying this times the number of nonprofit participants yields a total cost of \$174,925. Nonprofit participants also incurred transactions and credit card processing fees of \$88,058. See Table 26.

OCF also incurred costs of the event, including staff time, costs for marketing and promotion, cost for use of the Kimbia platform, and the cost for this evaluation, totaling \$75,495. Added together, total costs for the event were estimated to be \$338,478.

Calculating the total amount raised, minus costs divided by costs yields a return on investment (ROI) of \$8.09 for each dollar spent on the event; a pretty good rate of return on investment. The estimated ROI

is even greater for nonprofit participants: \$10.41. This is a much higher rate of return on investment than that suggested by NCCS for all fundraising strategies.²⁴

Table 26: Return on Investment for Omaha Gives!

A	Ave hours staff time per nonprofit	23.66
B	Value of staff time per hour ²⁵	\$17.10
C	Average cost for staff time per nonprofit (AxB)	\$405
D	Average expenditure per nonprofit	\$145.08
E	Total amount spent per nonprofit (C+D)	\$550.08
F	Number of nonprofit participants	318
G	Fees for Kimbia transactions & credit card processing ²⁶	\$88,058
H	Total cost for all nonprofit participants (ExF+G)	\$262,983
I	Cost of OCF staff & consultant time	\$34,000
J	Cost of OCF marketing & promotion	\$24,000
K	Cost of Kimbia platform	\$9,995
L	Evaluation	\$7,500
M	Total cost for OCF (I+J+K+L)	\$75,495
N	Total cost for nonprofit participants & OCF (M+N)	\$338,478
O	Total amount raised	\$3,075,534
P	Net amount raised (O-N)	\$2,737,056
Q	Nonprofit participants' return on investment (P/H)	\$10.41
R	Overall return on investment (P/N)²⁷	\$8.09
S	Overall rate of return on investment (P/Nx100) ²⁸	808.64%

It appears from a purely financial perspective, the benefits outweighed the costs of the event. In addition, among the people interviewed who participated in the event as donors, nonprofit participants or OCF organizers, when asked if the benefits outweighed the costs, the overwhelming response was “yes” or at least “yes for now.”

It is difficult to put a value on some other benefits such as future expanded or new giving, increased visibility for nonprofits and OCF, or the importance of the “community” feel and excitement of the event noted above. Feeling part of a community-wide event seemed to resonate strongly with donors, nonprofit participants and organizers. And one organizer of the event put it:

The intangibles are the sort of sense of pride about a community and your ability to affect it and that was really on the day when I was out in the streets and on the roads, visiting a lot of the different nonprofits who were having events just to try and have a fun-spirited challenge to their constituencies to raise as much money as possible or donate as much as possible. That was something that was definitely palpable for me and I just, I don't know, I felt ignorant, I didn't anticipate that that would happen, but there was a common purpose that day that I felt that

²⁴ See suggested ROI amounts here: <http://nccsdataweb.urban.org/PubApps/levis/roi.html#table4>

²⁵ Based on the value of a volunteer hour for the state of Nebraska, 2011, http://www.independentsector.org/volunteer_time#sthash.D0wrNBkX.dpbs.

²⁶ These fees were deducted from the donations before being distributed to nonprofit participants.

²⁷ Calculating return on investment: <http://www.investopedia.com/terms/r/returnoninvestment.asp>.

²⁸ Calculating the rate of return on investment: <http://library.thinkquest.org/3096/42analy2.htm>.

was shared, that was pretty unique to a lot of what I've seen happening in Omaha and I thought that was a really neat thing as far as certain community building goes, you know, coming out knowing your neighbor and knowing that you both try to do something good in the world, those kinds of cheesy things.

Of course, the benefits are not the same for all participants. Each nonprofit organization and donor must calculate their own cost to benefit ratio in relation to their participation in Omaha Gives!

Improvements for the Future

Survey and interview respondents provided several recommendations for improving the event in the future.

Technology

Many survey respondents and interviewees noted the need to improve the giving platform website. In particular, adding a "shopping cart" function to make it easier to give to multiple organizations and not have to enter contact information in every time a donor makes a gift. Others suggested a smart phone app to enable better compatibility with mobile users as well as making it easier to search for, find, and share information about nonprofits through the site.

Two nonprofit interviewees, one having participated in Lincoln's Giving Day (which used Razoo) also wanted more usability and access to the organization's page on the website as they were able to have with Razoo. They noted that with Razoo, an organization can add more pictures, video, etc. and campaign function. As one interviewee noted:

So I built up an area on our website where we could have stories and videos and photos posted throughout the day. And I then embedded that donation form that they gave us so it was more branded towards our mission. And when it came to, like, social networks and stuff, I wasn't as inclined to sending people to our direct link on the Omaha Give site because it didn't really have that much info about us. I sent people to our page on our website where they could donate on that embedded form, but it was also on our website. I wanted people to learn about the story. About what we – what kind of – why we needed these funds, what these funds are going towards. You want to get your mission out there, and you want to showcase your stories...But yeah, if you look at that Razoo you can set up campaigns too.

At least two interviewees who were donors—one that provided matching funds and one that was new to giving—suggested enabling a campaign or "crowd-funding" aspect to Omaha Gives! (which Razoo is capable of doing):

Omaha Gives – and this is not a good or a bad. It's a generic shotgun blast. And that's okay. I wonder, though, from OCF's perspective if somebody couldn't come up with something that was more project specific and take a different approach, where you have a donor or donors lined up and you have matching and it was all about getting a project done.

A couple of survey respondents also suggested soliciting funds for particular projects; however, another survey respondent and an interviewee suggested there is value in not making the giving too project-focused.

Communication

Suggestions for better communication and outreach were provided by interviewees and survey respondents. This included better and earlier promotion of the event; clarifying information about matching gifts, prizes and who counts as unique donors, and services fees; better communication with nonprofits and donors during and after the event; helping nonprofits get the word out strategically; and being more inclusive in framing the event.

A typical comment among those who brought up better and earlier promotion of the event in the survey was:

This was a wonderful opportunity to benefit local nonprofits. The only suggestion I have, is for the nonprofits and Omaha Community Foundation to get the word out sooner. I only found out about it a couple of days before the actual event. I believe once more people become aware of Omaha Gives!, the amount of donations will naturally increase.

One person also suggested the event might start mid-morning or noon instead of midnight so that people not able to give one day could give the next.

As noted above, there was some confusion about matching gifts, prizes, and service fees that should also be made clearer in future communications. Pertaining to matching funds, one nonprofit participant interviewed wanted to see more matching funds to make it easier to communicate with donors:

I kind of hope they lock down more matching funds next year because it's easier to say your dollar will be matched dollar for dollar than hey we will be getting a portion of your gift and – oh, up to so much – a certain amount is easy to explain to do – people get that by now, I think, with matching gifts.

Several survey respondents suggested they would have liked to get information from OCF on the final results of the giving day. An organizer interviewed also suggested it might be beneficial to figure out ways for ongoing interaction with donors:

...we won't have the time and energy to do it today, but what we're trying to plan around during 2014 sort of on a concurrent path to the 2014 event is in order to afford to do this again in 2015, what kind of technology and engagement can we put behind it so that if you participate in Omaha Gives, there's a way to have some communication with even – is there an app that we have that somehow pops up and says hey, you participated in Omaha Gives and there's another opportunity to do something great today if you want to give \$20.00. And again, not on a constant basis where people oh, my gosh, but in a way where it becomes a greater part of the consciousness of the participants beyond one day in May.

One nonprofit participant interviewed also noted they would like to see more interaction from OCF after the event:

And there are articles out there that nonprofits shouldn't look at foundations as ATMs, and I don't want to be that. Omaha Gives has a very different kind of spin to it. So, if there's a follow-up afterwards to help build that relationship, it will help tear down some of those misperceptions....they've gone through major transitions over the last couple years. I don't even really have a relationship currently with any of their staff, whereas I used to....It really was a

community event....it would be kind of fun to have the organizations that participated getting together or do an awards or a celebration of who received the hourly gifts or who received the top prizes or an acknowledgement for that. I don't know. And I don't know if that's necessary totally, but....I really feel like the non-profits should be doing that for Omaha Community Foundation. But I don't know.

Other interviewees and survey respondents suggested in addition that OCF provide more training to nonprofits to help them communicate and capitalize on the event.

Finally, a few survey respondents commented that they would like the event to truly be an Omaha-metro area event. As one person wrote:

Omaha based organizations tend to only refer to those who participate/donate as being from Omaha. Statements such as "the people in Omaha are very generous" neglect to recognize that Omaha's strength is based on all the people who live in the Omaha Metro area on both sides of the Missouri River. There are many generous and civic-minded people who live in Bellevue, Papillion, LaVista, Ralston, Blair, Bennington, Elkhorn, Ft. Calhoun, Council Bluffs, Glenwood, and I could go on and on....Plattsmouth, Springfield, Gretna, Valley, Missouri Valley, Crescent, Underwood, Treynor, etc. That is my only criticism. Acknowledge all the people in the Omaha Metro area.

Charities & Fair Competition

Several survey respondents (48) had opinions about which charities were involved in Omaha Gives!. Some suggested charities that weren't involved be included next year. This included specific charities as well as in general involving more charities located in Pottawattamie and Washington Counties and public school and library foundations. One organizer said it might be worthwhile to reconsider geographic locations of which nonprofits can participate:

Oh, you know, another thing to think about for next year...would be to revisit the geographic question and we realized late in the game that the [organization] asked if they could participate and they were out of what we had stated and then we realized that we really couldn't add them, although the county that they're in...only had like 12 other nonprofits and we were like maybe next year we could think about restating the geographic thing because I think they couldn't do Lincoln either.

Others suggested some types of organizations NOT be included next time. Several people (19) suggested bigger organizations should not be included in the event. As one survey respondent noted:

I question some of the larger non-profits participating in this event. It seems to me there is a time and place for the larger organizations to fundraise. This appeared to be a perfect opportunity for the smaller non-profits who really need the donations. I was a little disappointed when I saw some of the names listed.

A couple of people wrote that particular types of organizations such as private schools should not be included as well.

Along these lines, survey respondents and interviewees had suggestions for making the competition fairer. Twenty-three survey respondents wanted to see more prizes or support for small and/or

medium-sized organizations, noting the unfair competition with the “big” organizations. As one person wrote:

I think that smaller non-profits should have more ways to win prizes than larger non-profits. Especially the random gift ... it seems like \$1,000 to a big organization really doesn't mean much compared to what it would be for a small organization. Just my two cents...

A few other survey respondents suggested adding more prize categories for type of organization or location of organization (Council Bluffs); as well as adding more random and smaller, but larger numbers of prizes.

Conclusion & Recommendations

The results from this evaluation suggest that Omaha Gives! did reach its goals. It raised much more money and engaged many more nonprofit organizations and donors than it had set out to do. To some degree it also appeared to raise awareness about nonprofits and philanthropy and OCF, and build the capacity of some participating nonprofits. In the future, the event could possibly do more to emphasize these later two areas.

Based on the data provided above, event organizers may also want to do more to reach out to, encourage and support smaller nonprofit organizations. Many survey respondents were interested in supporting these types of organizations and they seemed to be disproportionately under-represented in Omaha Gives! this year in comparison to the broader population. These organizations may be reached through targeted mailings, obtaining contact information for nonprofits with smaller budgets through the National Center for Charitable Statistics. Providing more support and possibly additional prizes for smaller organizations will also be more likely to benefit organizations operating outside of Douglas County. It's not clear OCF would want to be more prescriptive in which organizations can or cannot participate in the event otherwise.

Although it's clear that some new and younger donors were reached in this first year, there is more opportunity to improve in the future. OCF might expand its social media efforts as well as partner with organizations such as the Greater Omaha Young Professionals or local colleges and universities to reach this target population. Perhaps matching and prizes could be associated with the age of donors.

Earlier and broader promotion will likely encourage more participation in the event. OCF should try to clarify information about matching gifts, prizes and who counts as unique donors, and services fees; enhance communication with nonprofits and donors during and after the event; and help nonprofits get the word out strategically.

Omaha Gives! might also try to be more inclusive in its language and framing of the event to attract people from outside of Douglas and Sarpy Counties to give. It might be worthwhile to ask nonprofit participants and donors in Council Bluffs in particular for further feedback on ways to do this.

OCF should also do what is possible to address the suggestions for improving the technical issues related to the website, in particular the website design issues such as adding a shopping cart function and enhancing user-friendliness and mobile application.

OCF might additionally try to link Omaha Gives! to events such as United Way's Day of Caring to enhance ongoing and multiple types of engagement.

Finally, checking back with nonprofit organizations and donors a year or more after the event will help to better evaluate the overall impact of Omaha Gives! on giving and engagement. Along these lines, it would be useful to ask for more demographic information about donors if possible as well as ask nonprofit participants specifically how much money they raised and number of donors they engaged on the day so it is possible to examine these in relation to time spent, events held, social media use, and so on.

Appendix A: Giving Days across the Country

Place	Amount Raised (in million \$)				
	2013	2012	2011	2010	2009
Alabama Gives Day ²⁹		.74			
Arizona Gives Day ³⁰	.93				
Centre Gives (PA) ³¹	.55				
Colorado Gives ³²		15.7	12.4	8.4	
Columbus, Ohio-The Big Give ³³	10.7		8.5		
Georgia Gives Day ³⁴		.78			
Give Big Lexington ³⁵	.36	.38	.24		
Give to Lincoln Day ³⁶	2.1	1.3			
Give Miami Day ³⁷		1.2			
Give to the Max Day-Minnesota ³⁸	17.1	16.3	13.4	10	14.5
Idaho Gives ³⁹	.58				
Love Give Utah ⁴⁰	.63				
Nevada's Big Give ⁴¹	.55		.41		
North Texas Giving Day ⁴²	25.2	14.4	10.7	5	4
Omaha Gives!	3.1				
Park City, Utah – Live PC, Give PC ⁴³	.83	.60	.33		
Pittsburgh Day of Giving/ PittsburghGives ⁴⁴	7.15	7.6	5.9		1.5
Riverside Give Big ⁴⁵	.29	.21			
San Diego give Big ⁴⁶			2.1		
Seattle give Big ⁴⁷	11.1	7.4	3.5		
Spring to Action Alexandria ⁴⁸		.32			
Telluride Gives ⁴⁹	.06	.04	.02		
Washington DC and region – Give to the Max Day			2.03		

²⁹ <http://algives.razoo.com/p/faqs>

³⁰ http://azgives.razoo.com/giving_events/az13/home

³¹ <https://centregives.s3.amazonaws.com/index.html>

³² <https://www.coloradogives.org/cogivesday>

³³ <http://columbusfoundation.org/central-ohio/transformativ-grants/the-big-give/>

³⁴ <https://www.gagivesday.org/c/GGD>

³⁵ <http://www.lexfoundation.org/events/give-big>

³⁶ http://givetolincoln.razoo.com/giving_events/g2113/home

³⁷ <http://miamifoundation.org/givemiamiday>

³⁸ <http://givemn.razoo.com/>

³⁹ <https://inc.memberclicks.net/assets/documents/idaho%20gives%202013%20summary%20report.pdf>

⁴⁰ http://loveutgiveut.razoo.com/giving_events/utah13/home

⁴¹ <http://media.razoo.com/media/givenv/nv13/assets/newfactsheet.pdf>

⁴² <https://www.donorbridgetx.org/>

⁴³ <http://www.theparkcityfoundation.org/DefaultPermissions/LivePCGivePC/tabid/290/Default.aspx>

⁴⁴ <http://www.pittsburghgives.org/>

⁴⁵ http://givebigriverside.razoo.com/giving_events/gbr13/home

⁴⁶ <https://givebig.s3.amazonaws.com/index.html>

⁴⁷ <http://givebig.wordpress.com/>

⁴⁸ http://spring2action.razoo.com/giving_events/spring2action2012/home

⁴⁹ <http://telluridegives.org/>

Appendix B: Methodology

Research questions were addressed using several methods, including drawing on available OCF data (surveys of nonprofits and donors who participated in Omaha Gives! and Omaha Gives! giving data), existing published secondary data and media reports, and interviews with OCF staff, donors and nonprofit representatives who participated and did not participate in Omaha Gives!

OCF Data

OCF administered a post-event donor and nonprofit participant survey after Omaha Gives! to gauge short-term impact and address process evaluation areas. This survey was administered before a fuller evaluation design was created so includes some limitations for the purposes of this evaluation, but also a good deal of valuable information. In addition, OCF giving data from the event were analyzed.

Other Secondary Data

Other secondary or already existing data was also analyzed to address the research questions. Sources of data included U.S. Census and National Center for Charitable Statistics (NCCS) data, other giving day evaluation reports, local giving data, and media reports.

Interviews

To supplement existing data, the researchers conducted interviews with a range of donors and nonprofit organizations as well as OCF staff to understand experiences and evaluate process and outcomes related to the event. Donors and nonprofit organization representatives that did not participate in the event were also interviewed. In total, 12 interviews were conducted, one with two people. The interviews lasted an average of 35 minutes, ranging from 7:26 to 57 minutes. Interviews took place between October 8 and November 13, 2013. All but one interview was transcribed.

The following characteristics were represented in the purposively-selected interview sample:

- Nonprofit participant representatives including:
 - Small and large organizations
 - Prize and non-prize winners
 - Raised a lot and raised a little
 - Event and non-event holders
 - An organization that participated in Lincoln's giving day and organizations that did not
 - A range of program service areas
 - Located in Omaha and Council Bluffs
- Representatives from nonprofit organizations that did not participate
- Donors who:
 - Gave small and large amounts
 - Gave matching funds
 - Were new to giving and experienced philanthropists
 - Are active in supporting work in various parts of the Omaha area
 - Did not give during the event
- OCF staff or consultants who helped to organize the event

Max QDA qualitative data analysis software was used to code and organize data from the OCF surveys and interviews.