

OMAHA GIVES!

2015 EVALUATION REPORT

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Omaha Gives! 2015 Evaluation Report

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Executive Summary

The Omaha Community Foundation (OCF) held its third giving day, Omaha Gives!, on Wednesday, May 20, 2015. The goals of this year's event were to grow philanthropy in Douglas, Sarpy, and Pottawattamie Counties as well as to inspire the community to come together for 24 hours to give as much as possible to support the work of 501(c)3 nonprofit organizations in the metro area.

In this third evaluation of Omaha Gives!, researchers set out to assess the degree to which the goals of Omaha Gives! 2015 were met by addressing the following questions:

1. Who participated in Omaha Gives and why?
2. What was the impact of Omaha Gives?
3. What were the factors that impacted fundraising/giving and the return on investment?
4. What were the experiences of the participating donors and nonprofit organizations, non-participating nonprofits and how can it be improved?
5. How did this year compare to previous year's events?

Research questions were addressed using several methods, including drawing on post-event surveys of participating and non-participating nonprofits and donors in Omaha Gives! 2015, gift data, and published secondary data.

Omaha Gives! generally drew wide community and media attention and increased awareness of participating organizations as well as increased awareness about OCF. Many organizations appeared to attract new donors and engaged existing donors and volunteers in a new way. Omaha Gives! also continues to grow—the amount raised, number of unique donors, and average gift size continues to increase each year, and donors continue to give to new organizations. This seems to be leading to overall increased funding for nonprofit organizations.

Who Participated and Why

A total of 704 nonprofit organizations participated in Omaha Gives! 2015—135 organizations more than in 2014 and 386 more than in 2013; a 24% and 121% increase respectively.

- The largest portion of participant organizations were in human services as in previous years. From 2014 to 2015, nonprofit participants increased in all program service areas; the highest percentage increase was among environment and animal-related organizations.
- Nearly half (40.3%) of participating organizations had budget sizes of less than \$100,000. Comparing 2015 to 2014, the highest percentage increase in number of organizations was for those with budget sizes of less than \$100,000 (47.9% increase).
- One-third (32%) of nonprofit participants provided services in Douglas County only. The rest provided services in Sarpy and Pottawattamie Counties in addition to or instead of in Douglas County. Comparing 2015 to 2014, the highest percentage increase was among organizations providing services in Pottawattamie County (44.4%). Almost one-third (31.1%) of participating organizations had main offices located in Northeast Omaha.
- The *most* cited reasons organizations surveyed said they participated in Omaha Gives! 2015 were to raise awareness about the organization and to reach new donors. The *least* cited reason was because a donor wanted the organization to participate.

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- Organizations surveyed that did NOT participate in Omaha Gives! 2015 indicated it was because they were late registering, they were not familiar with Omaha Gives!, they did not want to compete with members or other organizations, or they did not have the capacity to participate.

A total of 20,149 unique donors participated in Omaha Gives! 2015, which was 11.2% more than in 2014 (18,112 unique donors) and 85.5% more than 2013 (10,861 unique donors).

- Based on survey responses, Omaha Gives! 2015 donors were more likely to be female (75.1% in 2014 vs 76.6% in 2015), older (20.5% were 65 years and over in 2014 vs 25.6% in 2015), and white (91.5% in 2014 vs 94.1% in 2015).
- Compared to the Omaha Combined Statistical Area, a higher percentage of Omaha Gives! 2015 survey respondents were between 55-64 and 25-44 years of age.
- A little less than half of donors (46.1%) indicated as they made a gift this year that it was their first time giving to an organization.
- Survey responses indicate the *most* cited reasons donors were motivated to donate through Omaha Gives! 2015 were to make a donation to a nonprofit they usually support and to show support for their favorite nonprofit. The *least* cited, relative to other reasons, were to make their first charitable donation ever and make a donation because a friend asked.

Funds Raised

Omaha Gives! 2015 raised a little more than \$8.8 million, including \$114,000 in prize money and \$350,000 in bonus/matching funds provided through OCF and approximately \$510,000 in extra bonus/matching funds raised by nonprofit participants. This total is a 38% increase over 2014 (\$6.36 million) and 107% increase over 2013 (\$3.07 million).

- A total of 47,131 gifts were made during Omaha Gives! 2015 and the average gift size was \$166 (a 7.2% increase from 2014). Gifts ranged from \$10 to \$300,000; 63% were under \$50 (in 2014 it was 64.3% and in 2013 it was 69.8%).
- The number of gifts made by unique donors during 2015 ranged from 1 to 253; the average amount given was \$390, ranging from \$10 to \$767,310.
- The total amount raised through scheduled donations was \$917,732. Approximately 3,971 unique donors scheduled at least one donation.
- A little less than half of nonprofit participants raised \$2,500 or more during Omaha Gives! 2015, similar to 2014.
- There seemed to be little or no correlation between number of gifts and amount raised for participating organizations during Omaha Gives! 2015 or previous years.
- Human service organizations received the highest percentage of total funding and number of gifts during Omaha Gives! 2015; similar to 2013 and 2014.
- Organizations with budget sizes over \$10-100 million raised the highest amount per organization and also the highest average size gift during Omaha Gives! 2015.
- Organizations with main offices in Northeast Omaha raised the highest percentage of total funding while organizations with main offices in Northwest Omaha raised the highest average gift per organization.

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Factors Associated With Fundraising/Giving

Based on statistical analysis of nonprofit post-event survey responses for Omaha Gives! 2015, keeping other factors constant, the following were significant:

- Organizations with budget sizes of \$250,000-\$999,999 received more total donations and attracted more donors than organizations with budget sizes of less than \$250,000.
- Religious organizations received more total donations than human service organizations.
- The number of 'likes' on an organization's Facebook page was positively associated with attracting more donors.
- Participating in any previous Omaha Gives! was positively associated with attracting more total donations and unique donors.

Based on statistical analysis of donor post-event survey responses for Omaha Gives! 2015, keeping other factors constant, the following were significant:

- Men donated more than women.
- Number of years living in a community was positively associated with total amount given.
- A donor with a master's or advanced degree donated more than a donor with a bachelor's degree.
- A donor not in an active marriage donated more but gave to fewer organizations than a donor in an active marriage.
- An older donor (over 65 years) donated more and gave to more organizations than a donor who was 35-64 years of age.
- A donor who gave in the previous 12 months was more likely to give a donation in Omaha Gives! 2015.
- A donor who indicated a high motivation to donate based on bonus/matching dollars gave to fewer organizations.

Expanding Overall Giving

- Analysis of gift data showed that 52% of donors giving gifts to organizations for the first time contributed \$885,071, about 11% of the total amount raised, excluding bonus funds and prizes. Based on a statistical analysis of donor responses, women and younger donors were significantly more likely to give to a nonprofit for the first time.
- More than two-thirds (68.9%) of donors said they strongly agreed or agreed that they are very likely to support the new nonprofit organization they donated to in the future.
- About two-thirds (61.2%) of nonprofit organizations surveyed said their funding "slightly increased" and 9.5% said it "substantially increased" due to participating in Omaha Gives! 2014.
- Nearly one-third (30.5%) of donors surveyed said they are likely to donate more after participating in Omaha Gives! 2015

Return on Investment

- Calculations for rate of return (ROR) and return on investment (ROI) for a sample of 205 nonprofit participants show organizations saw a net financial benefit. Among the sample, the average ROR was 3,439%, average return on \$1 spent \$35.40, and average cost to raise \$1 was \$0.40. This is a good ROI compared to estimates for other fundraising strategies such as direct mail acquisition (estimated cost \$1.25 - \$1.50 per \$1 spent) and benefit events (\$0.50 per \$1 spent).

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Nonprofit Capacity Building

- Nearly three-quarters (71.3%) of nonprofit survey respondents strongly agreed or agreed that participating in Omaha Gives! 2015 helped them build their capacity to raise more donations and reach new donors.

Perceptions of the Omaha Community Foundation

- Survey data suggest OCF increased its visibility and familiarity with a new audience; 41.6% of survey respondents said they were not familiar with OCF before Omaha Gives!
- Most donors surveyed (81%) did not have personal or family accounts with OCF. Among donors who do have accounts with OCF, 53.1% found the experience of giving through Omaha Gives! “excellent”.
- There was strong support for the work of OCF in the survey comments.

Experiences of Participants

- 93.4% of donors surveyed had a good or excellent impression of Omaha Gives! and 90.6% strongly agreed or agreed that they would continue to participate in Omaha Gives! in the future.
- 92.4% of nonprofit participants surveyed agreed or strongly agreed that they are likely or very likely to participate in future Omaha Gives!
- 90.6% of donors said that they had an excellent or good experience making a donation on the Omaha Gives! website. However, several donors noted they had problems searching for the nonprofit organizations to which they wanted to donate and found the website not to be mobile-friendly. About 40% of nonprofit respondents indicated the website would be useful or very useful for all year use.
- Some donors and nonprofit participants indicated the amount of communication they received about the event was overwhelming; however, some also suggested OCF should advertise more to include everyone in the community.
- Donors indicated in the survey the following increased or greatly increased their donations in Omaha Gives! 2015: bonus dollars (52.1%), extra bonus dollars (45.8%), and prizes (32.9%).
- 85% of nonprofit survey respondents agreed or strongly agreed that OCF training sessions were helpful.
- There was some confusion and concerns about the transaction fee, matching gifts, and scheduled donations among some donors.
- Several donors and some nonprofit participants indicated they were unhappy about the competition between big and small organizations and some also expressed concerns about including schools and churches in Omaha Gives! 2015. This has also been brought up in previous years.

Recommendations

Based on the findings from the research, suggestions for future Omaha Gives! include:

- Make competition among big and small organizations fairer by expanding or changing incentives through matching/bonus dollars and prizes.
- Engage donors to increase or expand giving. Design incentives to engage certain types of donors (especially women and younger donors) to give more or give to more organizations during Omaha Gives!
- Improve the website and expand gift/payment/gift options.
- Provide better/more strategic information for donors and nonprofits, especially related to transaction fees and matching gifts.

Introduction

The Omaha Community Foundation (OCF) held its third annual giving day, Omaha Gives!, on Wednesday, May 20, 2015. The goals of this year's event were to grow philanthropy in Douglas, Sarpy, and Pottawattamie Counties as well as to inspire the community to come together for 24 hours to give as much as possible to support the work of 501(c)3 nonprofits in the metro area.¹

Over the last three years, Omaha Gives! has raised over \$18 million and has surpassed Silicon Valley Gives to become the fifth-largest giving day in the nation and second largest metro-area giving day after giveBIG – Seattle.²

OCF introduced several new changes in Omaha Gives! 2015 to enhance user experience on the website and amplify the impact for nonprofits serving Douglas, Sarpy and Pottawattamie Counties.³ The changes included:

- OCF partnered with CiviCore instead of Kimbia to host the website giving platform. New features included a shopping cart, more online storytelling capabilities for nonprofits, and a reduction of transaction fees.
- Donors could schedule a donation from May 1 through May 20 using omahagives24.org (scheduled donations were not eligible for hourly prizes).
- Nonprofits could raise and promote their own matching or bonus funds through the Omaha Gives! website.
- OCF partnered with the Pottawattamie County Community Foundation to promote the event and the Iowa West Foundation provided \$20,000 in extra bonus dollars for nonprofits serving Pottawattamie County.

The bonus dollars and extra prizes were continued from previous years. These included:

- Bonus dollars (previously matching funds) included \$350,000 reduced from \$750,000 in 2014.
- 24 hourly prizes worth \$1,000 each based on random selection.
- 45 prizes worth \$90,000 to nonprofits that attracted the highest number of donors in three separate categories during three 8-hour time periods throughout the day (12 am – 8am, 8 am – 4 pm, and 4 pm – 12 am). This is up from 30 prizes and only one-time period in 2014.
- Extra bonus dollars (matching or other incentives) raised by nonprofits. They raised an estimated \$509,772 in Extra Bonus Dollars during the event.

In this third evaluation of Omaha Gives!,⁴ researchers set out to assess the degree to which the goals of Omaha Gives! 2015 were met by addressing the following questions:

1. Who participated in Omaha Gives! and why?
 - a. How many and what types of organizations participated?
 - b. How many and what types of donors participated?
 - c. Why did organizations or donors participate or not?

¹ From: <https://www.omahagives24.org/content/about>

² From: <https://omahafoundation.org/2015/06/midlands-voices-20600-omaha-gives-donors-were-driven-to-make-a-difference/>

³ From: <https://omahafoundation.org/2015/04/new-this-year-for-omaha-gives/>

⁴ An evaluation of Omaha Gives! 2014 can be found at: <https://omahafoundation.org/wp-content/uploads/2015/04/Omaha-Gives-2014-Evaluation.pdf>

2. What was the impact of Omaha Gives!?
 - a. How much money was raised by type of organization?
 - b. How many donors were engaged by type of organization?
 - c. Did Omaha Gives! expand giving?
 - d. Did it enhance the capacity and awareness of nonprofit participants?
 - e. Did it increase familiarity with OCF?
3. What were the factors that impacted fundraising/giving and the return on investment?
4. What were participants' perceptions of Omaha Gives! 2015 and what could be improved?

Where possible, comparison between this year and the previous two years' events is included.

Questions were addressed using data gathered through post-event surveys of participating and non-participating organizations and participating donors as well as from Omaha Gives! 2015 gift data and secondary data. See Appendix A for an overview of the research methodology.

Findings

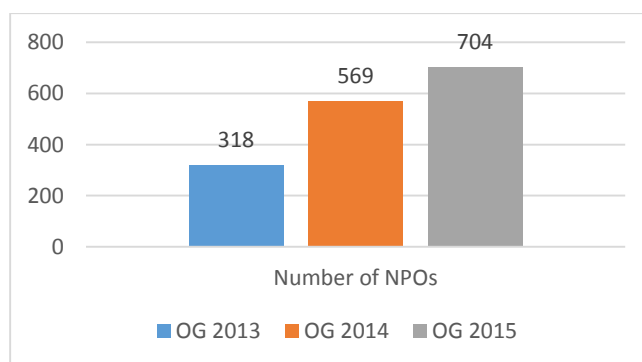
Who Participated and Why or Why Not?

This section examines who participated in Omaha Gives! 2015, including nonprofit organizations by type and donors by various demographic attributes. It also examines why nonprofit organizations and donors participated (or not in the case of some nonprofit organizations). It compares three years of Omaha Gives! data where possible.

Nonprofit Organizations

704 organizations participated in Omaha Gives! 2015. This was 135 more than in 2014 (569 participated; a 24% increase) and 386 more than in 2013 (318 participated; a 121% increase). See Figure 1.

Figure 1: Number of Organizations that Participated in Omaha Gives! 2013, 2014, and 2015; from Registration Data



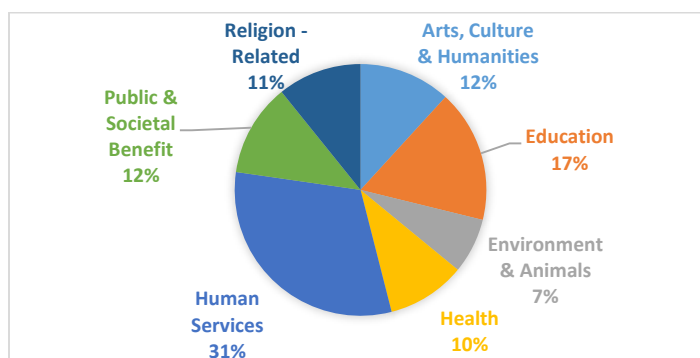
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Types of Organizations that Participated

Program Service Area

By categorizing registration information into National Taxonomy of Exempt Entities (NTEE) categories,⁵ the data show the largest segment of the 2015 participating nonprofit organizations self-identified as human services (31%; includes youth development), followed by education (17%); arts, culture & humanities (12%), public & societal benefit (labeled “community improvement” in registrations; 12%), religion (11%), health (10%) and environment & animals (7%). See Figure 2 and Table 1.

Figure 2: Nonprofit Organizations Participating in Omaha Gives! 2015 by Program Area; from Registration Data



From Omaha Gives! 2014 to 2015, the highest percentage **increase** in number of organizations participating was in environment & animal-related organizations (56.3%), followed by education (48.1%), public & societal benefit (47.4%), and religion-related (25.7%) organizations. The highest percentage increase in number of organizations between Omaha Gives! 2013 and 2014 was in religion-related organizations (166.7%), followed by health (139.3%); environment & animals (128.6%); and public & societal benefit (90.0%). See Table 1 and Figure 3.

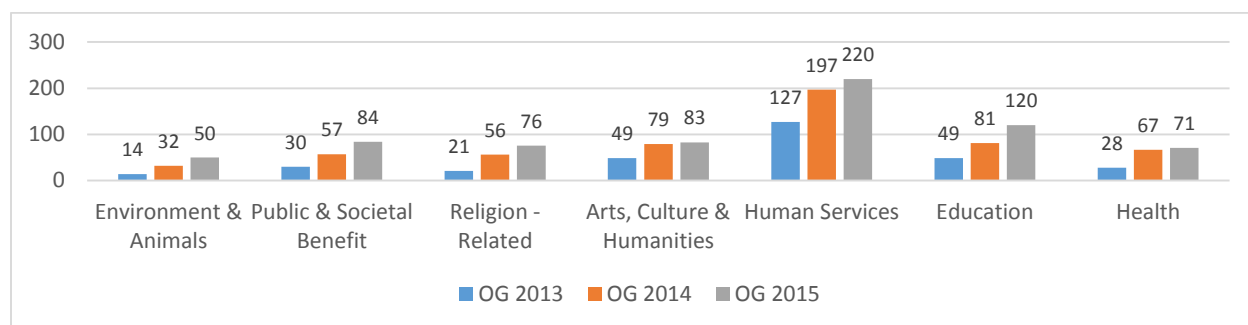
Table 1: Number and Percentages of Nonprofit Organizations Participating in Omaha Gives! 2013, 2014 & 2015 by Program Service Area; from Registration Data

NTEE Code	Program Service Classification	OG! 2013		OG! 2014		% Change Number 2013-2014	OG! 2015		% Change Number 2014-2015
		#	% of Total N	#	% of Total N		#	% of Total N	
A	Arts, Culture & Humanities	49	15.4%	79	13.9%	61.2%	83	11.8%	5.1%
B	Education	49	15.4%	81	14.2%	65.3%	120	17.0%	48.1%
C-D	Environment & Animals	14	4.4%	32	5.8%	128.6%	50	7.1%	56.3%
E-H	Health	28	8.8%	67	11.4%	139.3%	71	10.1%	6.0%
I-P	Human Services	127	39.9%	197	34.4%	55.1%	220	31.3%	11.7%
R-W	Public & Societal Benefit	30	9.4%	57	10.0%	90.0%	84	11.9%	47.4%
X	Religion -Related	21	6.6%	56	9.8%	166.7%	76	10.8%	35.7%
	Total	318	100.0%	569	100.0%	78.9%	704	100.0%	23.7%

⁵ The NTEE 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>.

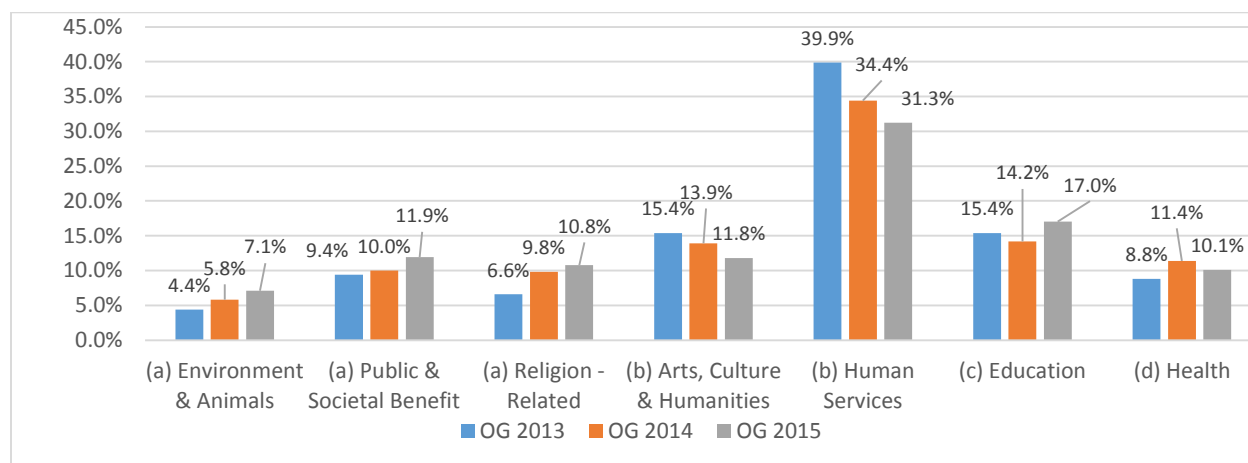
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Figure 3: Number of Nonprofit Organizations Participating in Omaha Gives! 2013, 2014 & 2015 by Program Service Area; from Registration Data



While **human service** organizations have continued to represent **the largest segment** of participants in Omaha Gives! each year, their percentage in relation to the total number of organizations has also *declined* each year (from 39.9% of the total the first year, to 34.4% in 2014, and to 31.3% in 2015). The percentage of arts, culture & humanities in relation to all participating organizations has also declined each year. Conversely, public & societal benefit, environment & animals, and religion-related organizations have *increased* their representation as a percent of the total each year. Thus, the number of organizations in these program service areas has increased at a greater rate than organizations in other service areas. Education and health organizations have been variable in percent decrease or increase. See Figure 4.

Figure 4: Percentages of Nonprofit Organizations Participating in Omaha Gives! 2013, 2014 & 2015 by Program Service Area; from Registration Data



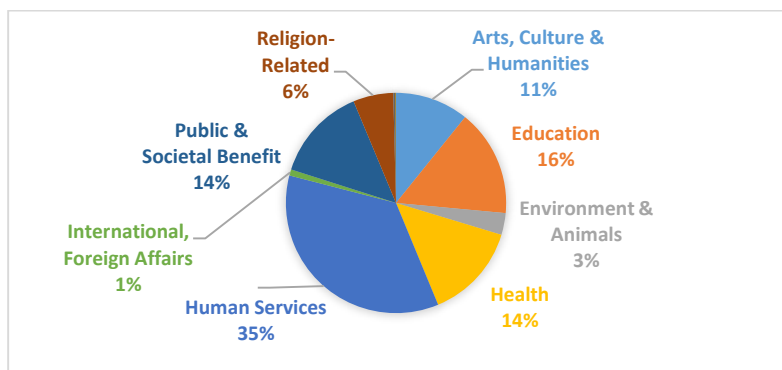
The most detailed data that can be accessed currently for comparing Omaha Gives! 2015 nonprofit participants to the larger nonprofit organization population in the Omaha area is from 2008 and may not include some smaller and religious organizations.⁶ According to IRS data from 2008, there were 1,074

⁶ This data 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 the 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 was required to file

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501(c)3 public charities required to file 990 forms in the Omaha Metropolitan Statistical Area (MSA). The **largest groups** were **human services** (35%); then education (16%); health (14%); public & societal benefit (14%); arts, culture & humanities (11%), and so on. See Figure 5 and Table 2.

Figure 5: All 501(c) 3 Public Charities Required to File by Type in the Omaha MSA, 2008; from IRS/NCCS



Comparing Omaha Gives! 2015 participants to the Omaha MSA population of nonprofit organizations shows organizations that participated in Omaha Gives! 2015 included a **greater percentage** of education (17.0% vs. 15.7% of the population), arts, culture & humanities (11.8% vs. 10.8%); environment & animals (7.1% vs. 3.2%); and religion-related organizations (10.8% vs. 5.9%) than the Omaha MSA population. There were **lower percentages** of health (10.1% vs. 14.1%), human services (31.3% vs. 35.3%) and public & societal benefit organizations (11.9% vs. 13.8%) organizations. There appeared to be no international or mutual and membership organization participants in Omaha Gives! 2015.

This data suggest then an **over-representation** of arts, culture & humanities; environment & animals; and religion-related organizations and **under-representation** of health, human services, public & societal benefit, international, and mutual & membership organizations. See Table 2 and Figure 6.

Table 2: A Comparison of Omaha Gives! 2015 Nonprofit Participants with the Omaha MSA Population of Nonprofit Organizations by Program Service Area; from Registration and 2008 IRS Data

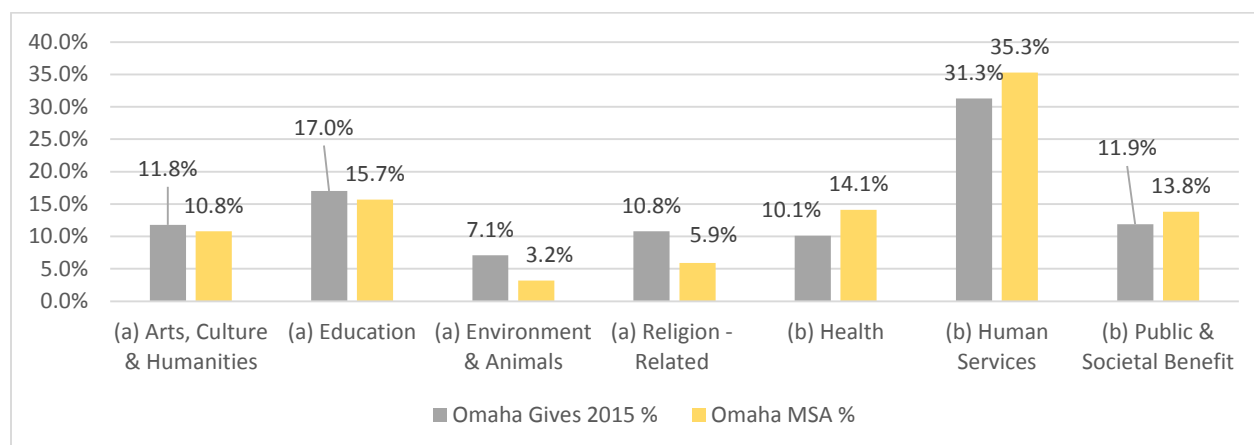
NTEE Code	Program Service Area	Omaha Gives! 2015		Omaha MSA 2008	
		# Orgs	% Orgs	# Orgs	% Orgs
A	Arts, Culture & Humanities	83	11.8%	116	10.8%
B	Education	120	17.0%	169	15.7%
C-D	Environment & Animals	50	7.1%	34	3.2%
E-H	Health	71	10.1%	151	14.1%
I-P	Human Services	220	31.3%	379	35.3%
Q	International, Foreign Affairs	0	0.0	10	0.9%
R-W	Public & Societal Benefit	84	11.9%	148	13.8%

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 could choose to file one of the full 990 Forms if the organization desired. Additionally, religious organizations were not required to file and organizations with national or regional headquarter offices could 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.

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NTEE Code	Program Service Area	Omaha Gives! 2015		Omaha MSA 2008	
		# Orgs	% Orgs	# Orgs	% Orgs
X	Religion - Related	76	10.8%	63	5.9%
Y	Mutual & Membership	0	0.0%	3	0.3%
Z	Unknown, Unclassified	0	0.0%	1	0.1%
	Total	704	100.0%	1,074	100.0%

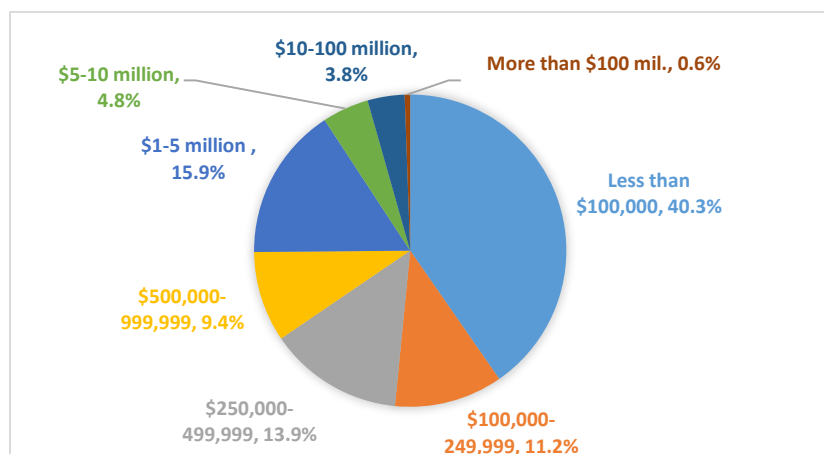
Figure 6: A Comparison of Omaha Gives! 2015 Nonprofit Participants with the Omaha MSA Population of Nonprofit Organizations by Program Service Area; from Registration and 2008 IRS Data



Budget Size

According to the data provided by the nonprofit participants during registration for Omaha Gives! 2015, the **largest percentage** of organizations participating had budget sizes of less than \$100,000 (40.3%), followed by \$1-\$5 million (15.9%) and \$250,000-\$499,999 (13.9%). See Figure 7.

Figure 7: Omaha Gives! 2015 Nonprofit Participants by Budget Size; from Registration Data



The data also suggest that the highest percentage **increase** in number of organizations from 2014 to 2015 was for those with budget sizes of \$100,000 or less (an increase of 47.9%). Simultaneously, organizations with budget sizes of over \$100 million **decreased** by 20% from 2014 to 2015 (5 organizations in 2014 vs. 4 organizations in 2015).

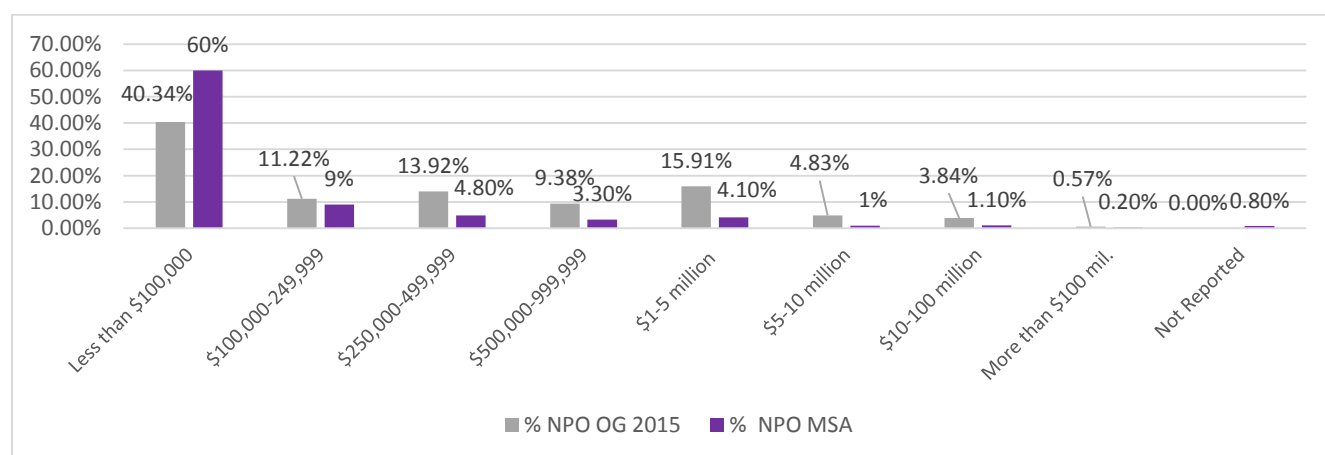
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To compare the Omaha Gives! 2015 participants to the larger nonprofit population in relation to budget size, the best available data is for the entire state of Nebraska.⁷ There was **under-representation** of small nonprofits with budgets of less than \$100,000 in Omaha Gives! 2015 as compared to the entire state (40.3% vs. 60%). There was an **over-representation** of nonprofit participants in all other categories. See Tables 3 and Figure 8.

Table 3: Comparison between Omaha Gives! 2014 & 2015 Nonprofit Participants and Nebraska Nonprofits Filing 990 or 990-N forms, by Level of Total Revenue; from Registrations and June 2014 IRS Data

Budget Size/Total Revenue	Category	Omaha Gives! 2014		Omaha Gives! 2015		% Change Number 2014-2015	Nebraska NP Orgs 2014	
		# Orgs	% Orgs	# Orgs	% Orgs		# Orgs	% Orgs
Less than \$100,000	Small	192	33.7%	284	40.3%	47.9%	7,215	60.0%
\$100,000-249,999	Medium	75	13.2%	79	11.2%	5.3%	813	6.8%
\$250,000-499,999	Large	84	14.8%	98	13.9%	16.7%	448	3.7%
\$500,000-999,999		57	10.0%	66	9.4%	15.8%	303	2.5%
\$1-5 million		101	17.8%	112	15.9%	10.9%	373	3.1%
\$5-10 million		29	5.1%	34	4.8%	17.2%	83	0.7%
\$10-100 million		26	4.6%	27	3.8%	3.8%	119	1.0%
More than \$100 m		5	0.9%	4	0.6%	-20.0%	25	0.2%
Not Reported		0	0.0%	0	0.0%	0.0%	2,651	22.0%
Total		569	100.0%	704	100.0%	23.7%	12,030	100.0%

Figure 8: Comparison between Omaha Gives! 2015 Nonprofit Participants and Nebraska Nonprofits Filing 990 or 990-N forms, by Level of Total Revenue; from Registrations and June 2014 IRS Data

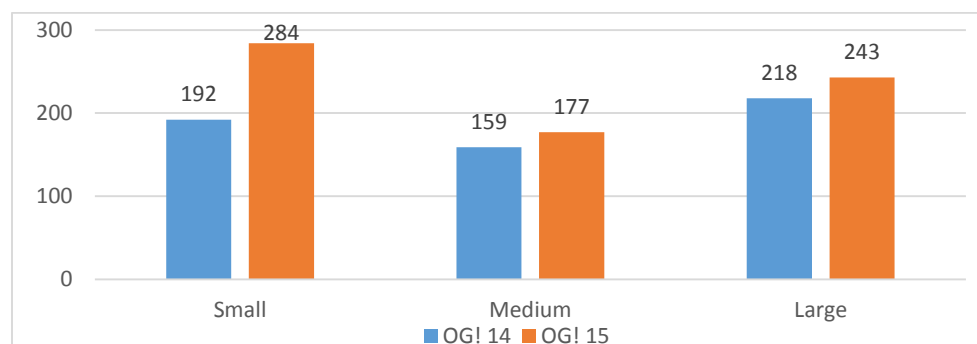


To compare Omaha Gives! participants as per three broad categories of budget size/total revenue: Small (less than \$100,000), Medium (\$100,000-\$499,999) and Large (more than \$500,000). The highest percentage increase is in organizations with small budget size (47.9%, 192 in 2014 vs 284 in 2015) followed by large budget size (11.5%, 218 in 2014 vs 243). See Figure 9.

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.

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Figure 9: Comparison between Omaha Gives! 2014 & 2015 Nonprofit Participants, by Level of Total Revenue from Registration Data



Location

Based on Omaha Gives! 2015 registrations, 225 (32%) of nonprofit participants indicated they provided services in Douglas County only. The rest provided services in Sarpy and Pottawattamie Counties in addition to or instead of in Douglas County. The highest percentage increase between 2014 and 2015 was for nonprofit organizations providing services in Pottawattamie County (44.4% increase), followed by nonprofits providing services in Douglas & Pottawattamie Counties (42.9%). See Table 4.

Table 4: Counties in Which Omaha Gives! 2014 & 2015 Participating Nonprofit Organizations Provide Services; from Registration Data

Location of Service Area	Omaha Gives! 2014		Omaha Gives! 2015		% Change in Number 2014-2015
	# Orgs	% Orgs	# Orgs	% Orgs	
Douglas	182	32.0%	225	32.0%	23.6%
Douglas & Pottawattamie	7	1.2%	10	1.4%	42.9%
Douglas & Sarpy	126	22.1%	145	20.6%	15.1%
Douglas, Sarpy & Pottawattamie	189	33.2%	211	30.0%	11.6%
Pottawattamie	27	4.8%	39	5.5%	44.4%
Sarpy	14	2.5%	15	2.1%	7.1%
Pottawattamie & Sarpy	0	0.0%	1	0.1%	-
All Nebraska	14	2.5%	0	0.0%	-100.0%
All Nebraska & Iowa	0	0.0%	41	5.8%	-
All United States	10	1.8%	12	1.7%	20.0%
International	0	0.0%	5	0.7%	-
Total	569	100.0%	704	100.0%	23.7%

The main offices of participating nonprofit organizations were also mapped by zip code into six categories: (a) Pottawattamie County (including Council Bluffs), IA and Outside NE⁸, (b) Sarpy, Bellevue and Greater Omaha & Nebraska⁹, and (c) Douglas County, divided into 4 zones: (1) Northwest¹⁰, (2)

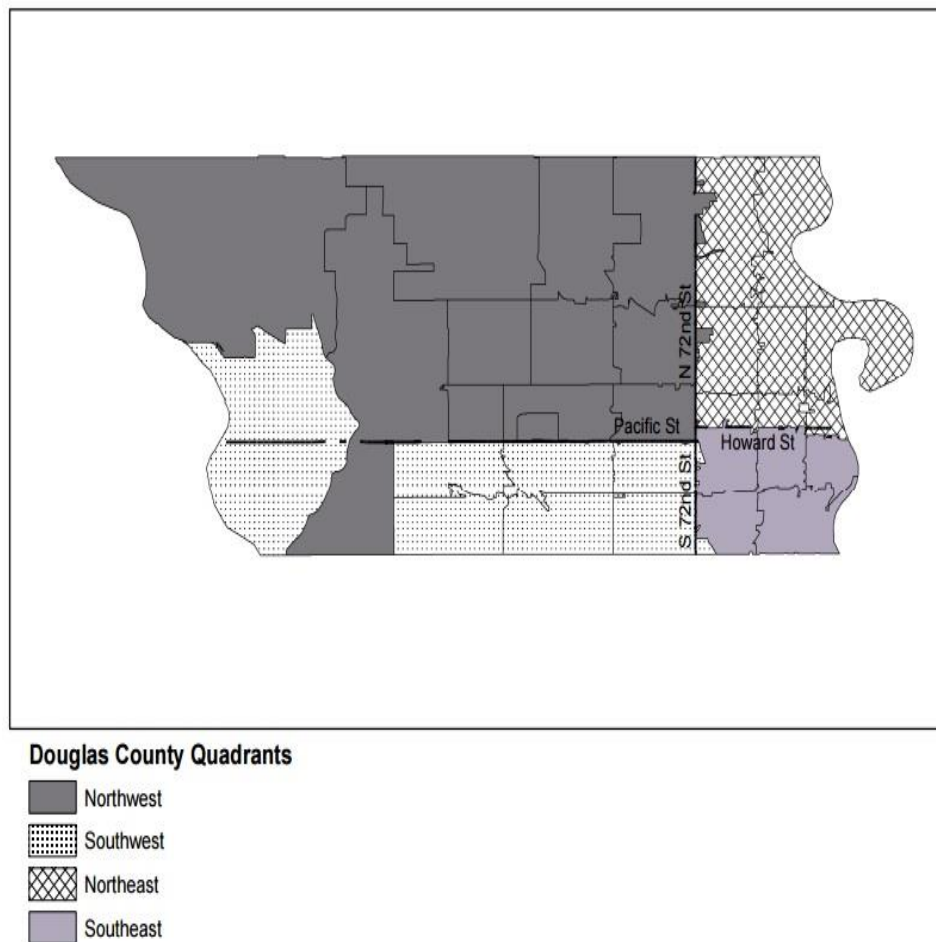
⁸ Only one organization has its main office located outside of IA and NE in Wayne, MI.

⁹ Zip codes include: 68002; 68003; 68036; 68005; 68007; 68008; 68010; 68015; 68022; 68023; 68025; 68028; 68033; 68038; 68046; 68048; 68058; 68059; 68064; 68066; 68069; 68097; 68508; 68509; 68501; 68505; 68506; 68123; 68128; 68133; 68134; 68135; 68136; 68137; 68138; 68139; 68141; 68142; 68147; 68157.

¹⁰ Zip codes include: 68022; 68114; 68115; 68116; 68117; 68118; 68122; 68154; 68164; 68182; 68183; 68198

Southwest¹¹, (3) Northeast¹², (4) Southeast.¹³ See Figure 10 for the classification of Douglas County quadrants.¹⁴

Figure 8: Location of Douglas County Quadrants



As per the registration data the **highest percentage** of organizations have their main office in *Northeast Omaha* (almost 31%).¹⁵ See Table 5.

¹¹ Zip codes include: 68124; 68127; 68130; 68144.

¹² Zip codes include: 68101; 68102; 68103; 68104; 68110; 681108; 68111; 68112; 68131; 68132; 68152; 68178; 68184; 68198.

¹³ Zip codes include: 68105; 68106; 68107; 68108; 68174.

¹⁴ Based on the 2014 Nebraska Metro Poll—Satisfaction and Successful Communities Report: <http://www.unomaha.edu/college-of-public-affairs-and-community-service/center-for-public-affairs-research/documents/metro-poll-2014-community-well-being-outlook.pdf>.

¹⁵ This was similar to percentages for survey respondents.

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Table 5: Main Office Locations for Nonprofit Participants in Omaha Gives! 2015 by Zip Code; from Registration Data

Head Office Locations	Registration Data	
	# Orgs	% Orgs
Pottawattamie (including Council Bluffs), IA & Outside NE	56	8.0%
Sarpy, Bellevue and Greater Omaha & NE	131	18.6%
Northeast Omaha	220	31.2%
Northwest Omaha	123	17.5%
Southwest Omaha	89	12.6%
Southeast Omaha	85	12.1%
Total	704	100.0%

Why Organizations Participated or Not

The post-event survey of nonprofit participants provided data on why organizations participated in Omaha Gives! 2015.¹⁶ The **most**-cited reasons were: To raise awareness about the organization (67%), to reach new donors (63.3%), and to be part of a community-wide effort (61%). The **least**-cited reasons were because a donor wanted the organization to participate (1.3%) and because a board member wanted the organization to participate (11.3%). See Table 6.

Table 6: Reasons Nonprofit Organizations Participated in Omaha Gives! 2014; from Post-Event Survey

Why did you participate in Omaha Gives?	# Resp	Percent	Av %	Factor Loading	Name Given to Factor	Factor Mean
To reach new donors	190	63.3%	48.5%	.780	Community Fundraising	.686
To reach current donors in a new way	139	46.3%		.651		
To reach out to lapsed donors	66	22.0%		.475		
To raise awareness about the organization	201	67.0%		.801		
To be eligible for bonus funding and prizes	119	39.7%		.660		
To participate in an Omaha Community Foundation event	125	41.7%		.656		
To be part of a community-wide effort	183	61.0%		.778		
We participated last year	142	47.3%	20.70%	.689	Practice online fundraising	.814
To practice online fundraising	77	25.7%		.787		
To practice social media	47	15.7%		.841		
A donor wanted us to	4	1.3%	21.0%	.075	General support for organization	.560
A board member wanted us to	34	11.3%		.822		
To raise money for operations	151	50.3%		.784		
To raise money for a project or specific need	68	22.7%	22.7%	.879	Seeking project based funding	.879

A factor analysis technique¹⁷ was adopted to deduce the relationship between various reasons for participation in the Omaha Gives! 2015 by nonprofit organizations. The emergent categories,¹⁸ after

¹⁶ The survey was completed by 300 organizations (43% of participating organizations).

¹⁷ Factor analysis is a statistical technique used to reduce the number of variables and to detect structure in the relationships between variables and to classify variables. Therefore, factor analysis is applied as a data reduction method. More information is available at: <http://www.statsoft.com/Textbook/Principal-Components-Factor-Analysis#sundries>

¹⁸ The variables that are closely related to each other (correlated) become one factor. For example, in a hypothetical study, if a respondent is asked among other questions their height in centimeters and inches, since both of these items are correlated they would appear as one factor.

factor analysis of 14 variables, were labeled as: (1) community fundraising, (2) practice online fundraising, (3) pressure from stakeholders, and (4) seeking project-based funding. The factor analysis shows that the strongest reason for organizations to participate in Omaha Gives! 2015 was community fundraising (average percentage 48.5%). See Table 6.

According to organizations surveyed that did **not** participate in Omaha Gives! 2015 (number of respondents = 16), the most-cited reason was that they were “too late to register” for Omaha Gives! 2015 (55.6%). The sample size of non-participating organizations is too low to make any generalizations. See Table 7.

Table 7: Reasons Nonprofit Organizations Did Not Participate in Omaha Gives! 2015; from Post-Event Survey

Why did your organization not participate in Omaha Gives! 2015?	Number	Percentage
I am not familiar with Omaha Gives!	2	22.2%
We heard about Omaha Gives! too late to register	5	55.6%
We did not want to compete with our members or other organizations	1	11.1%
We did not have the organizational capacity to participate	1	11.1%
We operate outside Omaha	0	0.0%
Total	9	100.0%

Comments in the post-event nonprofit survey also included that two organizations did not have 501c3 status, three organizations mentioned that they were not based in Omaha, and two organizations noted that the registration process was not clear.

Donors

20,149 unique donors participated in Omaha Gives 2015!, 11.2% more than the 18,112 unique donors who participated in Omaha Gives! 2014, and 85.5% more than the 10,861 unique donors who participated in Omaha Gives! 2013.

Demographics

The donor post-event survey included 1,967 responses (9.7% of the total number of unique donors who participated in Omaha Gives 2015!), and provides some information about the donors who participated in Omaha Gives! 2015.¹⁹ The average age of survey respondents was 53.27 years old (median 55.7 years) and the majority of respondents were female (76.6%) and white (94.1%).²⁰ In addition, 42.2% had household incomes of over \$100,000. Compared to the 2014 donor survey respondents (750 people took that survey; a 4.1% response rate), 2015's donor survey respondents were slightly older, more likely to be female, and more likely to be white.

¹⁹ This response rate is very small although it is higher than the response rate in 2014 (when 9.7% of unique donors completed the survey) so any conclusions drawn from this data comparison should be treated as tentative.

²⁰ 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, 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>.

Survey data were also compared to data obtained through Rapleaf, a service that matches emails to demographic data. According to Rapleaf, the average age of participants was 53 years, which is comparable to the average age of 2015 survey respondents. The median age is also similar between Rapleaf and survey data, although Rapleaf data show slightly younger participants. Rapleaf data also show the percentage of females to be lower than in the survey. The median household income was the same for both data sources. The survey and Rapleaf data also suggest Omaha Gives! 2015 donors were more likely to be female, older, white, and have a higher income than the Omaha MSA population.²¹ See Table 8.

Table 8: Comparing Omaha Gives! 2014 & 2015 Survey Respondent Donors, Omaha MSA Demographics, and Rapleaf Data

Description	Omaha Gives! 2014 Donor Survey Respondents	Omaha Gives! 2015 Donor Survey Respondents	Omaha 2010 MSA Demographics	Rapleaf 2015 Data
Population/N (% of unique respondents vs unique donors)	750 (4.1%)	1,969 (9.7%)	434,353	16,948
Female	75.1%	76.6%	50.8%	66%
Age 18-65 years	72.9%	74.3%	63.5%	82%
Age 65 years and over	20.5%	25.6%	11.4%	18%
White	91.5%	94.1%	73.1%	NA
Median household income	\$75,000-\$99,999	\$75,000-\$99,999	\$46,978	\$75,000-\$100,000

A closer look at the age demographics of survey respondents indicates Omaha Gives! 2015 attracted a similar percentage (26%) of young adults (ages 25-44 years of age) compared to the percentage of young adults in the Omaha Combined Statistical Area (27%).²² This is further supported by Rapleaf data from 2015, which shows young adults (25-44 years of age) made up about 33.2% of Omaha Gives! 2015 donors (33.8% of donors were found to be in the same age group in Omaha Gives! 2014 according to Rapleaf data). Although it is difficult to draw firm conclusions just from survey and Rapleaf data, it appears the percentage of younger donors may have decreased over the past three years. See Table 9 and Figure 11.

²¹ Omaha area data from: <http://quickfacts.census.gov/qfd/states/31/3137000lk.html>.

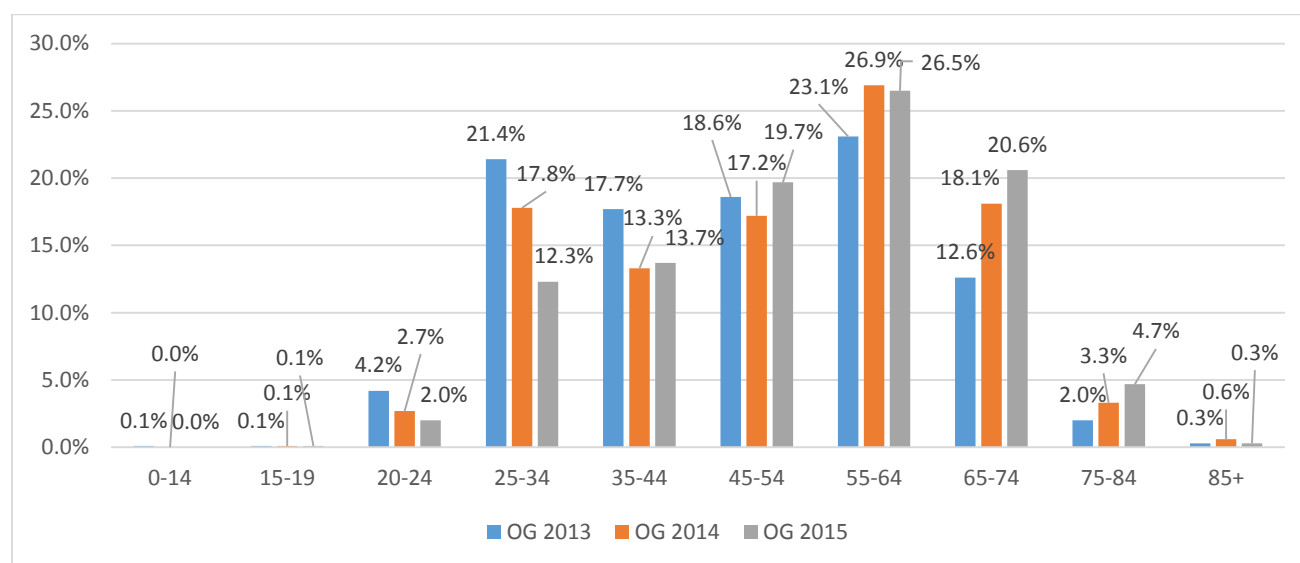
²² Data broken down by age is available for the nine-county Omaha Combined Statistical Area (CSA), which consists of Cass, Dodge, Douglas, Sarpy, Saunders and Washington counties in Nebraska, and Harrison, Mills and Pottawattamie Counties in Iowa. The addition of Dodge County makes the CSA slightly larger than the Omaha MSA. Available at: <http://www.selectgreateromaha.com/Site-Selection-Data-Demographics.aspx>.

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Table 9: Age of Omaha Gives! Survey Respondents Compared to the Omaha CSA; from Post-Event Survey, Census & Rapleaf Data

	Greater Omaha CSA 2012		Omaha Gives! 2013 Donor Survey		Omaha Gives! 2014 Donor Survey		Omaha Gives! 2015 Donor Survey		Rapleaf 2015 Data	
Age	#	%	#	%	#	%	#	%	#	%
0-14	203,324	22.0%	2	0.1%	0	0.0%	0	0	83	1.1%
15-19	64,703	7.0%	2	0.1%	1	0.1%	2	0.1%		
20-24	61,776	6.7%	65	4.2%	19	2.7%	32	2.0%		
25-34	130,511	14.1%	332	21.4%	125	17.8%	201	12.3%	921	12.6%
35-44	119,263	12.9%	274	17.7%	93	13.3%	223	13.7%	1,518	20.7%
45-54	126,836	13.7%	288	18.6%	121	17.2%	321	19.7%	1,678	22.9%
55-64	106,959	11.6%	359	23.1%	189	26.9%	432	26.5%	1,799	24.5%
65-74	61,310	6.6%	195	12.6%	127	18.1%	336	20.6%	1,337	18.2%
75-84	34,698	3.7%	31	2.0%	23	3.3%	76	4.7%		
85+	16,478	1.8%	4	0.3%	4	0.6%	5	0.3%		
Total	925,858	100%	1,552	100.0%	702	100.0%	1,628	100.0%	7,336	100.0%

Figure 9: Age of Omaha Gives! Survey Respondents Compared over a Three years period, from Post-Event Surveys



The zip codes of donors were also categorized into seven categories to examine where they live. The **highest percentage** of donors, according to gift data, lived in Sarpy County, Bellevue, and Greater Omaha & NE (28.6%), followed by Northwest Omaha (19.7%).²³ See Table 10 and Figure 12.

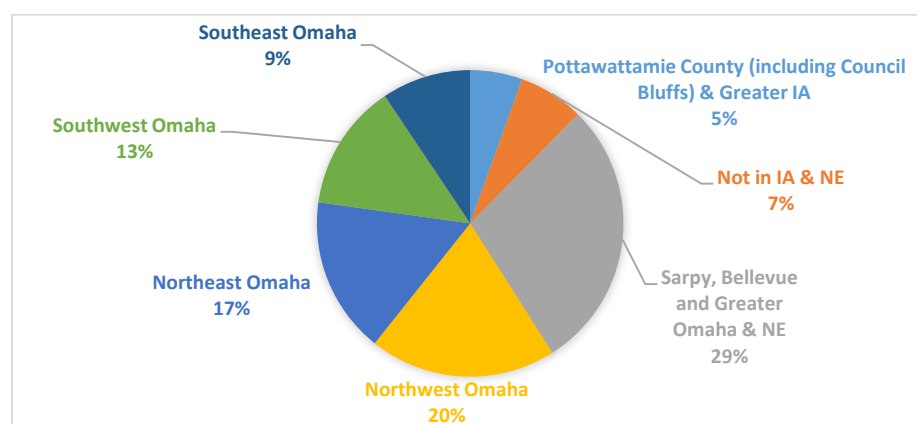
²³ The data was similar for survey respondents.

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Table 10: Locations of Donors in Omaha Gives! 2015 by Zip Code; from Gift Data

Locations	Gift Data	
	Number	Percentage
Pottawattamie County (including Council Bluffs) & Greater IA	2,304	5.5%
Not in IA & NE	2,877	6.9%
Sarpy, Bellevue and Greater Omaha & NE	11,947	28.6%
Northwest Omaha	8,232	19.7%
Northeast Omaha	6,913	16.5%
Southwest Omaha	5,582	13.4%
Southeast Omaha	3,928	9.4%
Total	41,783²⁴	100.0%

Figure 10: Locations of Donors in Omaha Gives! 2015 by Zip Code; from Gift Data



Why Donors Participated

According to the donor post-event survey, the **most**-cited reasons donors said they were motivated to donate through Omaha Gives! 2015 were: to make a donation to nonprofits I regularly support (66.2%), to show support for my favorite nonprofit (62.8%), and to help nonprofits receive matching funds and prizes (58%). The **least**-cited reasons were: to make my first charitable donation ever (1.4%), and because a friend asked me to (8.8%).

To get more clarity about various factors that are working together to motivate donors, the statistical technique of factor analysis was adopted to reduce the ten variables to factor them together into correlated or similar variables that are related to each other. The combined factors include: (1) donation to nonprofit organization (average percentage 51.4%), (2) supports nonprofit organization & community development (average percentage 23.3%), and (3) support nonprofit organization & friend (average percentage 18.5%). See Table 11.

²⁴ Total gifts made in Omaha Gives! 2015 were 47,111. 5,422 responses either incorrectly entered their zip code or did not answer.

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Table 11: Reasons Donors Participated in Omaha Gives! 2015; from Post-Event Survey

What were the motivating factors in your decision to donate through Omaha Gives?	# Responses	Percent	Av %	Factor Loading	Name Given to Factor	Factor Mean
To make a donation to nonprofits I regularly support	1,303	66.2%	51.4%	.682	Donation to Nonprofit Organization	.577
To help my favorite nonprofits receive matching funds and prizes	1,140	58.0%		.655		
For a tax deduction	351	17.8%		.441		
To show support for my favorite nonprofit (s)	1,254	63.8%		.538		
To participate in a community-wide event	814	41.4%	23.3%	.704	Supports Nonprofit Organization & Community Development	.588
To make my first charitable donation ever	27	1.4%		.299		
To learn about nonprofits organizations	203	10.2%		.604		
Because I care about Omaha-Metro	787	40.0%		.745		
Because the nonprofits I support asked me	553	28.1%	18.5%	.574	Support Nonprofit Organization & Friend	.716
Because a friend asked me to	174	8.8%		.859		

Most nonprofit survey respondents (79.7%) did not offer extra bonus dollars during Omaha Gives! 2015. Among the organizations that offered extra bonus dollars those that did (N = 46), 37.8% said they were not sure of the impact, while 40% said it had a positive impact and 4% said it had a negative impact on their fundraising ability. See Table 12.

Table 12: Impact of Extra Bonus Dollars on Fundraising Success; from Post-Event Survey

How did extra bonus dollars impact your fundraising ability (i.e. donors & donations)	# Responses	Percent
We offered extra bonus dollars and <i>we are not sure</i> how it impacted our fundraising ability	17	37.0%
We offered extra bonus dollars and it <i>positively</i> impacted our fundraising ability	18	39.1%
We offered extra bonus dollars and it <i>negatively</i> impacted our fundraising ability	2	4.3%
We offered extra bonus dollars and it had <i>no impact</i> on our fundraising ability	9	19.6%
Total	46	100.0%

The Impact of Omaha Gives! 2015

This section examines how much was raised and by which organizations during Omaha Gives! 2015, including: gift amounts and increments, amounts by organization type, factors affecting fundraising, and rate of return and return on investment. It also examines impact beyond funds raised, in particular the

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degree to which giving was expanded, the capacity of nonprofit organizations was increased, and the perceptions of OCF were changed.

Gift Amounts and Increments

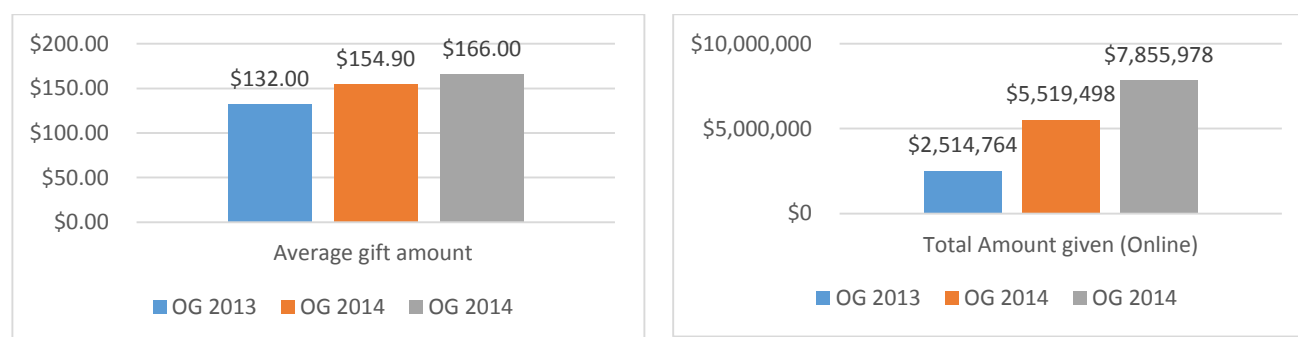
Omaha Gives! 2015 raised a little more than **\$8.8 million**, including \$114,000 in prize money and \$350,000 in bonus/matching funds provided through OCF and approximately \$510,000 in extra bonus/matching funds raised by nonprofit participants. This was 38 percent higher than the total amount raised in Omaha Gives! 2014 (\$6.36 million) and 107 percent higher than the amount raised in 2013 (\$3.07 million). Omitting bonus and prize funds, there was a 42.3 percent increase from Omaha Gives! 2014 to 2015 and a 120 percent increase from 2013 to 2014.

A total of **47,131** gifts were made by 20,149 unique donors during Omaha Gives! 2015. The average gift size was \$166 (a 7.2% increase over last year), the median \$25, and the mode (most frequent) \$10. Gifts ranged from \$10 to \$300,000). See Table 13 and Figure 13.

Table 13: Amounts Given During Omaha Gives! 2013, 2014 and 2015; from Gift Data²⁵

Amounts Given	Omaha Gives! 2013	Omaha Gives! 2014	% Change OG! 2013 to 2014	Omaha Gives! 2015	% Change OG! 2014 to 2015
Average	\$132	\$154.9	17.3%	\$166	7.2%
Median	\$25	\$25	0.0%	\$25	0.0%
Mode	\$10	\$10	0.0%	\$10	0.0%
Range	\$10-\$200,000	\$10-\$250,000	0%-25%	\$10-\$300,000	0%-20%
Total	\$2,514,764	\$5,519,498	119.5%	\$7,855,978	42.3%

Figure 11: Average Gift Size and Total Gift Amounts Given During Omaha Gives! 2013, 2014 and 2015; from Gift Data²⁶



Funds Raised By Organization Type

Overall the number of gifts in all gift ranges increased or stayed approximately the same in 2015 as compared to 2014, except for gifts in the \$25-\$49 range, which decreased. In looking at the past three years, the number of gifts that were more than \$199 increased (5.8% in 2013, 9.2% in 2014, and 9.9% in 2015) while the percentage of total gifts with values of less than \$50 decreased (69.8% in 2013, 64.3% in 2015).

²⁵ The amounts exclude bonus and prize funds.

²⁶ The amounts exclude bonus and prize funds.

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2014, and 63% in 2015). Thus, donors appear to be **giving larger sized gifts each year**. See Table 14, Figures 14 and 15.

Table 14: Number of Gifts Given During Omaha Gives! 2013, 2014 and 2015 by Range of Gift Size; from Gift Data

	Omaha Gives! 2013		Omaha Gives! 2014		% Change # Gifts 2013-2014	Omaha Gives! 2015		% Change # Gifts 2014-2015
	#	%	#	%		#	%	
\$10-\$24	8,215	44.2%	14,778	41.5%	79.9%	21,120	44.4%	42.9%
\$25-\$49	4,749	25.6%	8,145	22.9%	71.5%	8,828	18.6%	8.4%
\$50-\$74	2,499	13.5%	4,932	13.8%	97.4%	6,830	14.4%	38.5%
\$75-\$99	54	0.3%	203	0.6%	275.9%	333	0.7%	64.0%
\$100-\$124	1,851	10.0%	4,025	11.3%	117.5%	5,334	11.2%	32.5%
\$125-\$149	23	0.1%	42	0.1%	82.6%	59	0.1%	40.5%
\$150-\$174	95	0.5%	211	0.6%	122.1%	306	0.6%	45.0%
\$175-\$199	5	0.0%	18	0.1%	260.0%	31	0.1%	72.2%
More than \$199	1,078	5.8%	3,280	9.2%	204.3%	4,730	9.9%	44.2%
Total	18,569	100.0%	35,634	100.0%	91.9%	47,571	100.0%	33.5%

Figure 12: Gifts Given During Omaha Gives! 2013, 2014 and 2015 by Range of Gift Size; from Gift Data

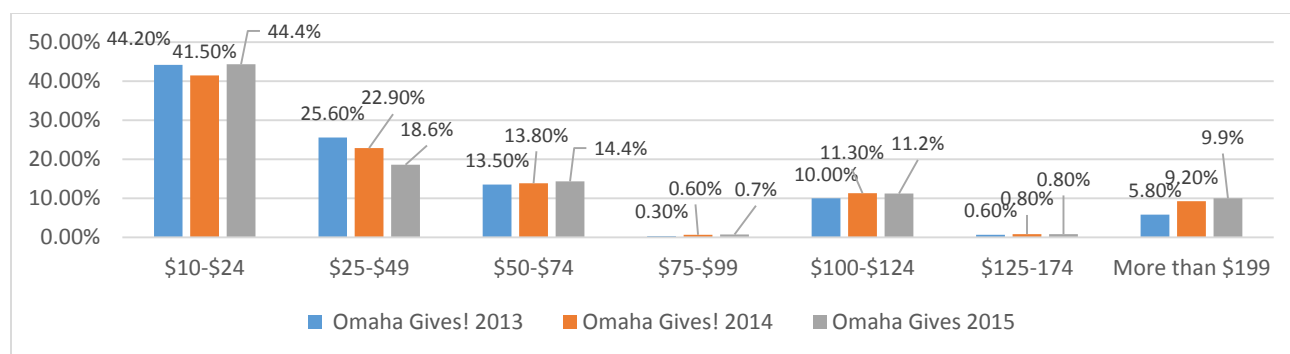
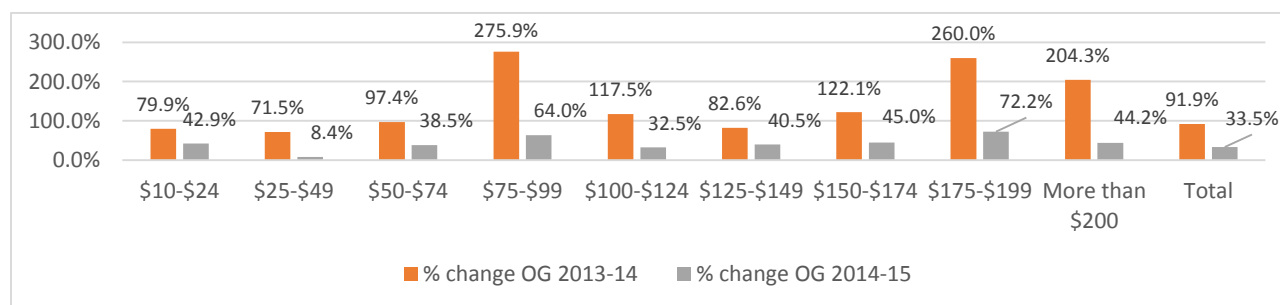


Figure 13: Percentage Change in Number of Gifts between Omaha Gives! 2013-14 and 2014-15 by Range of Gift Size; from Gift Data



As Table 15 shows, about half (350; 49.7%) of nonprofit participants raised \$2,499 or less; 116 of these (16.5% of all participants) raised \$499 or less during Omaha Gives! 2015. 2014 data are similar.

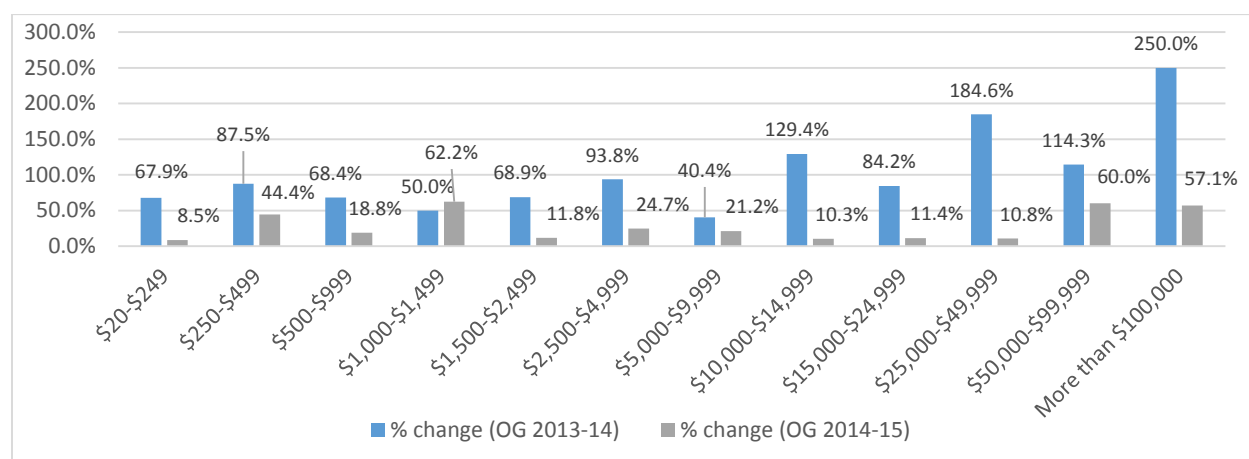
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Over the past three years, more organizations are raising amounts greater than \$249 during Omaha Gives. The highest percentage increase was for organizations raising \$1,000-\$1,499 (62.2% increase), followed by a 60 percent increase for organizations raising \$50,000-\$99,999. See Table 15 and Figure 16.

Table 15: Range of Total Amount Raised by Number of Nonprofit Participants in Omaha Gives! 2013, 2014 and 2015; from Gift Data

Amount Raised by Organization	Omaha Gives! 2013		Omaha Gives! 2014		Omaha Gives! 2015		% Change # Orgs 2014-2015
	# Orgs	Percent	# Orgs	Percent	# Orgs	Percent	
\$20-\$249	28	8.80%	47	8.30%	51	7.20%	8.5%
\$250-\$499	24	7.50%	45	7.90%	65	9.20%	44.4%
\$500-\$999	38	11.90%	64	11.20%	76	10.80%	18.8%
\$1,000-\$1,499	30	9.40%	45	7.90%	73	10.40%	62.2%
\$1,500-\$2,499	45	14.20%	76	13.40%	85	12.10%	11.8%
\$2,500-\$4,999	48	15.10%	93	16.30%	116	16.50%	24.7%
\$5,000-\$9,999	47	14.80%	66	11.60%	80	11.40%	21.2%
\$10,000-\$14,999	17	5.30%	39	6.90%	43	6.10%	10.3%
\$15,000-\$24,999	19	6.00%	35	6.20%	39	5.50%	11.4%
\$25,000-\$49,999	13	4.10%	37	6.50%	41	5.80%	10.8%
\$50,000-\$99,999	7	2.20%	15	2.60%	24	3.40%	60.0%
More than \$100,000	2	0.60%	7	1.20%	11	1.60%	57.1%
Total	318	100%	569	100%	704	100.00%	23.7%

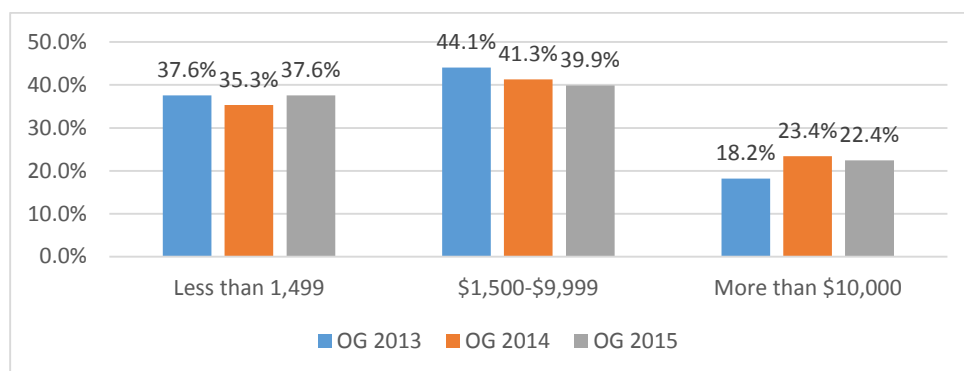
Figure 14: Percentage Change in Amounts Raised by Number of Organizations in Omaha Gives! 2013-14 and 2014-15; from Gift Data



Consolidating the percentage of nonprofit participants into three categories shows there was a *decrease* in the percentage of nonprofits raising \$1,500-\$9,999 over the last three years, while ranges of \$0 to \$1,499 and more than \$10,000 have been variable. See Figure 17.

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Figure 15: Total Amount Raised by Percentage of Nonprofit Participants in Omaha Gives! 2013, 2014 and 2015; from Giving Data



In looking at amount raised by program service area, the *most money* was raised by human service organizations (\$2.66 million; 34% of the total raised), followed by education (\$1.63 million; 20.8%). The *lowest amount* was raised by environment & animal-related organizations (\$451,198; 5.7% of the total). Education-related organizations raised the most on average (\$13,594.49), followed by human services (\$12,130.53). Health-related organizations raised the *lowest amount on average* (\$8,169.27).

Human service organizations also attracted the *most unique gifts* (13,863), followed by environment & animal-related organizations (9,617). Education-related organizations raised the most per gift (\$268.20), closely followed by religion-related organizations (\$254.90). See Table 16.

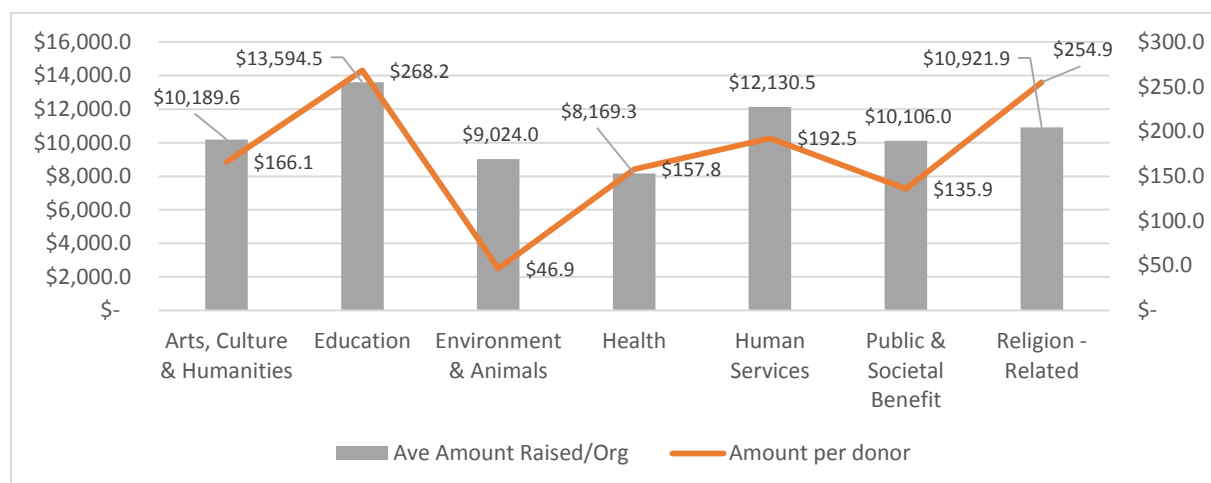
Table 16: Number of Nonprofit Participants, Amount Raised, and Number of Unique Gifts by Program Service Area for Omaha Gives! 2015; from Gift Data

NTEE Code	Program Service Area	# of Orgs	% of Orgs	Total Amount Raised	% of Amount Raised	Ave Amount Raised/Org	Total # Unique Gifts	Ave Amt per Gifts
A	Arts, Culture & Humanities	83	11.8%	\$845,735	10.8%	\$10,189.59	5,091	\$166.10
B	Education	120	17.0%	\$1,631,338	20.8%	\$13,594.49	6,083	\$268.20
C-D	Environment & Animals	50	7.1%	\$451,198	5.7%	\$9,023.96	9,617	\$46.90
E-H	Health	71	10.1%	\$580,018	7.4%	\$8,169.27	3,675	\$157.80
I-P	Human Services	220	31.3%	\$2,668,717	34.0%	\$12,130.53	13,863	\$192.50
R-W	Public & Societal Benefit	84	11.9%	\$848,903	10.8%	\$10,105.99	6,247	\$135.90
X	Religion - Related	76	10.8%	\$830,067	10.6%	\$10,921.94	3,256	\$254.90
	Total	704	100.0%	\$7,855,978	100.00%	\$11,159.06	47,832	\$164.20

Figure 18 shows the average total amount raised and average amount raised per donor by organization program service area. Education organizations raised both the highest total amount per organization and average amount per donor: \$13,594.50 in total and \$268.20 per donor. Environment and animal organizations raised the lowest average gift size per donor (\$46.90) and the second to the lowest total amount (\$9,023.96).

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Figure 16: Number of Nonprofit Participants and Amounts Raised by Program Service Area for Omaha Gives! 2015; from Gift Data



Public and societal benefit organizations had the highest percentage *increase* in total amount raised from 2014 to 2015 (a 67.7% increase), followed by human services (a 65.2% increase). The lowest percentage increase was in arts, culture & humanities (5.3%).

In looking at average amount raised per organization, human service organizations had the highest percentage increase from 2014 to 2015 (47.9% increase), followed by health organizations (25.2% increase). Religion-related organizations had the highest percentage *decrease* per organization (16.8% decrease), followed by education organizations (4.1% decrease). See Table 17.

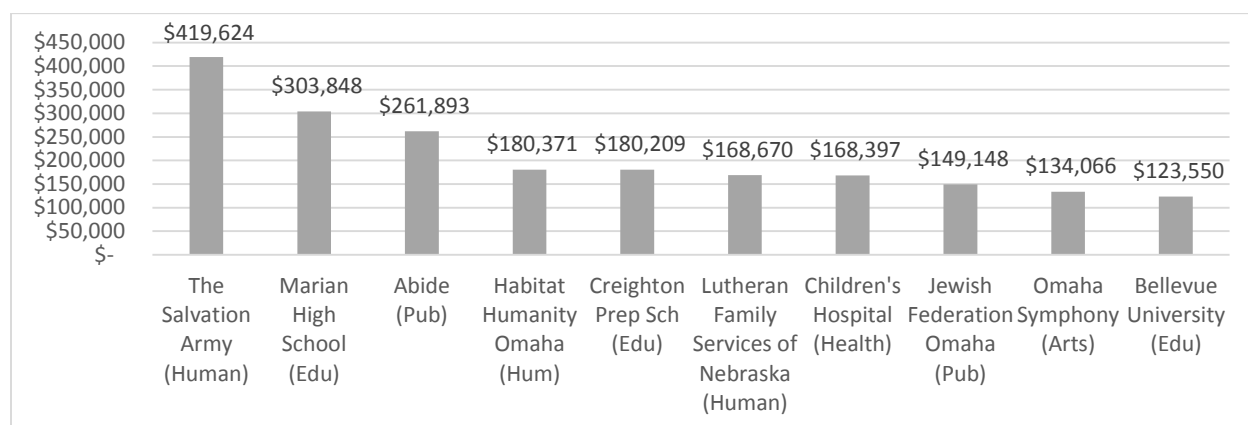
Table 17: Total and Average Amount Raised by Program Service Area for Omaha Gives 2014 and 2015; from Gift Data

NTEE Code	Program Service Area	Omaha Gives! 2014		Omaha Gives! 2015		% Change 2014-2015	
		Total Amount Raised	Ave Amount Raised/Org	Total Amount Raised	Ave Amount Raised/Org	Total Amount Raised	Ave Amount Raised/Org
A	Arts, Culture & Humanities	\$803,486	\$10,170.71	\$845,735	\$10,189.59	5.3%	0.2%
B	Education	\$1,147,783	\$14,170.16	\$1,631,338	\$13,594.49	42.1%	-4.1%
C-D	Environment & Animals	\$273,940	\$8,560.63	\$451,198	\$9,023.96	64.7%	5.4%
E-H	Health	\$437,113	\$6,524.07	\$580,018	\$8,169.27	32.7%	25.2%
I-P	Human Services	\$1,615,337	\$8,199.68	\$2,668,717	\$12,130.53	65.2%	47.9%
R-W	Public & Societal Benefit	\$506,301	\$8,882.47	\$848,903	\$10,105.99	67.7%	13.8%
X	Religion - Related	\$735,538	\$13,134.61	\$830,067	\$10,921.94	12.9%	-16.8%
	Total	5,519,498	\$9,700.35	\$7,855,978	\$11,159.06	42.3%	15.0%

Figure 19 and Table 18 provide a summary of the top ten organizations raising the most money during Omaha Gives! 2015. The Salvation Army received the largest amount (\$419,624 in total; 177 gifts), followed by Marian High School (\$303,848; 206 gifts) and Abide (\$261,893; 385 gifts). In total, these top ten nonprofits raised \$2.08 million, almost 23 percent of the total amount raised in Omaha Gives! 2015, not including bonus and prize funds.

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Figure 17: Nonprofit Organizations Raising the Most Money during Omaha Gives! 2015, from Giving Data²⁷



The top ten organizations receiving the most money were ***fairly diverse in areas of service***: three each were self-described in registrations as education and human services-related organizations; two as public & societal benefit; and one each arts-related and health.

All of the top earners had budget sizes of more than \$1 million. Six organizations had budget sizes of \$10 to 100 million, three of \$5 to 10 million, and the remaining organizations' budget size was \$1 to 5 million. Out of the top 10 nonprofit organizations raising the most money, five were also top earners last year, namely: Marian High School (\$282,160 in 2014 vs. \$303,848 in 2015), Abide Network (\$105,890 in 2014 vs. \$261,893 in 2015), Habitat for Humanity of Omaha (\$101,291 in 2014 vs. \$180,371 in 2015), Creighton Prep School (\$74,691 in 2014 vs. \$180,209 in 2015), and Omaha Symphony (\$128,446 vs. \$134,066 in 2015). Out of these organizations, two—Abide Network and Omaha Symphony—have been top 10 earners for three consecutive years. See Table 18.

Table 18: Top 10 Nonprofit Participants in Omaha Gives! 2015 by Amount Raised, Location of Services, Budget Size, and Program Service Area; from Registrations and Gift Data

Rank	Organization	Amount Raised	Budget Size	Program Service Area
1	The Salvation Army	\$419,624	\$10-100 million	Human Services
2	Marian High School	\$303,848	\$5-10 million	Education
3	Abide Network	\$261,893	\$1-5 million	Public & Societal Benefit
4	Habitat for Humanity of Omaha	\$180,371	\$10-100 million	Human Services
5	Creighton Preparatory School	\$180,209	\$10-100 million	Education
6	Lutheran Family Services of Nebraska	\$168,670	\$10-100 million	Human Services
7	Children's Hospital & Medical Center Foundation	\$168,397	\$5-10 million	Health
8	Jewish Federation of Omaha	\$149,148	\$10-100 million	Public & Societal Benefit
9	Omaha Symphony	\$134,066	\$5-10 million	Arts, Culture & Humanities
10	Bellevue University	\$123,550	\$10-100 million	Education

²⁷ Abbreviations: Arts = Arts, Culture & Humanities; Edu = Education; Soc = Public & Societal Benefit; Health = Health; Arts = Arts, Culture & Humanities; Rel = Religion Related; Enviro = Environment & Animals; Human = Human Services. The amount raised by organizations does not include bonus or prize funds.

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Table 19 shows the top 10 nonprofits participants with most unique gifts in Omaha Gives! 2015. The Omaha Police Foundation had the highest number of unique gifts (1,779) followed by the Nebraska Humane Society (1,594). The Nebraska Humane Society also received the highest number of unique gifts (1,402) in Omaha Gives 2014 and 741 unique gifts in 2013. The top 10 organizations with the most gifts appeared to operate in **fewer program service areas** compared to the top organizations for amount raised. They include four in human services, and three each in environment & animals and public & societal benefit.

However, **the budget sizes of these organizations varied more so** as compared to organizations receiving the most gifts. Four organizations had budget sizes of \$10-100 million, two of \$1-5 million, and one each of less than \$100,000 and \$100,000-\$249,000. See Table 19.

Table 19: Top 10 Nonprofit Participants with the Most Unique Gifts in Omaha Gives! 2015; from Giving Data

Organization	# Unique Gifts	Budget Size	Program Service Area
1. Omaha Police Foundation	1,779	\$100,000-249,999	Public & Societal Benefit
2. Nebraska Humane Society	1,594	\$10-100 Million	Environmental & Animals
3. Hearts United for Animals Omaha Dog Adoption Center	1,032	\$1-5 Million	Environmental & Animals
4. Siena/Francis House Homeless Shelter	792	\$1-5 Million	Human Services
5. Food Bank for the Heartland	548	\$5-10 Million	Human Services
6. Open Door Mission	517	\$10-100 Million	Human Services
7. Habitat for Humanity of Omaha	468	\$10-100 Million	Human Services
8. Abide	385	\$1-5 Million	Public & Societal Benefit
9. Nebraska Wildlife Rehab	333	\$100,000-249,999	Environmental & Animals
10. Catholic Charities	312	\$10-100 million	Public & Societal Benefit

In 2015, the largest percentage of organizations (18.3%), received 30 to 49 total gifts followed closely by 17 percent of organizations receiving 10 to 19 gifts. In 2014, 19.9 percent of organizations received 30 to 49 gifts and in 2013, the largest segment of organizations received 10-19 gifts. In addition, 452 organizations (64.3%) received 49 or fewer gifts in 2015 while in 2014, 350 organizations (61.5%) received 49 or fewer gifts. There was also a slight increase in the number of organizations receiving more than 200 gifts (5.1% in 2015 vs. 4.9% in 2014). The highest percentage increase in number of gifts between 2014 and 2015 was organization receiving 70 to 99 gifts (116.7% increase). See Table 20 and Figure 20.

Table 20: Number of Total Gifts Received by Nonprofit Participants, Omaha Gives 2013, 2014 and 2015; from Giving Data

Range # Gifts	Omaha Gives! 2013		Omaha Gives! 2014		% Change 2013-2014	Omaha Gives! 2015		% Change 2014-2015
	# Orgs	Percent	# Orgs	Percent		# Orgs	Percent	
0-4	15	4.7%	22	3.9%	46.7%	39	5.5%	77.3%
5-9	26	8.2%	57	10.0%	119.2%	66	9.4%	15.8%
10-19	60	18.9%	93	16.3%	55.0%	120	17.0%	29.0%
20-29	31	9.7%	65	11.4%	109.7%	98	13.9%	50.8%
30-49	56	17.6%	113	19.9%	101.8%	129	18.3%	14.2%
50-69	49	15.4%	69	12.1%	40.8%	71	10.1%	2.9%

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Range # Gifts	Omaha Gives! 2013		Omaha Gives! 2014		% Change 2013-2014	Omaha Gives! 2015		% Change 2014-2015
	# Orgs	Percent	# Orgs	Percent		# Orgs	Percent	
70-99	24	7.5%	52	9.1%	116.7%	54	7.7%	3.8%
100-149	36	11.3%	53	9.3%	47.2%	57	8.1%	7.5%
150-199	8	2.5%	17	3.0%	112.5%	34	4.8%	100.0%
More than 200	13	4.1%	28	4.9%	115.4%	36	5.1%	28.6%
Total	318	100%	569	100%	78.9%	704	100.0%	23.7%

Comparing the percentage of organizations receiving a certain number of gifts in different ranges shows that there was a continuous increase in the percentage of organizations receiving gifts in the range of 20 to 29 (9.7% in 2013, 11.4% in 2014, and 13.9% in 2015) and more than 200 (4.1% in 2013, 4.9% in 2014, and 5.1% in 2015). There was also a continuous decrease in the percentage of organizations receiving gifts in the range of 50 to 69 (15.4% in 2013, 12.1% in 2014, and 10.1% in 2015) and 100 to 149 (11.3% in 2013, 9.3% in 2014, and 8.1% in 2015). See Figure 20.

Figure 18: Percent of Number of Organizations by Number of Gifts, Omaha Gives 2013, 2014, and 2015; from Gift Data

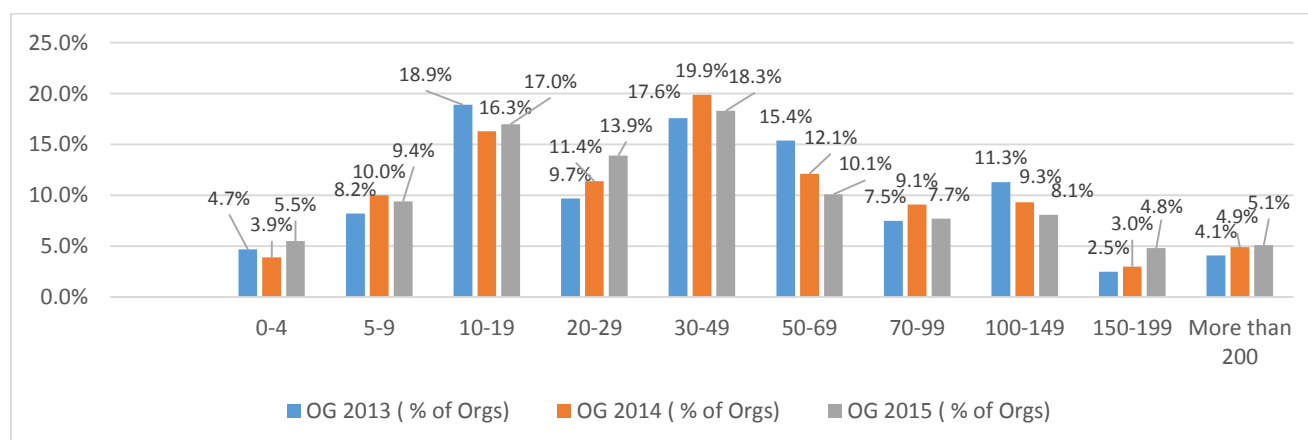


Figure 21 shows the percentage change in the number of organizations receiving gifts in different ranges between Omaha Gives! 2013-2014 and Omaha Gives! 2014-2015.

Figure 19: Percentage Change in Number of Organization by Number of Gifts Over a Three Year Period; from Gift Data

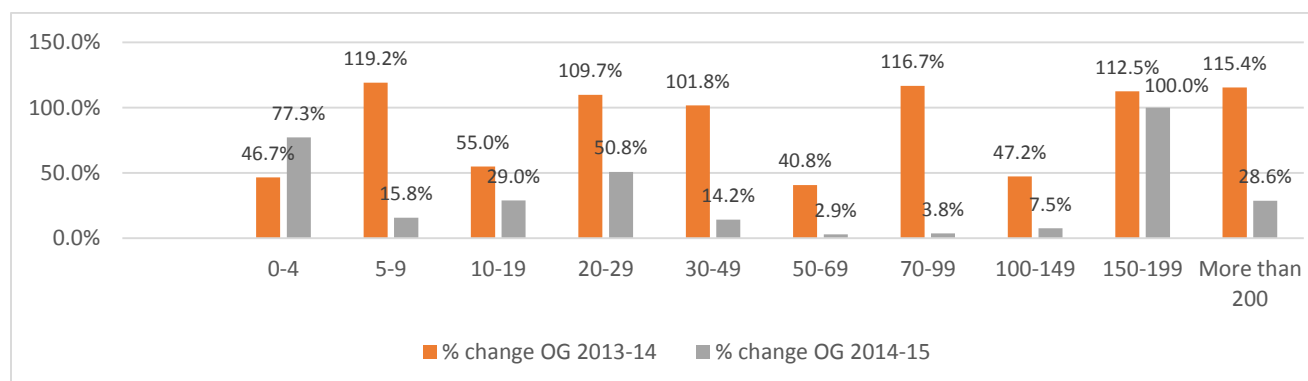


Table 21 shows that organizations with a budget size of \$1 to 5 million raised the most money in Omaha Gives! 2015 (over \$2.3 million, almost 30% of the total amount raised excluding bonus and prize funds). However, the amount of money raised per organization on average was highest for organizations with a budget size of \$10 to 100 million (\$66,798 per organization). Organizations with budget sizes over \$10 to 100 million raised the highest average amount per gift (\$341.30). The lowest average amount per gift was raised by organizations with budget sizes of less than \$100,000 (\$64.70). Thus, organizations with budget sizes of **over \$1 million raised the most money and gifts on average**. See Table 21 and Figure 22.

Table 21: Number of Gifts and Amount Raised by Nonprofit Participants Budget Size in Omaha Gives! 2015; from Registrations and Gift Data

Budget Size of Orgs	# of Orgs	Total # Gifts	Ave # Gifts	Total Amount Raised	Ave Amount Raised/Org	Ave Amount Raised/Gift
Less than \$100,000	284	11,196	39.4	\$724,890	\$2,552	\$64.70
\$100,000-249,000	79	5,859	74.2	\$428,474	\$5,423	\$73.10
\$250,000-\$499,999	98	5,323	54.3	\$775,625	\$7,914	\$145.70
\$500,000-\$999,999	66	3,960	60.0	\$726,460	\$11,007	\$183.40
\$1-5 million	112	9,954	88.9	\$2,300,025	\$20,535	\$231.10
\$5-\$10 million	34	3,189	93.8	\$1,040,144	\$30,592	\$326.20
\$10-100 million	27	5,285	195.7	\$1,803,545	\$66,798	\$341.30
Over \$100 million	4	366	91.5	\$56,814	\$14,203	\$155.20
Total	704	45,132	64.1	\$7,855,978	\$11,159	\$174.10

Figure 20: Average Amount Raised by Nonprofit Participants by Budget Size in Omaha Gives! 2015; from Registrations and Gift Data

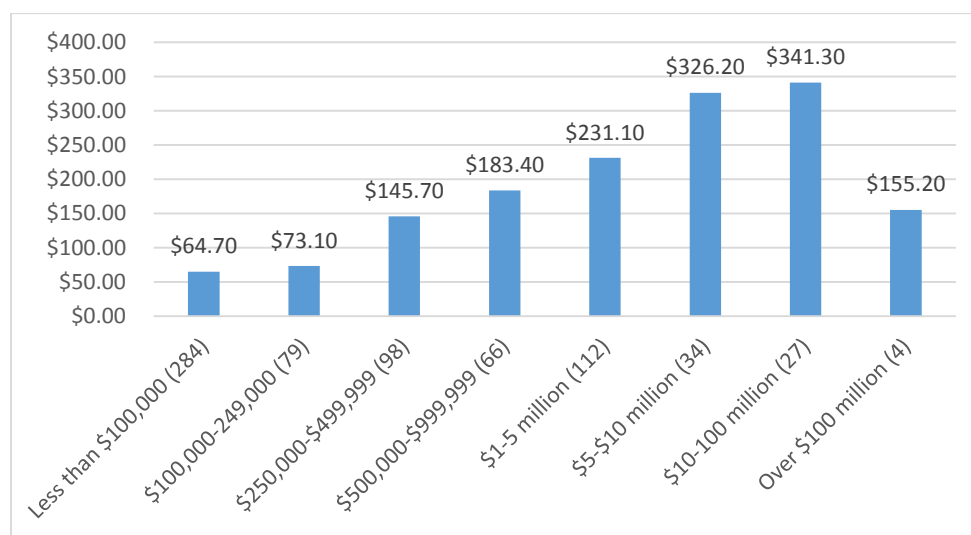


Table 22 shows the percentage change in the average amount raised per organization and average gift size per organization, by budget size, in Omaha Gives! 2015 compared to 2014. The highest percentage **increase** in average amount raised per organization was for organizations with budget sizes of \$10 to 100 million (138% increase). There was a **decrease** in average amount raised for organizations with budget sizes of \$250,000 to \$499,999 (8.1% decrease). The highest percentage **increase** in average gift size per organization was for organizations with budget sizes of \$10 to 100 million (129.9% increase) and the greatest decrease for organizations with budget sizes of \$100,000 to \$249,000 (18.9% decrease).

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Table 22: Average Amount Raised and Average Gift Size by Nonprofit Participant Budget Size in Omaha Gives 2014 and 2015; from Gift Data

Budget Size of Org	Omaha Gives! 2014		Omaha Gives! 2015		% Change Ave Amt/Org	% Change Ave Amt/Gift
	Ave Amt Raised/Org	Av Amt Raised /Gift	Ave Amt Raised/Org	Av Amt Raised/Gift		
Less than \$100,000	\$2,156.9	\$56.6	\$2,552.4	\$64.7	18.3%	14.3%
\$100,000-\$249,000	\$5,046.4	\$90.0	\$5,423.7	\$73.1	7.5%	-18.9%
\$250,000-\$499,999	\$8,610.1	\$149.2	\$7,914.6	\$145.7	-8.1%	-2.4%
\$500,000-\$999,999	\$10,787.5	\$169.8	\$11,007.0	\$183.4	2.0%	8.0%
\$1-5 million	\$18,789.6	\$238.9	\$20,535.9	\$231.1	9.3%	-3.3%
\$5-\$10 million	\$25,147.6	\$282.4	\$30,592.5	\$326.2	21.7%	15.5%
\$10-100 million	\$28,070.5	\$148.4	\$66,798.0	\$341.3	138.0%	129.9%
Over \$100 million	\$6,377.2	\$150.4	\$14,203.5	\$155.2	122.7%	3.2%
Total	\$9,700.3	\$154.8	\$11,159.1	\$174.1	15.0%	12.4%

Table 23 shows the highest amount was raised by organizations in Northeast Omaha (31.2%; around \$3.1 million). The, highest amount per organization was raised by organizations in Northwest Omaha (\$16,360).

Table 23: Total Amount Raised by Participating Nonprofit Organization by Main Office Locations in Omaha Gives 2015; from Registration Data

Main Office Location	Total Raised	Percent Raised	Ave Amount Raised Per Org
Pottawattamie (including Council Bluffs), IA & Outside NE	\$134,746	7.8%	\$2,450
Sarpy, Bellevue and Greater Omaha & NE	\$1,156,113	18.5%	\$8,893
Northeast Omaha	\$3,106,410	31.2%	\$14,185
Northwest Omaha	\$2,012,245	17.5%	\$16,360
Southwest Omaha	\$710,530	12.7%	\$7,983
Southeast Omaha	\$647,503	12.1%	\$7,618
Total	\$7,855,977	100%	\$11,207

Factors Affecting Fundraising & Giving

In order to understand the association of different factors in relation to fundraising success during Omaha Gives! 2015, a statistical technique called Ordinary Least Squares Regression (OLS) was adopted.²⁸ In this section, four economic models are run to understand four questions: (a) what factors affect total donations raised by nonprofit organizations in Omaha Gives! 2015, (b) what factors affect total donors attracted by nonprofit organizations in Omaha Gives! 2015, (c) what factors affect donors' decision to donate, and (d) what factors affect donors' decision to donate to multiple organizations in Omaha Gives! 2015?

²⁸ Statistical regression is a way to predict unknown quantities from a batch of existing data. For instance, we want to understand what factors are the most important for a nonprofit to raise donations or engage donors. Some of the factors, such as total expenditures, might have an effect on total donations but in reality one factor does not work in isolation, there are several factors which work together to influence the total amount raised by nonprofits. By using OLS estimators, an attempt is made to understand the effect of multiple factors on the total amount raised or number of unique donors by organization.

Table 24: Models for Determining Factors Related to Total Donations and Total Unique Donors for Organizations Participating in Omaha Gives! 2015; from Post-Event Survey

	Model I	Model II
	Total Donations	Total Unique Donors
Independent Variables	Coefficients	Coefficients
Age of Organization	1.001(0.00387)	0.0296(0.183)
<i>Budget Size of Organization</i> ²⁹		
(a) Less than \$249,999 (Small)	0.307*** (0.0929)	-27.21* (15.29)
(b) More than \$1 million (Large)	1.607(0.513)	9.999(19.40)
Number of Full Time Employees	0.998(0.001)	0.00817(0.138)
Number of Volunteers	1.000*** (0.000)	0.0443*** (0.0108)
<i>Program Service Area</i> ³⁰		
(a) Arts, Culture & Humanities	1.381(0.459)	4.435(16.58)
(b) Education	1.857(0.714)	35.73(22.09)
(c) Environment & Animals	1.153(0.384)	9.202(17.79)
(d) Health	1.608(0.472)	27.64(17.77)
(e) Public & Societal Benefit	0.852(0.340)	-0.272(23.09)
(f) Religion - Related	2.536** (0.965)	1.941(22.55)
Number of 'Likes' on Facebook	1.000(0.000)	0.00627* (0.003)
Number of Followers on Twitter	1.000(0.0001)	-0.00726(0.012)
Total Amount Spent in Omaha Gives! 2015	1.000** (0.000)	0.0131*** (0.003)
Past Year Participation in Omaha Gives!	2.524*** (0.630)	23.85** (19.39)
Constant	1,890*** (714.2)	23.60
Observations	150	157
Adjusted R-Square	0.488	0.477

Robust Estimators *** p<0.01, ** p<0.05, *p<0.1

Table 24 shows two Ordinary Least Square (OLS) models.³¹ *Model I* consisted of total donations as the dependent variable and *Model II* consisted of total unique donors as the dependent variable. The data were collected from the post event survey. The survey was sent to each nonprofit that participated in Omaha Gives! 2015. Out of 705 organizations that participated, 300 responded. Out these organizations, the total sample size for *model I* consists of 150 organizations (150 organizations were not included because of missing values). Total observations in *model II* is 157 organizations (143 were not included because of missing values). Each variable (or factor) was “controlled” to understand the effect of each on the dependent variables.³² Both models aim at answering what are important factors that possibly affect the total donation and total number of unique donors attracted by organizations

²⁹ Budget size of organization categories: (a) less than \$249,999; (b) between \$250,000 and \$999,999 (base category); and (c) more than \$ 1 million.

³⁰ Human Services is used as the base category.

³¹ To ensure that results are unbiased. Various statistical techniques were adopted such as log transformation (to reduce skewness of data). Skewness means extreme values in the data (for instance, one observation is as high as \$100,000 when most of the data values are between \$100 and \$1,000. Robust estimators were also used to give more credible and unbiased results.

³² Controlling means seeing the effect of a particular independent variable on the dependent variable by keeping other variables constant. For example, examining how conducting an event affects total donations while keeping other variables such as expenditures, program service area, or social media presence constant.

controlling other factors. The result from these models would help nonprofits to understand these factors, possibly helping them to increase their chances of attracting more donations and donors in the future. Also these factors may help OCF plan incentives in a way that all organizations experience a level playing ground.

Summary of results from Model I (Total Donations³³)—keeping other factors constant:

- Organizations with budget sizes of less than \$249,000 (small orgs) raised 0.3 times total donations compared to organizations with budget sizes of \$2,50,000 to \$999,999 (medium orgs); this result is statistically significant.
- With each additional volunteer, an organization raised slightly more (less than \$0.005) than a comparable organization; this result is statistically significant.
- Religious-related organizations raised 2.5 times as much as human services organizations.
- With each additional \$1 spent, an organization raised slightly more (less than \$0.005) than a comparable organization.
- Organizations that participated in previous Omaha Gives! raised 2.5 times as much as comparable organizations that did not participate in previous Omaha Gives!

Summary of results from Model II (Total Unique Donors)—keeping other factors constant:

- Organizations with budget sizes of \$250,000 to \$999,999 attracted 27 more donors than comparable organizations with budget sizes of less than \$249,999.
- An increase of 100 volunteers attracted 4.4 more unique donors.
- An increase of 1,000 likes on Facebook attracted 6.2 more unique donors.
- An increase of \$100 spent on Omaha Gives! 2015 attracted 1.3 more unique donors.
- Organizations that participated in previous Omaha Gives! attracted 23.8 more unique donors than comparable organizations that did not participate in any previous Omaha Gives!

The **key takeaways** from these results are that organizations with small budget sizes (less than \$249,999) raised fewer donations and attracted fewer unique donors than organizations with budget sizes of \$250,000 to \$999,999, keeping other factors constant. This suggests a challenge for smaller organizations to compete with larger organizations for funding and donors. However, organizations with a larger pool of volunteers attracted more donations and unique donors, although the increase in donations is very small. So an organization with a smaller budget size but many volunteers might do better in raising funds and donors. Organizations with more followers on Facebook also attracted more unique donors keeping other factors constant. Thus, an organization with broad social media reach, even if smaller, can do well in reaching donors during Omaha Gives! An increase in the amount spent (time and money) on Omaha Gives! can also attract more donations and unique donors, although the increase in donations is very small. Finally, organizations that participated in previous Omaha Gives! attracted more donations and unique donors than comparable organizations that did not participate in previous Omaha Gives! This suggests organizations might get better at raising donations and attracting donors with experience participating in Omaha Gives!

To understand what factors were associated with donor giving amounts and number of organizations supported during Omaha Gives! 2015, various dependent variables deemed to be important in the fundraising literature were collected in the donor post-event survey as well. These included: sex, number of years donor has lived in the community, race/ethnicity, income, educational background,

³³ Results are discussed only for the variables that are statistically significant. The reason for discussing only these results is because these variables can be generalized to the entire Omaha Gives! population.

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marital status, age, giving in the past 12 months, and attitude about matching/bonus dollars and prizes. Both models seek to understand the characteristics of donors making a donation during Omaha Gives!

Table 25: Models for Determining Factors Related to Total Donation and Total Number of NPOs Supported by Donors Participating in Omaha Gives! 2015; from Post-Event Survey

	Model I	Model II
	Total Donations	Total Number of Orgs Supported
Independent Variables	Coefficients	
<i>Socio-Demographics</i>		
Sex (Male)	1.310*** (0.111)	-0.166 (0.259)
Number of years donor lived in the particular community	1.007*** (0.002)	0.0107 (0.007)
Race/Ethnicity ³⁴		
(a) Asian or Asian American	1.032 (0.458)	0.0872 (0.575)
(b) Black or African American	0.774 (0.182)	1.854 (2.144)
(c) Hispanic or Latino	0.797 (0.170)	-0.520 (0.544)
(d) Others	0.483*** (0.0983)	-0.972*** (0.313)
Income ³⁵		
(a) Under \$39,999 (Low)	0.834* (0.0894)	-0.261 (0.331)
(b) Over \$100,000 (High)	1.813*** (0.145)	0.706*** (0.253)
Educational Background ³⁶		
(a) High school	0.782 (0.145)	-0.868* (0.503)
(b) Some college or associate degree	0.810** (0.0695)	-0.644** (0.252)
(d) Masters or advance degree	1.188** (0.0966)	0.385 (0.280)
Marital Status ³⁷		
Currently married or in long-term relationship	0.750*** (0.0584)	-0.549** (0.273)
Age ³⁸		
(a) 18-34 years (Young)	0.636*** (0.0568)	-0.162 (0.300)
(b) Over 65 years (Senior)	1.280*** (0.118)	0.120 (0.293)
Giving in Past 12 months	1.000*** (0.000)	(0.00008) (0.00)
<i>Factors affecting decision to give</i>		
(a) Bonus dollars	1.023 (0.0626)	-0.291* (0.164)
(b) Prizes	0.993 (0.0559)	0.304* (0.157)
(c) Extra Bonus dollars	1.100 (0.0697)	-0.013 (0.199)
Constant	49.56*** (9.808)	3.484*** (0.629)
Observations	1,306	1,306
Adjusted R-squared	0.26	0.05

Robust Estimators *** p<0.01, ** p<0.05, *p<0.1

³⁴ Race categories include: (a) White or Caucasian (base category); Asian or Asian American; (c) Hispanic or Latino; (d) others (includes Native Americans or Alaska Native, others, and multiple race/ethnicities).

³⁵ Income was divided into three categories: (a) less than \$39,999 (low); (b) \$40,000-\$99,999 (medium); and (c) over \$100,000 (high). The medium income group \$40,000-\$99,999 was taken as the base category.

³⁶ Education background was divided into four categories: (a) high school; (b) bachelors (base category); (c) some college; and (d) masters.

³⁷ Marital status categories include: (a) donors in active marriage (base category) (includes married or long-term relationship), and (b) donors not in active marriage (includes single, divorced or widow).

³⁸ Age is divided into three categories: (a) between 18-34 years, (b) 35 year to 64 (base category), and (c) Over 65 years.

The statistically significant variables could help nonprofit organizations to target particular kinds of donors and possibly help them reduce their marketing costs. Also, it may help OCF to better design strategies or incentives to attract donors as well. See Table 25.

Summary of results from Model I (Total Donations)—keeping other factors constant:

- Men donated 1.3 times as much as *women*.
- Number of years living in the community is positively associated with total donations.
- A donor with an income of over \$100,000 donated 1.8 times as much as a donor with an income of \$40,000-\$99,999. Also, a donor with an income of \$40,000-\$99,999 donated 17% more than a donor with an income of less than \$40,000.
- A donor who is Native American or Alaska Native, Multiple race/ethnicities or others donated 52 percent less than a comparable White or Caucasian donor.
- A donor with a master's degree donated 1.2 times as much as a comparable donor with a bachelor's degree.
- A donor who is not married or in a long-term relationship (includes single, never married; single, divorced and widow) donated 25 percent more than a donor who is currently married or in long-term relationship.
- A donor in the age group of 65 years or over donated 1.3 times a donor in the age group of 35-64 years.
- A donor who gave in the past 12 months increased the likelihood to give more in Omaha Gives! 2015 (the size of this increase is very small).

Summary of results from Model II (Total Organizations supported)—keeping other factors constant:

- A Caucasian donor has donated to 0.9 more organizations than comparable Native American or Alaska Native, Multiple race/ethnicities.
- A donor who has income over \$100,000 donated to 0.7 more organizations than a comparable donor with income of \$40,000-\$99,999.
- A donor with bachelor's degree has donated more than a comparable donor with high school and donor with some college or associates degree.
- A donor in an 'active' marriage donated to 0.5 more organizations than a comparable donor who is NOT in an active marriage.
- A one unit increase in a donor's motivation to give because of bonus dollars was associated with donating to 0.2 fewer organizations.
- A one unit increase in a donor's motivation to give because of prizes was associated with donating to 0.3 more organizations.

The **key takeaways** from these results are first that men donated more than women (significant causal relationship); however, they donated to a fewer number of organizations than women (this relationship is not significant). This suggests women are giving lower amounts to more organizations. Similarly, donors in an active marriage gave less overall than those not in an active marriage but they gave to a greater number of organizations. A donor's number of years living in a community is positively associated with total amount given, thus attracting people who have lived in Omaha for longer will likely lead to increased giving during Omaha Gives! Other groups likely to give more and to more organizations include Caucasian donors, older donors, and people with a master's or advanced degree. Donors motivated by bonus dollars donated more in Omaha Gives! 2015; however, this relationship is not statistically significant. Finally, a donor who is motivated by bonus dollars gave to *fewer* organizations keeping other factors constant but a donor motivated by prizes donated to *more*

organizations. Thus, bonus money may reinforce giving more but to fewer organizations while more prizes or prize money may lead to giving to more organizations.

Expanding Overall Giving

A little more than half (52.3%) of donor survey respondents said they gave to a new organization for the first time during Omaha Gives! 2015. However, when actually making a gift online, donors indicated that only 46 percent were first time gifts to an organization.³⁹ Among those who made gifts for the first time, donors made from 1 to 37 gifts and from \$10 to \$10,000 in gift amounts. First-time gifts totaled \$885,071, which is 11.2 percent of the total amount raised in Omaha Gives! 2015 (excluding bonus funds and prizes). See Table 26.

Table 26: First Time Gifts in Omaha Gives! 2015; from Post-Event Survey and Gift Data

Made a Gift for the First Time to an Organization	Survey Respondents		Gift Data				
	Number	Percentage	Number	Percentage	Range # of Gifts	Range Amount of Gifts	Total Amount
Yes	995	52.3%	11,177	46.1%	1-37	\$10-\$10,000	\$885,071
No	907	47.7%	13,068	53.9%	1-248	\$10-\$767,100	\$6,970,905
Total	1,944	100.0%	24,245	100.0%			\$7,855,976

Six people said in comments in the post-event donor survey that they were inspired to give to new organizations and pledged to continue doing so. Two donors said:

The ease of the experience has increased my desire to give more and be more involved next year.

I was so surprised by the 700 organizations, I initially started out in giving to organizations that we normally support, and I ended up giving to new organizations. Would like to give more next year.

More than two-thirds of donor survey respondents (68.9%) ***strongly agreed or agreed*** that they would support the new organization they donated to during Omaha Gives! 2015 in the future; 4.3% of respondents ***disagreed or strongly disagreed*** with this statement. See Table 27.

Table 27: Donors' Likelihood of Supporting the New Organization Donated to in the Future; from Post-Event Survey

I am very likely to support the NEW nonprofit organization I donated to during Omaha Gives 2015	# Responses	Percent
Strongly disagree	16	1.3%
Disagree	38	3.0%
Neutral	337	26.8%
Agree	368	29.3%
Strongly agree	497	39.6%
Total	1,256	100.0%

³⁹ This data cannot be compared with previous Omaha Gives since the option for selecting first time donations was only mandatory in 2015.

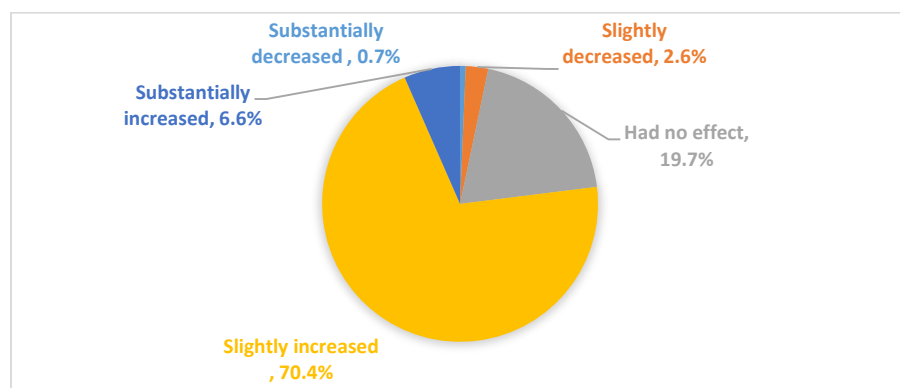
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More than three-fourths (77%) of the nonprofit survey respondents indicated that Omaha Gives! 2014 slightly or substantially increased their overall funding last year. This is more than those who said the same about Omaha Gives! 2013 (70.4% of nonprofit survey respondents said that their funding slightly or substantially increased). See Table 28 and Figure 24.

Table 28: Impact of Participating in Omaha Gives! 2014 on Nonprofits' Overall Funding the Previous Year; from Post-Event Survey

How did Omaha Gives! 2014 Impact Your Overall Funding Last Year?	# Responses	Percent
Substantially increased	10	6.6%
Slightly increased	107	70.4%
Had no effect	30	19.7%
Slightly decreased	4	2.6%
Substantially decreased	1	0.7%
Total	152	100.0%

Figure 21: Impact of Participating in Omaha Gives! 2014 on Nonprofit Overall Funding in Previous Year; from Post-Event Survey



Three respondents in the post-event nonprofit survey suggested funding may slow down prior to Omaha Gives!. One of the respondents from a larger organization wrote for example:

We watch closely the number of unique donors we have during Omaha Gives! We compare our unique donor results to other non-profits and use this similar to a perceptual study. Also, for the last two years the month of May has produced the lowest amount of donated revenue than any other month. We believe it's due to Omaha Gives! Please don't misunderstand, we thoroughly enjoy Omaha Gives! and it's a fantastic event! However, I'm wondering if smaller non-profits experience the same dip in donated revenue during the month of May and possibly struggle with cash flow. It's not a problem for [organization]. I bring this up just as food for thought. Keep up the great work!

More than two-thirds of donor respondents (68.2%) to the post-event survey said they are **likely to not change** the total amount they were planning to donate when asked "How will your participation in Omaha Gives affect your charitable giving for the rest of this year?" This is comparable to survey responses from the previous year, where 65.5 percent of donors said the amount they give will not

change. However, 30.5 percent said they would donate *more* to nonprofits this year than they had planned and 1.3 percent said they would donate *less*. See Table 29 and Figure 25.

Table 29: Donor Giving After Participation in Omaha Gives! 2015; from Post-Event Survey

How will your participation in Omaha Gives! 2015 affect your charitable giving for the rest of this calendar year?	Number	Percentage
I will not change the total amount I was planning to donate this year	1,259	68.2%
I will likely to donate more this year than I had planned	564	30.5%
I will likely donate less this year than I had planned	24	1.3%
Total	1,847	100.0%

Figure 22: Donor Giving After Participation in Omaha Gives! 2015; from Post-Event Survey

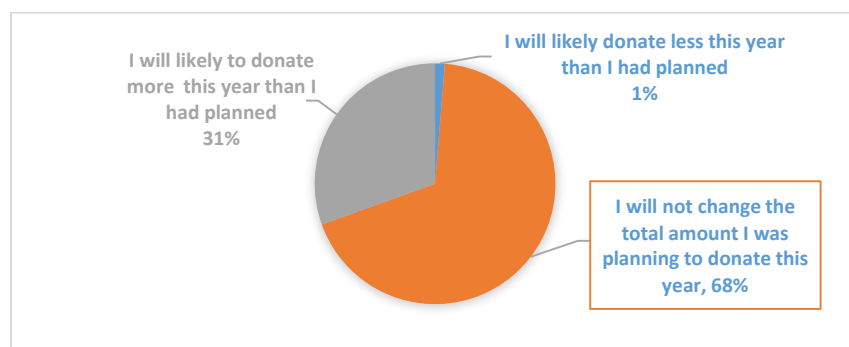


Table 30 shows the results from a logistic regression⁴³ model used to analyze demographic variables associated with giving to an organization for the first time during Omaha Gives! 2015. The results may help nonprofit organizations to better target new donors and increase donations. Also, OCF might design strategies or incentives to attract donors to give to new organizations.

Table 30: Logistic Regression Determining the Factors Associated with Donors' Decision to Give to an Organization for the First Time During Omaha Gives! 2015.

	Gave to Org for First Time
Independent Variables	Odds ratio
Demographics	
Gender (Male)	0.793*(0.104)
Race/Ethnicity ⁴⁴	

⁴³ Logistic regression is a kind of regression in which independent variables are answered as yes or no (dichotomous). In this case the independent variable is if the donor gave to an organization for the first time in Omaha Gives! 2015.

⁴⁴ Race/ethnicity categories include: (a) White or Caucasian (base category); (b) Asian or Asian American; (c) Hispanic or Latino; (d) Others (includes Native Americans or Alaska Native and multiple race/ethnicities). All comparisons are made from base category. For instance, in this case any effect of race on likelihood of giving to a new organization would be compared with White or Caucasian.

	Gave to Org for First Time
Independent Variables	Odds ratio
(a) Asian or Asian American	1.201 (0.926)
(b) Black or African American	0.814 (0.339)
(c) Hispanic or Latino	1.622(0.716)
(d) Others	0.652(0.272)
<i>Income</i> ⁴⁵	
(a) Under \$39,999 (Low)	0.761(0.135)
(b) Over \$100,000 (High)	1.095(0.139)
<i>Educational Background</i> ⁴⁶	
(a) High school	0.884(0.231)
(b) Some college or associate degree	0.840(0.124)
(d) Masters or advanced degree	0.932(0.122)
<i>Marital Status</i> ⁴⁷	
Currently married or in long-term relationship	0.849(0.112)
<i>Age</i> ⁴⁸	
(a) 18-34 years (Young)	1.493**(0.247)
(b) Over 65 years (Senior)	0.663*** (0.0908)
Constant	1.545*** (0.229)
Observations	1,384
Pseudo R-squared	0.19

Standard errors in parentheses

Significance indicated by *** = p<0.01, ** = p<0.05, * = p<0.1

The results of the regression show that, holding other factors constant, a female was more likely (23 percent) to give to a nonprofit for the first time during Omaha Gives! 2015. In addition, a younger donor was more likely to give (49 percent) than a comparable middle aged donor (35– 64 years) to a new organization. Similarly, a senior donor (over 65 years) is less likely to give (34 percent) than a comparable middle aged donor (35– 64 years). All these relationships are statistically significant.

Schedule Donations

There were approximately 3,971 unique donors who scheduled at least one donation. On average, donors scheduled 1.8 donations. The number of scheduled donations per unique donor ranged from 1 to 48 donations. Of the 3,971 unique donors who scheduled a donation, 22% (891) then also gave on the day of the event. The average number of donations given on the day of the event per donor (who had already scheduled a previous donation) was 3. Of the 891 donors who also gave on the day of the event,

⁴⁵ Income was divided into three categories: (a) less than \$39,999 (low); (b) \$40,000-\$99,999 (medium); and (c) over \$100,000 (high). The medium income group, \$40,000-\$99,999, was used as the base category.

⁴⁶ Education background was divided into four categories: (a) high school; (b) bachelors (used as the base category); (c) some collage; and (d) masters.

⁴⁷ Marital status categories included: (a) married or in long-term relationship (used as base category), and (b) donors not married or in long-term relationship (includes single, divorced or widow).

⁴⁸ Age is divided into three categories: (a) between 18-34 years, (b) 35 to 64 years (base category), and (c) Over 65 years.

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85% (756) gave to at least one different organization (an organization that they did not previously schedule a donation for) on the day of the event. See Table 31.

Table 31: Scheduled Donations-Donor Results; from Gift Data

Schedule donations results	Number
Number of donors who scheduled donation(s)	3971
Total amount raised	\$917,732
Ave number of scheduled donations per donor	1.8
Range of number of scheduled donations per donor	1 to 48
Number of donors who scheduled and gave again on the day of the event	891
Number of donors who scheduled and gave to a different organization on the day of the event	756
Ave number of donations given on the day of the event, per donor who also scheduled donations	3

Return on Investment

Obtaining or keeping a donor can have significant value for an organization. Table 30 shows Rate of Return (ROR) and Return on Investment (ROI) for Omaha Gives! 2015 according to post-event survey respondents. ROR is calculated for an organization by subtracting the total amount raised minus the total amount spent on Omaha Gives! 2015, divided by total amount spent.⁴⁹ ROI is calculated by dividing the total amount raised by the total amount spent to give a return for each \$1 the organization spent on Omaha Gives! 2015.

The total amount spent by the respondent 205 organizations was \$211,560 and they raised a little over \$3 million. Overall, the average rate of return was 3,439.4% and the median rate of return was 555.9%. The average return on \$1 spent was \$35.40 and the median return on \$1 spent was \$6.60. The cost to raise \$1 is calculated by dividing total amount raised by total amount spent. The average cost to raise \$1 was \$.40. See Table 32.

Table 32: Rate of Return and Return on Investment for Nonprofit Organizations Participating in Omaha Gives! 2015; from the Post-Event Survey

N = 205 Orgs	Total Amount Raised	Total Amount Spent	Rate of Return	Return on Investment	Cost to Raise \$1
Average	\$14,800.50	\$1,037.10	3,439.40%	\$35.40	\$0.40
Median	\$3,326	\$591.00	555.9%	\$6.60	\$0.20
Mode	\$2,000	\$281.90	751.4%	\$8.50	\$0.10
Range	\$95-\$400,000	\$20.60-\$12,498	-89.3%-283,688.6%	\$0.10-\$2,837.90	\$0-\$9.40
Total	\$3,019,318	\$211,599.7			

⁴⁹ Total amount spent = staff hours devoted to Omaha Gives! 2015 + volunteer hours devoted to Omaha Gives! 2015 + other costs such as marketing, food for event etc. as reported by nonprofit participants in the post-event survey. Staff hourly wages were calculated using the median salary of \$58,853 (median salary from report by PayScale, Director of Development, Non-Profit Organization Salary (US); divided by 2,087 hours of work per year (data from Office of Personal Management [OPM], which equals \$28.19 per hour). The volunteer hours were multiplied by \$20.62, the value of volunteer time per hour in Nebraska in 2013 according to the Independent Sector.

Generally, the respondent organizations achieved a good return on investment through Omaha Gives! 2015 compared to other fundraising strategies. Greenfield estimates costs for other fundraising strategies per \$1 spent as follows:

- Direct mail (acquisition): \$1.25–\$1.50
- Direct mail (renewal): \$0.20–\$0.25
- Membership programs and donor clubs: \$0.20–\$0.30
- Benefit events: \$0.50 (gross revenue and direct costs only)
- Volunteer-led and individual solicitations: \$0.10–\$0.20
- Corporate and foundation solicitations: \$0.20
- Special project and capital campaigns: \$0.10–\$0.20
- Planned giving programs: \$0.20–\$0.30⁵⁰

Capacity Building

More than two-thirds (71.3%) of the nonprofit survey respondents ***strongly agreed or agreed*** that participating in Omaha Gives! 2015 helped them to build their capacity to raise more donations and reach new donors. See Table 33.

Table 33: Perception of Nonprofit Participants Regarding the Usefulness of Omaha Gives as a Capacity Building Tool; from Post-Event Survey

Omaha Gives! 2015 helped our organization build its capacity to raise more donations and reach out to new donors.	# Responses	Percent
Strongly agree	74	35.9%
Agree	73	35.4%
Neutral	41	19.9%
Disagree	9	4.4%
Strongly disagree	9	4.4%
Total	206	100%

Thirty nonprofit survey respondents mentioned that Omaha Gives! 2015 helped them to attract donors and spread awareness about their mission. Two nonprofit respondents wrote:

Our funding was cut in half this year from our parent organization so Omaha Gives came at a crucial time. We also doubled our donations from last year. Thanks for making a difference in Omaha.

Thank you for the wonderful opportunity to share our mission and vision with a wider audience. Wonderful concept, great execution, awesome experience AGAIN!

Perceptions of the Omaha Community Foundation

Table 34 shows that 41.6 percent of donors who responded to the post-event survey said they were not familiar at all with OCF before they heard about Omaha Gives! (45.5% said so in 2014), while 39.2

⁵⁰ Greenfield, James M. (2005). Hardwiring for maximum fundraising return on investment. In *New Directions for Philanthropic Fundraising* (pp. 61-85). Wiley & Sons.

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percent (35.7% in 2014) were only somewhat familiar with OCF. This suggests OCF did increase its visibility with many donors through Omaha Gives! over the years.

Table 34: Donors' Familiarity with OCF before Omaha Gives! 2015; from Post-Event Survey

Before you heard about Omaha Gives, how familiar were you with the Omaha Community Foundation?	# Responses	Percent
Very familiar	347	19.2%
Somewhat familiar	711	39.2%
Not familiar at all	753	41.6%
Total	1,811	100.0%

Analysis of post-event donor survey comments suggest that many donors (68) enjoyed taking part in Omaha Gives! 2015 and appreciate the role of OCF in fostering a conducive environment for nonprofits in the Omaha Metro area. Donors wrote for example:

I think this is one of the greatest opportunities for the nonprofits to earn donations. Omaha Community Foundation is an excellent organization.

You provide a real service to the community.

Almost 10 percent of nonprofit survey respondents (30) commented that they were happy to have an opportunity to participate in Omaha Gives! and thanked OCF. One of the nonprofit survey respondents wrote:

Fantastic experience...again! The event creates such a sense of pride, commitment and collaboration in Omaha. It is a way to involve people and everyone feels engaged. Also, it is huge for small non-profits to receive recognition and revenue without having to spend tons of money they do not have! It is a win-win for non-profits, the people they serve and the community!

Most donors who responded to the post-event survey indicated that they or their family do not have an account with OCF (81%). Among donors who do have accounts with OCF, 87 percent indicated they had a good or excellent experience using the account during Omaha Gives! 2015. See Table 34 and 35.

Table 35: Personal or Family Account with OCF; from Post-Event Survey

Did you or your family have an account with OCF	# Responses	Percent
No	1,593	81%
Yes	224	11.3%
Did not answer	150	7.6%
Total	1,967	100.0%

Table 36: Experience of Using OCF Account During Omaha Gives! 2015; from Post-Event Donor Survey

Please rank your experience of using OCF account during Omaha Gives	# Responses	Percent
Excellent	119	53.1%
Good	76	33.9%
Average	22	9.8%
Poor	6	2.7%
Very poor	1	0.5%
Total	224	100.0%

The donors who used their OCF account generally found it useful, however, one of the donors in the post-event survey wrote: “I did not use my OCF account this year because I found it too hard to track giving last year. It was a bad aspect of OG24 so I chose against using OG24 for any large gift for which I'd use my OCF fund.”

Experiences of Participants

Overall, about 93.4 percent of donors surveyed said they had an **excellent or good** impression of Omaha Gives! 2015, while 5.5 percent had an average, and 1 percent had a poor or very poor, impression. See Table 37.

Table 37: Donors' Overall Impression of Omaha Gives!, from Donor Survey

What is your overall impression of Omaha Gives?	# Responses	Percent
Excellent	1,106	62.7%
Good	542	30.7%
Average	97	5.5%
Poor	13	0.7%
Very poor	5	0.3%
Total Survey Respondents	1,763	100.0%

Many donors (222 people) wrote comments that conveyed their **good impression** of Omaha Gives! 2015. A few of the comments in the post event survey included:

Great event, love to participate in it & watch that donation ticker climb! Makes me proud of Omaha. Thank you for supporting such a unique community giving event.

I just think it is great that you have such a wonderful opportunity to help nonprofits.

I am grateful to live in a community with an organization willing to provide this opportunity. Thank you!

Several donors (18 people) pledged in their comments to give next year. Two donors wrote for example:

Definitely plan to give to Omaha Gives next Year and far more organizations. I will look for it around this time next year, since I am not a local.

It's a fantastic program that I will support for the rest of my days.

In addition, 90.6 percent of nonprofit survey respondents **agreed or strongly agreed** that their overall experience of Omaha Gives! 2015 was good. See Table 38.

Table 38: Overall Experience of Nonprofit Participants about Omaha Gives! 2015; from Post-Event Survey

Overall experience with Omaha Gives was good	# Responses	Percent
Strongly agree	131	61.2%
Agree	63	29.4%
Neutral	11	5.1%
Disagree	0	0.0%
Strongly disagree	9	4.2%
Total	214	100.0%

In addition, 85 percent of donors **agreed or strongly agreed** that OCF training sessions for Omaha Gives! 2015 were helpful. See Table 39.

Table 39: Nonprofit Organizations' Perception about OCF Training Sessions for Omaha Gives! 2015; from Post-Event Survey

OCF Training Session for Omaha Gives was Helpful	# Responses	Percent
Strongly agree	102	51.0%
Agree	68	34.0%
Neutral	16	8.0%
Disagree	5	2.5%
Strongly disagree	9	4.5%
Total	200	100.0%

Six nonprofit participants commented in the survey that they were **satisfied** with the training and found it helpful. Two of nonprofit participants wrote:

I want to thank the leadership of Omaha Gives. The training session was excellent, even indispensable. The communication after the event was great.

Fabulous event! Loved the training this year and also appreciate that OCF worked to get a platform with a reasonable expense rate.

However one of the participants noted in the post-event survey that the time requirement was a challenge:

Requiring attendance at two-hour training session was not liked by our directors. We are all volunteers, 98% of us work in addition to the volunteer work for our organization and, in the end, no one was able to attend from our board.

92.4 percent of nonprofit survey respondents **strongly agreed or agreed** they are likely to participate in future Omaha Gives!. About 5 percent indicated they strongly disagreed or disagreed with this statement. See Table 40.

Table 40: Nonprofit Participants' Likelihood to Participate in Future Omaha Gives!; from Post-Event Survey

We are Likely to Participate in Future Omaha Gives!	# Responses	Percent
Strongly agree	152	72.0%
Agree	43	20.4%
Neutral	6	2.8%
Disagree	1	0.5%
Strongly disagree	9	4.3%
Total	211	100.0%

Website

Regarding the online giving platform, 90.6 percent of donor respondents to the survey said they had an **excellent or good experience** making a donation on the Omaha Gives! website, while 2.3 percent said they had a poor or a very poor experience. See Table 41.

Table 41: Donors' Experience of Using Omaha Gives! 2015 Website; from Post-Event Survey⁵¹

Please rate the experience of making a donation on the Omaha Gives website?	# Responses	Percent
Excellent	1,039	57.9%
Good	587	32.7%
Average	126	7.0%
Poor	33	1.8%
Very poor	10	0.5%
Total	1,795	100.0%

In the qualitative comments in the donor survey, some donors (25 people vs. 4 people in 2014) noted their good experience with the new website. For example, one donor commented:

I'm so glad you made it easier to donate to multiple organizations with the shopping cart feature! Much better experience this year than in the past!

However, a few respondents (9 people) mentioned that the **website was slow**. Several donors (61 people vs. 17 people in 2014) mentioned they did not find the design of the **website very user-friendly**. For instance, after selecting the list of organizations to donate to, users couldn't go back to where they left off. Some comments included:

The site design overall is ok. They should reconsider giving it a makeover by one of the local design agencies in Omaha. Some of the interactions weren't awesome. The add to cart interaction wasn't that great if I wanted to add more. I searched by a category and when I clicked the "add more" button, it takes me to all instead of what I already filtered by. Some buttons were also very close together, needed better spacing. I kinda wish the overall donation of the website was in the header all the time.

I didn't like how you have to KEEP GOING BACK AND FORTH TO THE VERY 1ST PAGE, every time you want to pick an additional charity. There should be an OPTION TO LIST THEM ALL ON THE

⁵¹ Total number of respondents of the survey were 1,967. However, 172 respondents did not answer this question.

SAME PAGE, and WE SHOULD BE ABLE TO CHECK OFF A BOX of WHICHEVER ONE WE WANT ON THE SAME PAGE. And as you check or uncheck a charity (on the same page), the shopping cart should give you your total, without having to go back and forth like 100 times (when you give to 44 charities like I did, that's what happens), which I had to do, since even just clicking on a charity you don't give to takes you back to the beginning page once you're done reading their information. It WASTED SO MUCH TIME. It TOOK THE FUN OUT of an experience that should have been otherwise very positive (i.e. giving).

Some donors (30 people vs. 13 people in 2014) also suggested having a ***simple list of nonprofits*** (preferably alphabetically and pdf downloadable) so that searching for and following their favorite organizations is easier. A donor wrote for example:

One thing I would have liked would have been to have the organization descriptions take up less real estate on the web page so that more would fit on an individual page. I found myself not going through all of the organizations because I got tired of paging. That's a disadvantage to an organization whose name starts with a letter towards the end of the alphabet.

Three donors also said they had trouble changing credit card information as some wanted to use another card:

I was unable to change my credit card number manually which was pre-entered by a non-profit. I wanted to change to another account in order to give more on one transaction but the system wouldn't allow me to. Just one bug to work out for next year...

Some donors (14 people) also noted that they found the ***annual signing up process frustrating***. Although the CiviCore platform was used for the first time this year, apparently some donors expected the website to remember their information from previous years. Three donors suggested ***saving the donor's information*** so that they do not have to login every year. One donor wrote: "3rd year and I still had to sign up for a new account. Why didn't you have my info from previous years?"

Nine donors (vs. four in 2014) also did not find the website very ***mobile friendly***.

I had a few issues with the website. It would've been nice to see how much an organization had raised when I clicked on them. I was only able to view them on a different page in a list form. On the list view, it took a few tries to figure out how to view the organizations alphabetically and then how to switch that view to see a list of leaders. The website was difficult to navigate using a mobile view. I love the logos and color schemes! I do wish the home page didn't have such large organization logos. I would prefer viewing a list.

Five donors suggested adding a 'share' button on the website. One donor said:

I would love if there was a share button on the Omaha Gives site, after you've made your donation - something you could post on Facebook, twitter, etc. saying I donated, visit here to join! or I donated, have you, etc.

Table 42 shows the nonprofit participants' perception about the usefulness of using the website throughout the year. 39.6 percent indicated the website would be ***useful or very useful*** for all year use; while 49.5% were ***not sure***.

Table 42: Nonprofit Participants' Perception about Usefulness of Website for Year-long Usage; from Post-Event Survey

If a Platform Like the Current Website Used for Omaha Gives Was Available for Your Use All Year, How Useful Would it be to Your Organization?	# Responses	Percent
Very useful	27	13.4%
Useful	53	26.2%
Not sure	100	49.5%
Not useful	15	7.4%
Not at all useful	7	3.5%
Total	202	100.0%

Two nonprofit respondents were concerned about the potential *effect the website being open all year might have* on their own fundraising. One of the respondent wrote:

If a platform is available all year, since we have online giving set up through our website, I would be concerned about duplication and donor confusion.

Some of the nonprofit respondents (9 people) said in the comments that they *liked the new website*. One of the nonprofit participants wrote:

There were many things I really liked this year. I thought the CivicCore platform was more user-intuitive and friendly to use, both from an organizational standpoint and it was visually appealing, from a donor standpoint...I liked that donors could give early from May 1-19.

However, some nonprofit survey respondents (8 people) mentioned that it was difficult to *navigate the leaderboard* and specifically find the progress of organizations. One respondent suggested that it "would be helpful/fun if the *leaderboard* had number *ranking* next to the nonprofit name (like Give to Lincoln Day)." Other comments included:

I thought the leaderboard was hard to read if you just wanted to look for a specific organization to see how they were doing. Going to their page did not reveal their total. I also think a sorting or organization method for the nonprofits other than alphabetical might be helpful since there are now so many. I spent hours in advance learning on the website, which was really fun and educational but I am not sure average donors would. I think there may be some simple design tweaks that can better connect donors to nonprofits they would be interested in.

Great event! Only constructive comments...it was difficult to scroll through all the organizations to choose which to donate to. For example, if you clicked on one to learn more, when you go back...it took you all the way back to the beginning. Thank you for all your hard work! I am so incredibly proud to be a part of the Omaha community.

76.8 percent of nonprofit organization respondents *agreed or strongly agreed* that the schedule donation feature was valuable in Omaha Gives! 2015. See Table 43.

Table 43: Nonprofit Organizations' Perception About Schedule Donation Feature in Omaha Gives! 2015; from Post-Event Survey

Schedule Donation Feature was Valuable for Fundraising	# Responses	Percent
Strongly Agree	93	44.1%
Agree	69	32.7%
Neutral	32	15.2%
Disagree	7	3.3%
Strongly Disagree	10	4.7%
Total	211	100.0%

Some donors (21 people) mentioned in the post-event survey that they *liked* the schedule donation option as well. One donor said:

I loved the ability to schedule my donation in advance because last year I was out of town and forgot to participate. :-\ It's fun to go through the list of nonprofits and choose who to give to. Great event!!

Three donors suggested allowing them the option to set a *time for the scheduled donation be made* to increase the probability of nonprofit receiving bonus or prize dollars. One said:

When scheduling a gift BEFORE the event, allow the option to choose an hour to process the gift in order to help the nonprofit receive bonus dollars.

Three donors noted some confusion regarding OCF donor account profiles on the website. One of the donor mentioned in the post-event survey:

Potentially consider including further instructions on how to use our OCF account through the Omaha Gives website. For example, I was unsure of what a donor profile was on the website, and at first, I did not know that I needed to create one in order to proceed with my donations.

Gift Options

There were several donors (30 people) who suggested in the survey comments adding *additional payment options* such as 'pay pal,' being able to mail in a check, direct bank transfer, etc. Donors wrote for example:

Add other ways to donate such as check; provide means of allowing funds to be donated without having the service fee so that our charities receive the more of the funds instead of the credit card processing firm.

My mother wanted to donate, also, but does not have a computer. She received a postcard in advance from the non-profit (she regularly donates to them) but it indicated the only way to participate in the Omaha Gives was to donate online. She, and many others, including myself, would prefer to write a check. Donating via a check should be an option; not offering that likely rules out potential donors who don't use internet (namely elderly).

Some donors (7 people) suggested in the survey that an option be added to ***give gifts in the memory or in honor of someone*** and one donor said that they would like the possibility of ***being able to give a common gift*** for all participating organizations.

Processing Fee

Several donors (28) expressed concerns regarding the ***2.2% processing fee*** in the post-event survey. Some of the comments included:

I'm disappointed that there is a 2.2% surcharge on credit card donations. I would rather see that amount going directly to the organization(s).

Going in person is sometimes easier. Plus, I would not have had the percent deducted from the contribution made since I could have written a check instead of having to use a credit card.

While 2.2% does not sound like much; it has an accumulative impact on what is contributed.

Matching/Bonus Funds

More than half of donors (52.1%) mentioned that bonus dollars ***increased or greatly increased*** their donations in Omaha Gives! 2015. Further, one-third (32.9%) indicated that prizes (hourly & participation) ***increased or greatly increased*** their donation, followed by 45.8% saying that extra bonus dollars (incentives raised by individual nonprofits) ***increased or greatly increased*** their donation. See Table 44.

Table 44: How Bonus Dollars and Prizes affect Donors' Decision to Donate in Omaha Gives! 2015; from Post-Event Survey

Bonus Dollars and Prizes Affecting Donors' Decision to Donate	Bonus Dollars (Raised by OCF)		Prizes (Hourly & participation)		Extra Bonus Dollars (Incentives raised by individual nonprofits)	
	#	%	#	%	#	%
Greatly increased	419	23.3%	201	11.6%	301	17.1%
Increased	519	28.8%	370	21.3%	504	28.7%
Neutral (I would have given regardless)	846	46.9%	1132	65.2%	929	52.8%
Decreased	3	0.2%	10	0.6%	6	0.3%
Greatly decreased	15	0.8%	24	1.4%	18	1.0%
Total	1,802	100.0%	1,737	100.0%	1,758	100.0%

The analysis of the post-event survey suggested that some donors (15 people) where ***excited about matching/bonus prizes***. Some of the comments included:

I think it has been a great incentive for more persons to participate in giving = bringing "giving" to more people's attention - especially to the Local Community!!!

I was motivated to give based on the matching gift offered by the organization. I know I couldn't give much, but the fact that it was matched makes me feel good that I gave something.

About two-thirds (62.1%) of nonprofit respondents ***strongly agreed or agreed*** that the bonus dollar process was clear. Around 21 percent strongly disagreed or disagreed with this statement. See Table 45.

Table 45: Perception of Nonprofit Participants Regarding the Process of Giving Bonus Dollars; from Post-Event Survey

Process of Giving Bonus Dollar was Clear	# Responses	Percent
Strongly Agree	50	23.7%
Agree	81	38.4%
Neutral	35	16.6%
Disagree	34	16.1%
Strongly Disagree	11	5.2%
Total	211	100.0%

Communications & Marketing

93 percent of the nonprofit organization survey respondents ***strongly agreed or agreed*** that OCF's overall communications was helpful. See Table 46.

Table 46: Nonprofit Organizations' Perception about OCF Communication; from Post-Event Nonprofit Survey

OCF Overall communication was helpful	# Responses	Percent
Strongly agree	150	66.1%
Agree	61	26.9%
Neutral	5	2.2%
Disagree	2	0.9%
Strongly disagree	9	4.0%
Total	227	100.0%

One person noted in the survey comments:

This was my first year working for a non-profit participating in Omaha Gives. I found the communication from OCF extremely helpful, from the emails and tool kits to the hands on training sessions. Well Done! I am looking forward to increasing our level of participation and trying additional strategies for next year.

Also, some of the nonprofit survey respondents (8 people) commented that communication around Bonus Dollars was not clear. One nonprofit survey respondent said: "We really misunderstood the rules. So there was some confusion on our part."

About one-third of donors found out about new organizations to give to in Omaha Gives! 2015 through a friend (27.8% of respondents). About the same amount of donors learned about new organizations they gave to for the first time by searching on the Omaha Gives! website (25.8%). Conventional marketing strategies such as advertisements were the least likely way donors learned about new organizations they gave to for the first time (less than 4%). See Table 47.

Table 47: How Donors Found Out about Organizations They Gave to for the First Time; from Post-Event Survey

How did you find out about the organization(s) you gave to for the first time?	# Responses	Percent
Learned about the organization from a friend	238	27.8%

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By searching Omaha Gives24.org	229	25.8%
Organization asked me to donate	217	24.4%
Learned about the organization on social media (Facebook or Twitter)	173	19.5%
Saw an advertisement about the organization	32	3.6%
Total	889	100.0%

Table 48 shows that most donors (56.5%) shared information about Omaha Gives! 2015 with friends, co-workers or family members.

Table 48: Methods used by Donors to Share Information about Omaha Gives! 2015; from Post-Event Survey

How did you tell others about Omaha Gives! 2015?	# Responses	Percent
Through conversation with friends, co-workers or family	1,112	56.5%
Posting about Omaha Gives on Facebook or Twitter	597	30.3%
Through personal communication (email, letters, texts etc.)	472	24.0%
Total	1,967	100.0%

Nonprofit survey respondents also suggested that social media was the most useful tool for fundraising during Omaha Gives! 2015 (average score of 2.3), followed by emails (average score of 2.08).⁵² The least useful marketing tool was paid advertisement (average score of 0.14). See Table 49.

Table 49: Usefulness of Marketing Strategies used by Nonprofit Participants; from Post-Event Survey

Marketing Strategies	# Responses	Ave Score	Usage
Social media (Facebook, Twitter, LinkedIn)	224	2.30	Very useful
Emails	227	2.08	Very useful
Website/blog	222	1.05	Useful
Digital or print newsletters	210	0.69	Useful
Personal meetings	211	0.63	Useful
Fundraising event	206	0.45	Not very useful
Phone calls	210	0.44	Not very useful
Paid advertisement	204	0.14	Not very useful
Total N	300		

An analysis of the post-event survey comments suggest donors came to hear about Omaha Gives! 2015 through work in the nonprofit sector, or volunteering (49); through the nonprofit to which they regularly donate (34); through social media such as Facebook and emails (24); church (mentioned by 7 people); through their employer; through family members or friends (8); and through solicitations to donate through some social event (3). Many donors also participated in Omaha Gives! 2014 (57).

Around one-third of the nonprofit survey respondents indicated that they learned about Omaha Gives! through Program Connect (the OCF email list) or letters from OCF. Only 8.2% indicated they learned about Omaha Gives! from a donor. See Table 50.

⁵² Data were coded for all categories from a range of 0 to 3 on the basis of the nonprofit survey respondents' perception of the usefulness of the marketing strategy. 0 – Did not use; 1 – Not very useful; 2- Useful; 3- Very Useful. The average of each category was used to calculate the average score.

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Table 50: Methods used by Nonprofit Organizations to Learn about Omaha Gives! 2015; from Post-Event Nonprofit Survey

How did you learn about Omaha Gives?	# Responses	Percent
Program Connect (OCF email list)	105	35.0%
Letters from OCF	95	31.7%
Social media (Facebook or Twitter)	78	26.0%
A colleague of another nonprofit organization	51	17.0%
A board member	43	14.2%
Nonprofit Association of the Midlands (NAM)	40	13.3%
A donor	25	8.2%
Total	437	145.7%⁵³

Some donors (8 people) stated they wanted to see **more marketing and advertising** for Omaha Gives!. One donor wrote:

This events needs more advertisement in the community the only reason I knew about it is because I work for a nonprofit organization. Get the word out on social media, and other media newspapers, billboards, T. V. and radio ads if you used these types of media I did not see them, and I am a mother of teenagers familiar with media.

Others suggested marketing through local alumni chapters or sororities based in Omaha or through putting Omaha Gives! stickers on coffee cups at local coffee stores.

While most seemed pleased with the communication about the event, some donors (30 people vs. 6 people in 2014) in the post-event survey said that the **amount of communication/solicitations** they received about the event was overwhelming. Some of the donors commented:

Emails. Dozens and dozens of emails. Too many, too much. Mail. Again too many, too much. One day received four requests.

Being bombarded with email, mail, and Facebook messages from every single nonprofit I have a connection with was very annoying and NOT my favorite part of this.

Several donors (28 people) requested more **clarification about matching gifts and final amounts received by nonprofits**. One donor wrote:

Omaha Gives does not do a good job of explaining your Matching Funds opportunities. I felt like it was a "bait-and-switch" to get my donation.

Types of Nonprofits Participating

In the survey comments, some donors (25 people vs. 10 people in 2014) indicated that they were unhappy about the competition among big and small organizations during the event. Four donors wanted more **local nonprofits**. One of the nonprofit respondents suggested including more **veteran-related organizations**. Some (8 people) did not want religious organizations to participate. Two of the donors wrote:

⁵³ The sum total of the percentage is more than 100% because respondents selected more than one choice.

There seemed to be some organizations that we (family / friends) felt should NOT have been included...that is, some organizations that already have a lot of funding and if you asked anyone on the street, they would say YES, THEY ARE ALREADY WELL FUNDED. They don't have to be excluded because if people want to donate to them they can, but there should be another category for them or something.

Please help promote the smaller non-profits. I think Omaha Gives provides a good opportunity to learn more about resources available and opportunities to donate time or money to organizations outside of this event. I think people see the big names (Humane Society, Habitat for Humanity) and automatically choose them as their default. Maybe even if there were short descriptions next to each non-profit choice, it may help some. Better yet, you could rotate your feature story on a non-profit every half hour or so to get the word out about them.

Also, some of the comments suggested that some donors (20 people) were ***unhappy that bigger organizations are getting most of the bonus gifts***. One donor wrote:

Bonus dollars probably work quite well with those nonprofits with entire development departments but in the case of the little guys, obtaining bonus dollars was a real stretch.

There was also some concern from nonprofit survey respondents (18 people) regarding the success of big organizations in fundraising. One of the nonprofit survey respondents commented:

... our biggest fear with the larger pool of organizations during 2015 was that we would simply be drowned out. We lack a way to amplify our message during the event and it is disheartening. While our numbers did improve this year to last year, that is more than likely due to one board member personally reaching out to their friends to give (12 of our 28 donations came from one board director's ask). Generally speaking, by the time that the day arrived, our organization - in speaking with others involved in the event, from other non-profits - received feedback that people were sick of the emails, sick of the asks.

However, most of the nonprofit survey respondents mentioned that they were ***happy*** to have the opportunity to raise funds through Omaha Gives! 2015. A few of the respondents (7 people) commented that Omaha Gives! 2015 was helpful especially for *smaller* organizations. One respondent said:

Fantastic experience...again!....Also, it is huge for small non-profits to receive recognition and revenue without having to spend tons of money they do not have! It is a win-win for non-profits, the people they serve and the community!

Conclusion & Recommendations

The findings from the evaluation research suggest Omaha Gives! did reach its goals to grow philanthropy in Douglas, Sarpy, and Pottawattamie Counties as well as inspire the community to come together for 24 hours to give as much as possible to support the work of 501(c)3 nonprofits in the metro area. Omaha Gives! generally drew wide community and media attention according to survey participants and increased awareness of participating organizations as well as increased awareness about OCF. Many

organizations appeared to attract new donors and engaged existing donors and volunteers in a new way.

Omaha Gives! also continues to grow—the amount raised, number of unique donors, and average gift size continues to increase each year, and donors continue to give to new organizations. Both in 2014 and 2015, for example, about half of donors said they gave to new organizations, greater than the 30 percent who reported this to be the case in 2013. Donors to Omaha Gives! seem to give first of all to organizations they already support (this is their main motivation for giving to Omaha Gives!) but then many also give to other (sometimes new) organizations. The former appear to be influenced more by bonus dollars and the latter more by prize funds. Women and younger donors are more likely to give to a greater number of organizations and to new organizations, but at lower average amounts compared to other donors.

This seems to be leading to overall increased funding for nonprofit organizations. About two-thirds of nonprofit organizations surveyed said their funding “slightly increased” and 9.5% said it “substantially increased” due to participating in Omaha Gives! 2014 and nearly one-third of donors surveyed said they are likely to donate more after participating in Omaha Gives! 2015. Organizations of all types are benefiting from participating in Omaha Gives!, and the ROI for most organizations seems good compared to other types of fundraising; however, some organizations in certain program areas and larger organizations do better than others in amount raised and number of donors engaged.

Below, are recommendations for improving Omaha Gives! based on survey respondents’ and the evaluators’ suggestions.

Make Competition Fairer

As noted in last year’s Omaha Gives! evaluation report, OCF is committed to being inclusive in Omaha Gives! They see the event as a way to engage donors—existing and new—in a new way; hopefully towards longer-term engagement with progressively increased giving and making giving a habit. With such a goal or purpose in mind, having organizations of all types and sizes involved in Omaha Gives! is important. Omaha Gives! could do more in its communications to clarify the purposes and goals and why organizations of all types and sizes can and should participate (also noted in last year’s evaluation). It can also try to make the competition fairer.

Omaha Gives! is based on the premise of competition among organizations. Yet, the competitive element of the event, which garners excitement and attention, can conflict with the goal of inclusivity noted above. The gifts that bigger organizations can garner are needed to gain media attention for the event but can also feel unfair to smaller organizations. The data show that indeed, larger organizations do raise more money after controlling for other factors. The analysis of gift data show that larger organizations with budget sizes of \$10-100 million raise the most on average (\$66,798). This is 30 times the average amount raised by organizations with budget sizes of less than \$100,000 (\$2,552). Also, statistical analysis of nonprofit survey respondents indicated that keeping other factors constant, organizations with budget sizes of less than \$249,999 raised 70 percent less in total donations compared to organizations with budget sizes of \$250,000 to \$999,999. Twenty donors also mentioned in the survey that they were unhappy that bigger organizations seemed to get more of the bonus money.

OCF has made efforts to make the competition fairer already. For example, providing specific bonus dollars for organizations in Pottawatomie County appeared to help increase the participation level of

organizations from that geographic area. However, it may be possible more could be done. One respondent suggested increasing the budget size for the large organization category as one possibility.

In addition, around 58 percent of donors said in the survey that the reason they participated in Omaha Gives! 2015 was to “help my favorite nonprofits receive matching funds and prizes.” Further, almost half of donors (52.1%) mentioned that bonus dollars increased or greatly increased their donations in Omaha Gives! In the econometric analysis of the survey responses (see Table 25), we found that “extra bonus dollars” and “bonus dollars” are positively associated with total donations while prizes are positively associated with total donors. Thus, targeting matching dollars and prizes for smaller nonprofits are likely to increase donation amounts and donors for these nonprofits, thereby making a more level playing field for organizations with small budget sizes (less than 500,000).

Engage Donors to Increase and Expand Giving

OCF and nonprofit participants may be able to also design incentives to engage certain types of donors to give more or to give to more organizations during Omaha Gives! The fundraising literature suggests that in order to attract new donors, organizations need to have a clear understanding regarding the socio-demographics profile of their donors.⁵⁴

The analysis of post-event donor survey indicated that, controlling for other factors, during Omaha Gives! 2015 women gave lower amounts on average but to more organizations and to more new organizations. Similarly, donors in active marriages gave less overall than those not in an active marriage but they gave to a greater number of organizations. Thus, if the intent is to expand giving to more organizations, targeting these donors may be beneficial to this goal. A donor’s number of years living in a community is also positively associated with total amount given, thus attracting people who have lived in Omaha for longer will likely lead to increased giving during Omaha Gives! Other groups likely to give more and to more organizations include White or Caucasian donors, older donors, and people with a master’s or advanced degree. Finally, a donor who is motivated by bonus dollars gave to fewer organizations keeping other factors constant but a donor motivated by prizes donated to more organizations. Thus, bonus money may reinforce giving more but to fewer organizations while prize money may lead to giving to a greater number of organizations.

A few studies have found that requesting a small donation, even a penny, helps attract donors who were reluctant to give earlier.⁵⁵ Thus, Omaha Gives’ relatively low minimum required donation may serve as a way for donors to “try out” new organizations. Further, people’s affinity with the cause of a charitable organization significantly increases their intention to continue to donate to that organization. Thus, enabling donors to find new organizations that match up with such affinity, perhaps by using mechanisms to suggest similar organizations to those they donate to already (perhaps in the fashion of Amazon.com making suggestions after a purchase), may be a way to help connect donors to new organizations and keep them giving. Donors satisfied with the donation experience will also be more likely to continue to make donations to organizations.⁵⁶ Given that the large majority of donors had a good experience with Omaha Gives!, one might expect giving to continue. More than two-thirds (68.9%)

⁵⁴ Bennett, Roger (2002), Factors underlying the inclination to donate to a particular types of charity, *International Journal of Nonprofit and Voluntary Sector Marketing*, Volume 8 Number 1

⁵⁵ Brockner, J. et al (1984), Organizational fundraising: Further evidence on the effect of legitimizing small donations. *Journal of Consumer Research*, Vo. 11, No. 1.

⁵⁶ Beldad et al. (2014), Generosity the second time around: Determinants of individuals’ repeat donation intention, *Nonprofit and Voluntary Sector Quarterly*, Vol. 42(1) 144-163.

of donors did indicate they strongly agreed or agreed that they are very likely to support the new nonprofit organization they donated to in the future. Finally, a few studies indicate that donors have aversion towards expensive fundraising methods.⁵⁷ OCF and participating organizations might do more to show donors the comparative low cost of Omaha Gives! as a fundraising tool.

Improve the Website and Expand Gift/Payment Options

While the website seemed to function better this year according to survey responses, there were still some problems with it being slow. In addition, a few of the nonprofit and donor respondents mentioned the website was not mobile friendly enough. Some donors also suggested in the survey adding a tool to be able to share on social media after making a donation. Donors also suggested arranging the leaderboard in alphabetical order so it is easier to follow and the list of participating nonprofit organizations could be downloadable. Some donors suggested that the giving platform should save their information so that they do not need to sign up each year. Some also suggested there should be a way to “follow” a favorite organization for the day.

Finally, several donors (30 people) also suggested adding additional payment options to Omaha Gives! such as PayPal, direct bank transfer, and being able to mail in checks. Some donors also suggested adding an option to give a gift in memory of or in honor of someone and being able to give a common gift that would be split among all participating nonprofits.

Provide Better/More Strategic Information for Donors and Nonprofits

Clarifying information about matching gifts and fees charged and who receives these fees also appears to be needed. In addition, several people were overwhelmed with contacts about Omaha Gives!, some suggested trying to limit the amount or be more strategic about contact with donors leading up to and during the event. Strategic communications about the event (especially coordinating with other forms of communications such as emails) might be an area of focus for future nonprofit participant training.

Nonprofit survey respondents indicated that social media was an effective marketing strategy to target donors. Also, statistical analysis of nonprofit survey responses indicated the number of ‘likes’ on Facebook is positively associated with total unique donors; that is, the more likes on Facebook, the greater the number of unique donors attracted to give to an organization. Nonprofits should focus on increasing their online presence, especially engaging donors on Facebook, especially prior to the event.

⁵⁷ Bekker, R. and Wiepking, P. (2006), Generosity and philanthropy: A literature Review, *Available at SSRN 1015507*.

Appendix A: Methodology

Research questions were addressed using several methods, including drawing on available OCF data (surveys of donors who participated in Omaha Gives!, survey from nonprofits who participated and also who did not, and Omaha Gives! giving data) and also existing published secondary data.

OCF Data

OCF administered a post-event donor and nonprofit participant survey after Omaha Gives! 2015 to gauge impact and address process evaluation areas. The survey was completed by 284 nonprofit organizations (40.2% of participating organizations) and 1,969 donors (9.7% of unique donors to Omaha Gives! 2014). In addition, 16 non-participating organizations also completed the survey. A total of 1,075 comments for three open-ended questions and 151 comments for two open-ended questions were analyzed in the nonprofit and donor surveys respectively. In addition, OCF giving data from the event were also analyzed.

Other Secondary Data

Other secondary or already existing data was analyzed to address the research questions. Sources of data included U.S. Census, IRS, and National Center for Charitable Statistics (NCCS) data.

Data Analysis

Several statistical techniques were used, including simple descriptions, data reduction through factor analysis, and two regression methods Ordinary Least Square (OLS) regression analysis and Logit regression analysis was used understand the effects of various factors on the total donations and total unique donors for participating nonprofit organizations. MaxQDA qualitative data analysis software was also used to code and organize data from the OCF survey comments.