



# OMAHA GIVES!

*powered by the Omaha Community Foundation*

## THIS COMMUNITY KNOWS HOW TO CELEBRATE!

Thank you for making the fourth annual Omaha Gives! a huge success, and more importantly, for helping to grow more good right here at home.

On May 25, 2016 our community came together to support 789 nonprofits in a big way. We couldn't have done it without all of you: donors who gave with gusto, nonprofits who worked hard to spread the word, and sponsors who provided generous incentives! The incredible results this year once again make Omaha Gives! the *5th largest giving day in the nation!*

### 2016 RESULTS

- Number of nonprofits // 789
- Number of donors // 18,915
- Number of donations // 46,251 (88% were \$100 or less)
- First time donations // 33% of total donations resulting in \$1,036,378
- Total amount raised // \$8,991,517 (includes all incentives)
- Incentives // \$370,000 bonus dollars + \$114,000 prizes + \$552,446 challenge funds

	2013	2014	2015	2016
NONPROFITS	318	569	704	789
DONORS	11,075	18,112	20,684	18,915
DONATIONS	19,038	35,600	47,131	46,251
FIRST TIME DONATIONS	30%	47%	46%	33%
AVG DONATION PER DONOR	\$227	\$304	\$381	\$421
TOTAL RAISED	\$3,075,533	\$6,360,707	\$8,867,886	\$8,991,517

SAVE THE DATE!  
MAY 24, 2017



LET'S GIVE TOGETHER



[OmahaGives24.org](http://OmahaGives24.org)

## DIGITAL HIGHLIGHTS

- 489 New Facebook Page Likes over month-long promotional period (9% total overall increase)
- 101 New Twitter Followers over month-long promotional period (4% total overall increase)
- 51 New Instagram Followers over month-long promotional period (23% total overall increase)
- 40,264 users accessed OmahaGives24.org on May 25 (51.6% were new visitors)
- #OmahaGives was among the top trending hashtags in the region on May 25-26 (over 2,000 Tweets)

## DONOR SURVEY RESPONSES\*

- 93% of respondents said they had a good or excellent experience overall with Omaha Gives
- 90% agree or strongly agree that they're very likely to make a donation on a future Omaha Gives day
- 89% of respondents said they had a good or excellent experience making a donation on the website
- 87% of OCF donors had a good or excellent experience using their OCF account to give
- 25% of donors said that they will donate more this year than they originally planned

*"I enjoy the community event and it makes it very easy to donate. It warms my heart to see the impact and I am honored to be part of it. Thank you for hosting a wonderful event."*

*"I love it. It encourages people to give right now and excites them to be able to support their organizations in a communal way. It seems to help people become involved and linked with each other."*

## NONPROFIT SURVEY RESPONSES\*

- 93% of respondents reported they had a good overall experience with Omaha Gives
- 95% responded that they are likely to participate in a future Omaha Gives
- 71% agreed or strongly agreed that Omaha Gives helped their organization build its capacity to raise more donations and reach out to new donors
- The top 4 reasons nonprofits participated in Omaha Gives were: *To raise awareness about the organization (84%), To reach new donors (78%), To be a part of a community-wide event (69%), They have previously participated (67%)*

*"We really enjoyed and appreciated participating in Omaha Gives for the first time! 44% of our Omaha Gives donors were new contributors. We've found the giving days are fantastic ways to bring in new supporters with whom we work to build closer relationships with throughout the following year."*

*"It has been a great way for us to focus on reaching out to existing and new donors...Thanks again for putting this event together. It creates a moment for giving and momentum for giving ...that has been a blessing for our organization."*

