

OMAHA GIVES!

powered by the Omaha Community Foundation

Thank you, Thank you!

On May 24, 2017 our community came together to support 923 nonprofits in a big way. In 24 short hours, we collectively raised more than \$7.8 million through a record 48,264 donations, making the fifth annual Omaha Gives! a huge success, and more importantly, for helping to grow more good here at home.

In five years, Omaha Gives! has now raised a cumulative \$35 million for our community through more than 200,000 donations! This success would not have been possible without our many partners who cheer us on year after year. Thank you to our donors who give big, our nonprofits who help spread the word, and our generous sponsors who make the day possible!

2017 RESULTS

- Number of nonprofits // 923
- Number of donors // 18,767
- Number of donations // 48,264
- First time donations // 33% of total donations resulting in \$930,000
- Total amount raised // \$7,840,164 (includes all incentives)
- Incentives // \$135,680 prizes + \$564,772 challenge funds
- Average number of nonprofits supported // 2.6
- Average amount raised by nonprofits // \$8,500
- OCF donors gave more than \$3.3 million
- Cheer Pages // 319 pages created raising \$241,783

	2013	2014	2015	2016	2017
NONPROFITS	318	569	704	789	923
DONORS	11,075	18,112	20,684	18,915	18,767
DONATIONS	19,038	35,600	47,131	46,251	48,264
FIRST TIME DONATIONS	30%	47%	46%	33%	33%
AVG DONATION PER DONOR	\$227	\$304	\$381	\$421	\$381
TOTAL RAISED	\$3,075,533	\$6,360,707	\$8,867,886	\$8,991,517	\$7,840,164

Save the date!
MAY 23, 2018

DIGITAL HIGHLIGHTS

- 6,588 Facebook post engagements during the month of May
- 1,478 individuals added Omaha Gives! to their profile photos on Facebook and Twitter
- 64 New Twitter Followers over month-long promotional period (2% total overall increase)
- 553 Instagram post engagements (450% increase over last year)
- 43,377 users accessed OmahaGives.org on May 24 (49% were new visitors)
- #OmahaGives was among the top trending hashtags in the region

DONOR SURVEY RESPONSES

- 92% 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
- 81% of OCF donors had a good or excellent experience using their OCF account to give
- 82% of donors who gave to a new organization said they will continue to support those organizations they gave to for the first time, in the future

"I love the opportunities Omaha Gives provides to me, as a donor wanting to support the community, and to local nonprofits needing money."

"We believe generosity needs to be taught and modeled and Omaha Gives is a perfect vehicle for that. We hope Omaha Gives continues for many many years--it makes a huge difference in the organizations who benefit from the gifts but it also can make a huge difference for those who give."

"It just amazes me how kind hearted the Omaha community really is on this day. I think people like to be a part of something big!"

NONPROFIT SURVEY RESPONSES

- 88% of respondents reported they had a good overall experience with Omaha Gives
- 89% responded that they are likely to participate in a future Omaha Gives
- 66% agreed or strongly agreed that Omaha Gives helped their organization build its capacity to raise more donations
- 67% agreed or strongly agreed that Omaha Gives helped their organization build its capacity to reach new donors.
- The top 4 reasons nonprofits participated in Omaha Gives were: *raise funds* (93%), *To reach new donors* (69%), *participate in a community-wide event* (63%), *build the organization's presence online* (51%)

"Omaha Gives is a fantastic opportunity to provide greater visibility to our organization in the Omaha metro area, connect with new supporters, and inspire non-financial supporters to become donors."

"We were really pleased with our first-year participation as it gives us something to build on going forward, and added another recurring donor to our circle of monthly supporters!"

"Thank you for offering this! It has made a tremendous difference in our organization and our fundraising!"

