



Three Cheers for Our Community!

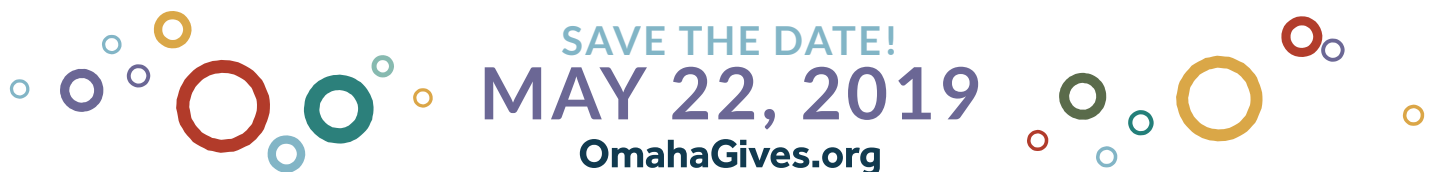
On May 23, 2018 our community came together to support 970 nonprofits in a big way. In just 24 hours, we collectively raised \$7.4 million from 18,548 donors, making the sixth annual Omaha Gives! a huge success. This year, we also celebrated giving out \$100,000 in prizes to rally support for participating nonprofits—allowing the giving to go even further!

In six years, Omaha Gives! has raised \$42 million for our community through 251,403 donations! This success is a result of our many partners who cheer us on year after year. Thank you to our donors who continue to give big, our nonprofits who show up and shout out to spread the word, and our generous sponsors who make the day possible!

2018 RESULTS

- First time donations // 28% of total donations equalling \$788,000 in new giving
- 75% of donations were \$100 or less
- Average amount raised by nonprofits // \$7,660
- OCF donors gave \$3.1 million
- Challenge Funds // 73 nonprofits raised \$625,778
- Cheer Pages // 328 pages created raising \$91,160
- Business Partners // 10 businesses resulting in \$114,591

	2013	2014	2015	2016	2017	2018
NONPROFITS	318	569	704	789	923	970
DONORS	11,075	18,112	20,684	18,915	18,767	18,548
DONATIONS	19,038	35,600	47,131	46,251	48,264	48,279
FIRST TIME DONATIONS	n/a	n/a	40%	33%	33%	28%
AVG # OF NP'S SUPPORTED	1.7	2.0	2.3	2.5	2.8	2.7
AVG DONATION PER DONOR	\$227	\$304	\$381	\$421	\$381	\$360
TOTAL RAISED	\$3,075,533	\$6,360,707	\$8,867,886	\$8,991,517	\$7,840,164	\$7,417,442



DIGITAL HIGHLIGHTS

- 15,818 Facebook post engagements during the month of May
- 1,500+ clicks on the Facebook Profile Frame
- 122,000 Twitter Impressions (up from 80,200 in 2017)
- 654 Instagram post engagements (20% increase over last year)
- 45,651 users accessed OmahaGives.org on May 23
- #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
- 89% agree or strongly agree that they're very likely to make a donation on a future Omaha Gives day
- 90% of respondents said they had a good or excellent experience making a donation on the website
- 86% of OCF donors had a good or excellent experience using their OCF account to give
- 83% 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 hope you continue with this special day. It really is a nice community "buzz" of awareness of both the work done by nonprofits and the amazing generosity of our community. There is such a breadth of both and sometimes we forget all of the good folks supporting all of the good work! Thanks for helping make it easy and public."

"I love this community involvement/activity! It really feels good that so many organizations benefit from Omaha Gives!"

"I enjoyed looking through the descriptions of all the organizations involved and especially loved following along to check the running totals of donations to call friends & family with updates and encourage them to also give. Fun day!! What a wonderful & giving community we have to support all these great organizations!"

NONPROFIT SURVEY RESPONSES

- 91% of respondents reported they had a good overall experience with Omaha Gives
- 91% responded that they are likely to participate in a future Omaha Gives
- 65% agreed or strongly agreed that Omaha Gives helped their organization build its capacity to raise more donations
- 68% 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* (94%), *reach new donors* (64%), *participate in a community-wide event* (64%), *build the organization's presence online* (53%)

"We're so grateful to Omaha Gives! for this and other projects. It's especially unique and valuable that OG streamlines and clarifies the process of taking part, a great help to smaller organizations like ours that have small staff/volunteer numbers"

"The excitement has lessened. It used to be one day of giving and it was exciting. Now it is an entire month with endless emails from organizations, donors are tired of it."

