

# 2019

— REPORT —

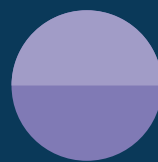
*It feels so good to give!*

★ AMERICAN NATIONAL BANK

OMAHA GIVES!

— Powered by  Omaha Community Foundation —

Good grows here.



On May 22, 2019 our community came together to support and celebrate our local nonprofits, uniting donors from the across the Metro—and the world—during the seventh annual Omaha Gives. A total of \$6.8 million was raised through this year’s giving day from 18,612 donors, through a record 48,661 donations.

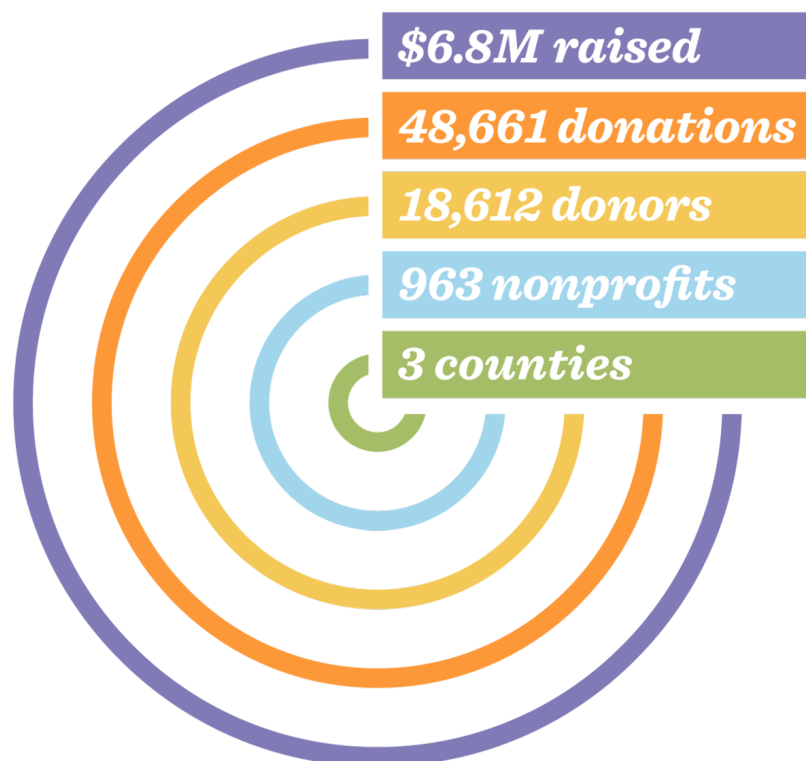
Since its inception in 2013, Omaha Gives has raised \$49 million for local nonprofits through 300,064 cumulation donations, with more than \$3.8 million of those gifts coming from first-time donations.

**Highlights from 2019 include:**

- Record number of dollars pledged and raised through Challenge Funds
- New record number of participating nonprofits
- 12 new prizes awarded through Pottawattamie Gives
- Increase in the number of organizations who created at least one Cheer Page, with the total number of Cheer Pages doubling

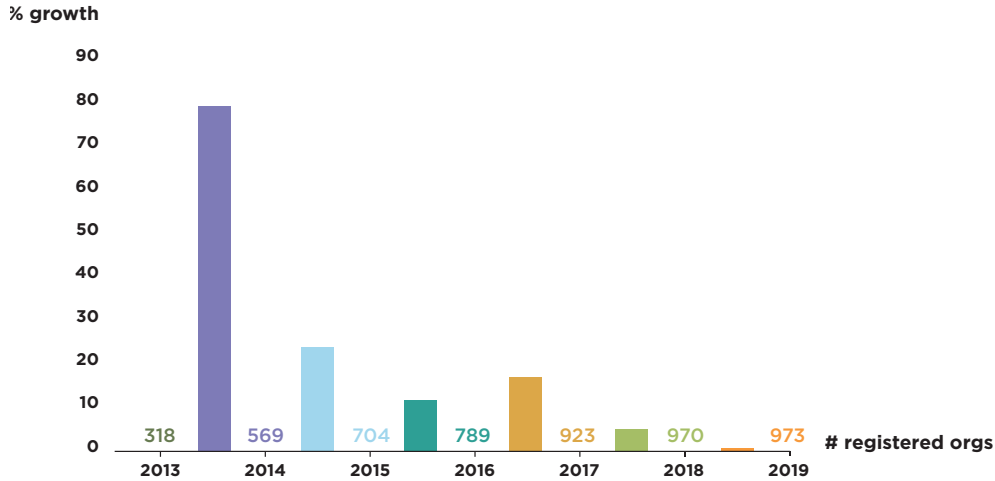
Since it’s launch, Omaha Gives has had three primary goals: to engage a new audience of donors, to build capacity for local nonprofit organizations ,and to bring the community together around giving. The event continues to show consistency with previous Omaha Gives days; this year almost one-third of donations were first-time gifts and 88% of the total donations were gifts of \$100 or less.

This report offers insight into the experiences of both nonprofits and donors who participate in the giving day. Data was collected from the Omaha Gives platform and the post-event surveys of participating nonprofits and donors.



## Who Participated?

In 2019, 973 nonprofits participated with 961 organizations receiving a donation. There were 12 organizations who did not receive any donations, slightly higher than the 10 organizations who didn't receive a donation in 2018. Growth in the number of registered nonprofits had the smallest percent increase this year with a less than 1% growth.



Almost half (45%) of participating organizations had budgets of less than \$100,000. About one-fourth of nonprofits (22%) had budgets of more than \$1 million. This was consistent with both 2017 and 2018 participating nonprofits. Organizations were most likely to identify having services in the following categories: Health (17%), Education (16%), Arts & Culture (12%), and Religion (12%). Excluding Arts & Culture, these categories were consistent with the previous years.

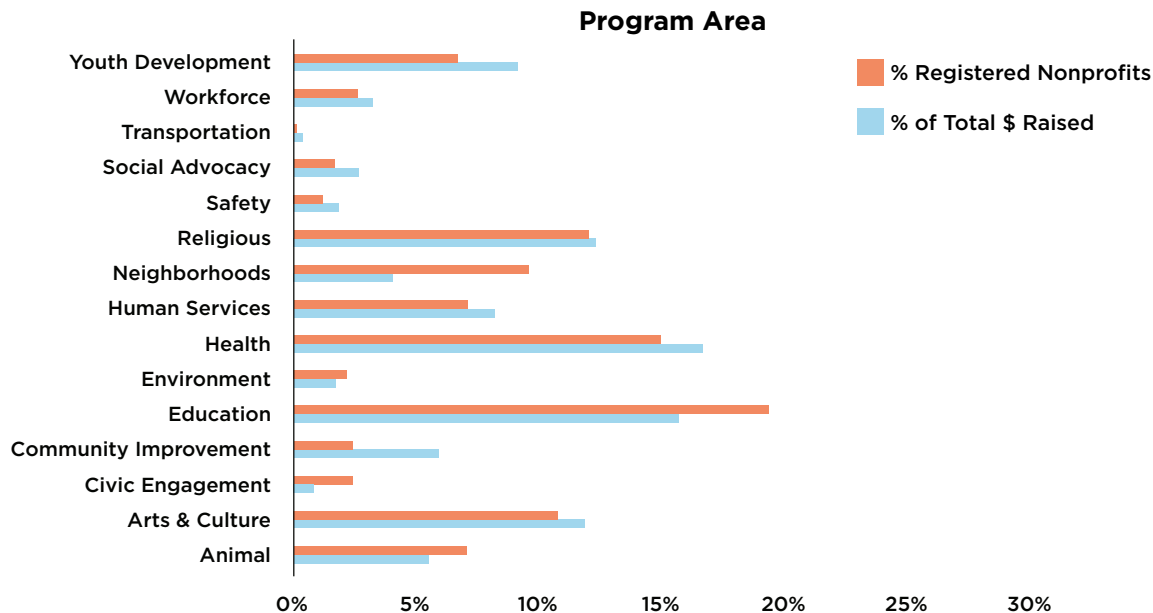
**ALMOST**  
**1 IN EVERY 2 DONATIONS**  
 went to a nonprofit with budgets less than \$100,000

**Consistent with previous years, organizations most often reported that they participated in Omaha Gives to:**



## How Much Did They Raise?

This year, \$6.8 million was raised including prizes (\$132,000) and Challenge Funds (\$751,364). The total amount raised by organization service type was consistent with the percentages of organizations who registered. The top three nonprofit program areas raising the most money were: Education (19% of the total \$ raised), Health (15%), and Religion (12%).



Education, Civic Engagement, and Animal organizations raised a slightly higher percentage of the total dollars proportional to the number registered within that category.

## Top Performing Organizations

Of the top five organizations that raised the most money, two were educational nonprofits, one was a religious nonprofit, one focuses on neighborhoods, and one is a human services focused organization. For nonprofits who had the most unique donors, two were animal organizations, one was human services, one was health, and one was neighborhoods. All but one of the top organizations within each of these categories had a budget over \$1 million.

Siena Francis and Habitat for Humanity of Omaha were in the top five for both total dollars raised and total number of unique donors. Three of the five top performing organizations in both dollars raised, and the top five for most unique donors were also in the top five during last year's (2018) giving day.

### Top 5 Most \$ Raised

Name	Total \$ Raised
Habitat for Humanity of Omaha	\$167,261
Siena Francis House Homeless Shelter	\$164,570
Creighton Preparatory School	\$133,551
St. Margaret Mary Church and School	\$114,629
Duchesne Academy	\$100,200

### Top 5 Most Unique Donors

Name	# Unique Donors
Nebraska Humane Society	1,131
Siena Francis House Homeless Shelter	858
Planned Parenthood	701
Muddy Paws Second Chance Rescue	587
Habitat for Humanity of Omaha	461



## Cheer Pages

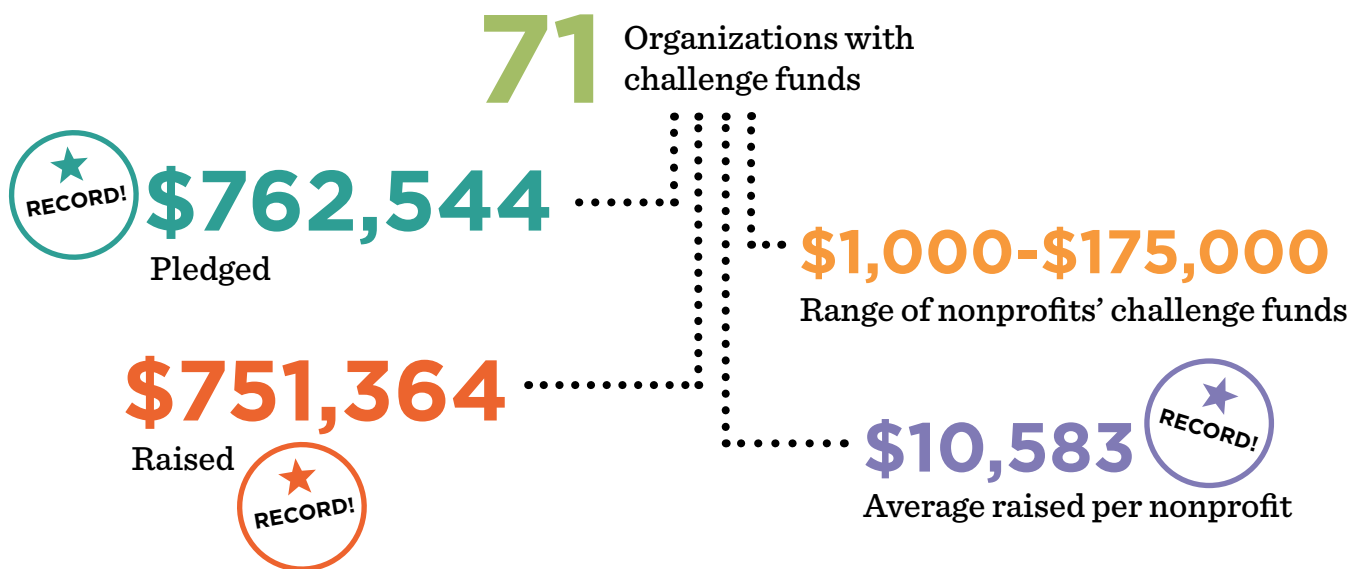
For the fourth year, individuals could create Cheer Pages to support their favorite nonprofit. Cheer Pages are peer-to-peer fundraising pages on the site that allow supporters to set a fundraising goal, and raise money from their own networks on behalf of a nonprofit organization of their choice. This year 209 nonprofits—an increase from 124 last year—had at least one cheer page created on their behalf during Omaha Gives.



While both the number of organizations participating, and the total number of cheer pages have increased over last year along with the total amount raised, the percentage of pages meeting their goal has remained consistent with 2018 results.

## Challenge Funds

Nonprofits can offer their own Challenge Funds to further incentivize donors to give. In 2019, all challenge funds were structured as a dollar for dollar match. 2019 was a record-setting year for challenge funds, with the highest total dollars pledged and raised by participating nonprofits since Challenge Funds were introduced as part of the giving day.

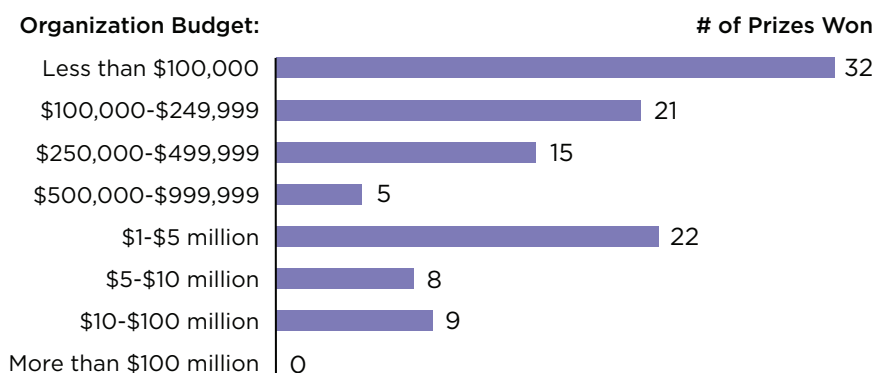


## Prizes

Since the event began in 2013, prizes have been an essential tool used to incentivize participation for both nonprofits and donors. Nonprofits use prizes to communicate urgency with their donors and donors feel that their donation goes farther when prizes are available. Donors also frequently cite prizes and Challenge Funds as a main reason for their participation in Omaha Gives.

This year there were 48 hourly prizes, 45 participation prizes, and seven cheer page prizes awarded. In addition to these three prize types that were offered in 2018, 12 new prizes were awarded to organizations who qualified for Pottawattamie Gives (and met criteria from the Iowa West Foundation). A total of \$112,000 in prizes were awarded throughout the day.

**Consistent with 2018, organizations with budgets under \$100,00 earned almost one in every three prizes.**



## Nonprofit Feedback

Following each Omaha Gives, a survey is sent to nonprofits to gather feedback and input based on their experience participating in the giving day. Each year, these responses help inform any changes to the subsequent year’s giving day. Consistent with previous years, nine of 10 nonprofits report having a “good” experience using the platform and plan to participate in future Omaha Gives days.

- The Omaha Gives platform was easy to use..... **92%**
- Our overall experience with Omaha Gives was good..... **92%**
- We are very likely to participate in future Omaha Gives..... **96%**

As part of the post-event survey nonprofits were asked about the most important features of the giving day. Consistent with prior years, marketing/ awareness, visibility to new donors, and the use of the website were the top three important features.

## Top Omaha Gives Features

- The marketing and general awareness that Omaha Gives provides us..... **43%**
- Visibility to new donors we wouldn’t normally have..... **29%**
- The use of the Omaha Gives website and the administrative back-end to track my donors..... **21%**



## New Giving and Return on Investment

In 2019, 29% of donations were new, equaling \$837,005 in new giving. This was slightly higher than 2018.

Nonprofits who participated in the event both this year (2019) and last (2018) year were asked about their overall funding for 2018. Sixty-six percent of respondents said their total funding had increased that year, which was a lower percentage than in previous years.

### Over half of organizations said their funding had increased after participating in Omaha Gives 2018.



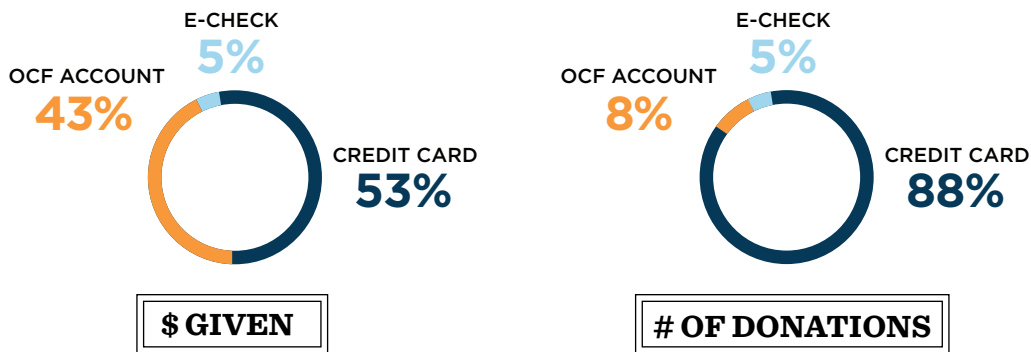
Nonprofits who completed the post-event survey reported an average return on investment (ROI) of \$15, lower than 2018. The ROI represents how much staff time and resources the nonprofit invested in the day, compared to how much they raised. Nonprofits also reported that the average cost to raise \$1 was \$0.51, only slightly higher than 2018.

## How Donors Gave

This year 18,612 unique donors gave \$6,793,570 for a total of 48,661 donations. Donations came from all 50 states and five continents including South America, Asia, Africa, and Europe.

Donors could give one of three ways: using an Omaha Community Foundation (OCF) Fund, a credit card, or through an electronic funds transfer (EFT).

OCF fundholders gave \$2.55 million, which was less than in 2018 (\$3.1 million). For the first time this year, donors using a credit card or EFT gave more than OCF donors at \$3.4 million.

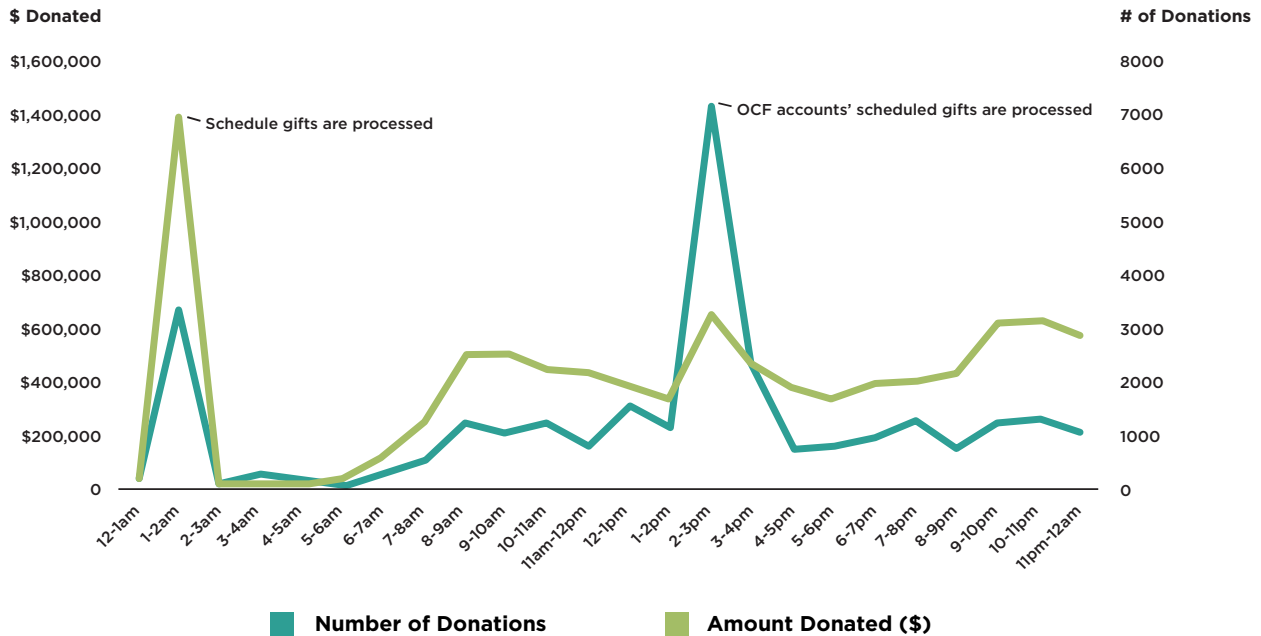


### Similar to prior years, three-fourths of donations were less than \$100 and over half were less than \$50.



# 56% of all donors gave only ONE donation during the Giving Day.

Outside of scheduled gifts being processed, 12-1pm had the highest \$ donated and 9-10pm had the highest number of donations.



For the fourth year, Omaha Gives donors could choose to make their donation a recurring gift. This recurring gift could be set on a weekly, monthly, quarterly, or yearly cycle. Donors could also designate when the recurring gift would end—whether that was when the total donation reached a certain amount, a certain period, or never. Overall, 79 donations were set as recurring gifts, lower than the 95 recurring donations given during the 2018 event.

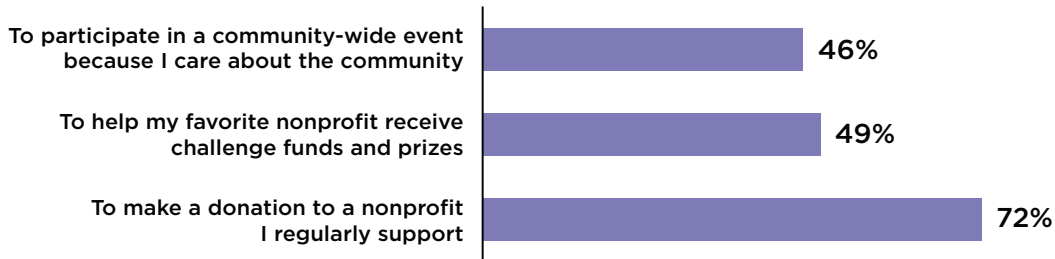
Recurring Gifts	Number that end	Total value for those with an end date	Number that never end	\$ value of those gifts over 10 years	Total
Weekly	1	\$100	4	\$28,600	\$28,700
Monthly	45	\$15,818	18	\$54,000	\$69,818
Quarterly Gifts	5	\$2,310	1	\$400	\$2,710
Yearly Gifts	3	\$255	2	\$1,000	\$1,255
<b>TOTAL</b>	<b>54</b>	<b>\$18,483</b>	<b>25</b>	<b>\$84,000</b>	<b>\$102,483</b>



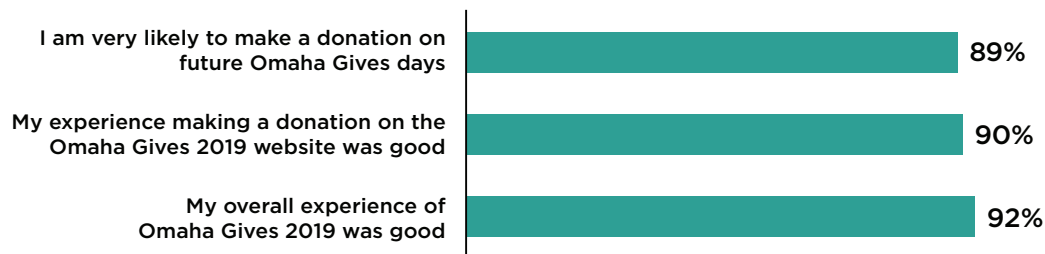
## Why Did Donors Give?

Each year following the giving day, a survey is sent out to all donors who gave during the event. This survey helps collect feedback on the experience donors have during the day and their recommendations for improvement.

**When asked why they participated in Omaha Gives, consistent with previous years, donors most frequently said they participated in the giving day.**



**Similar to previous years, nine out of 10 Omaha Gives donors had a good experience making a donation and will participate in future giving days.**



In 2019, more than 14,000 donations were new, for a total of \$837,005 in new giving. In the post-event survey, donors said they most frequently learned about new organizations by searching omahagives.org (32%) or from a friend (28%). This was consistent from previous years.

**“I will continue to support the nonprofit organization(s) I gave to for the first time during Omaha Gives 2019.”**



## Social Media and Digital Engagement

48,127 users accessed OmahaGives.org on May 22.

### Facebook

Reach: **36,754**

New Page Likes: **110**

Post Reactions: **15,818**

### Twitter

Reach: **121,000**

Profile Visits: **2,479**

New Followers: **25**

### Instagram

Reach: **10,734**

New Followers: **248**

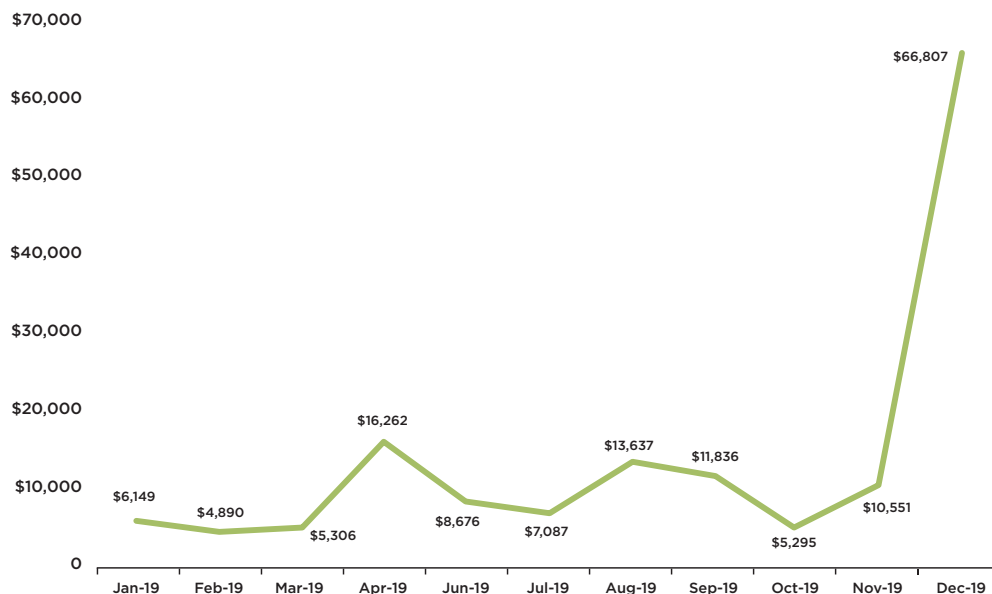
Avg. "Story" Views: **120**



**In 2019 we once again included a series of GIFS in our social media outreach; on average the GIFS received more than **20,000 impressions.****

## Year-Round Giving

Since 2015, the Omaha Gives website has been available for donors and nonprofits to use as a year-round giving platform. In 2019, \$156,496 was donated through the site in total, an increase over 2018. In 2019, giving spiked in December—a result of Giving Tuesday—and remained constant with a slight increase in April 2019.



**\$156,496**  
*given  
in 2019!*

## Learnings

- The number of nonprofits who are participating has begun to level out, yet there continue to be at least 10 organizations who don't raise any funds. It will be important to continue to monitor that to ensure organizations are still engaged in promoting the day. A lack of raising any funds can be a sign that nonprofits are not investing any energy in promoting the event and may not find it valuable.

**There continue to be at least 10 organizations each year who do not raise any funds during the giving day.**

- While the total number of participating nonprofits increased and the total number of cheer pages doubled from last year, the percentage of Cheer Pages that met their goal remained consistent. Organizations seemed to have increased their understanding of what a Cheer Page is, but there is still an opportunity for more training on how to create attainable goals for Cheer Pages and ensure donors are using the proper strategies to solicit donations from their peers.

**There are still opportunities for engaging individuals around using Cheer Pages effectively to meet their fundraising goals.**

- The number of donations has gone up, yet the total amount raised has decreased every year slightly since 2016. All of this data when looked at together signifies that more smaller gifts are being given overall. However, the number of unique donors continues to hold consistent, which indicates that people are making more gifts. These two data points highlight an opportunity to consider other ways someone might be able to participate in the day, including accepting cash, lowering the minimum donation, or other strategies or tactics that might enable a broader audience to participate in Omaha Gives.

**To grow the giving day we must continue to activate current donors and reach out to new audiences.**

- Overall, results from the giving day remained consistent from prior years. If the goal is to grow the results and see an increase in unique donors, then additional resources and attention are needed to create sustained, year-over-year growth. If there is not an increase in resources, or new strategies implemented to reach new audiences, the event may continue to hold steady in many important areas, but could continue its trend of decline of the overall amount raised.