



FAIRFIELD COUNTY'S GIVING DAY: A 2016 REPORT TO THE COMMUNITY



For three years, hundreds of nonprofits and thousands of community members have joined together in celebration of local philanthropy on Fairfield County's Giving Day. In total, \$3,069,284 has been generated to support the myriad of impactful programs that all work to support the people and places in the region.

Fairfield County's Community Foundation prepared this report to showcase key findings from March 10, 2016 Giving Day, as well as reveal comparisons from previous years. This data can support planning efforts of nonprofits for Giving Day campaigns in 2017, and also inform the greater community about the power of uniting around shared values to benefit local philanthropy.

FAIRFIELD COUNTY'S GIVING DAY 2016 - POWERED BY:



THANK YOU TO OUR GIVING DAY SPONSORS:

Lead Sponsor



County Sponsor



Neighborhood Sponsor



Town Square Sponsors



Media Sponsors



OVERVIEW

Since 2014, Fairfield County's Community Foundation has organized the region's first Giving Day, with lead sponsor Bank of America. The Community Foundation values inclusive community philanthropy and initiated Giving Day in support of its mission to promote philanthropy as a means to create change in Fairfield County. Through Giving Day, our vision for a vital and inclusive community where every individual has the opportunity to thrive can be realized.

As the Community Foundation's biggest campaign of the year to support local philanthropy and nonprofit work, considerable resources are devoted to ensure success, as follows:

Resources



Series of workshops and trainings offered through our Center for Nonprofit Excellence, online marketing toolkit, responsive customer support by the Giving Day team, and weekly emails with tips, ideas, best practices and reminders

Prize Pool



\$116,000 in prizes for 10 competitive categories totaling 41 awards throughout the day to maintain momentum of donations and drive donors to give during specific times

Technology



High-volume donation platform, nonprofit-specific donation pages and website (FCGives.org), access to donor real-time data

Regional Marketing & Promotions

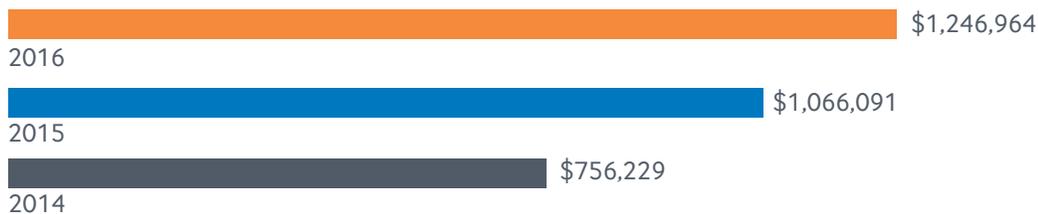


Variety of paid and earned print & online news, social media, magazines, radio, town banners and signage, television, Facebook photo contest

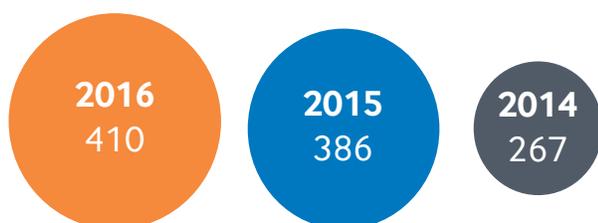
KEY OUTCOMES

March 10, 2016 was a landslide day of giving. Nonprofits and donors exceeded all expectations by raising a total of \$1,246,964.09 in just 24 hours on Fairfield County's Giving Day. Compared to previous years, more donations were raised and more nonprofits participated, proving the increased momentum in support and awareness for this incredible day of giving, year after year.

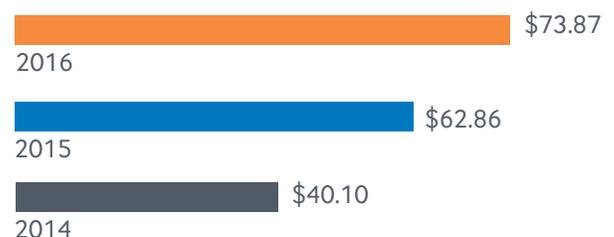
Total Raised - 65% increase in giving from 2014



Nonprofit Participation - 53.5% increase from 2014



Average Gift Size - 84% increase from 2014



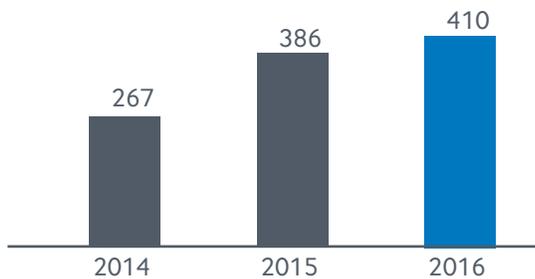
WHO PARTICIPATED

This section examines who participated in Fairfield County's Giving Day on March 10, 2016, including nonprofit organizations by type and donors by various demographic attributes. It compares three years of Giving Day data where possible.

Nonprofits

Participation by the numbers

410 organizations participated in 2016. This was 24 more than in 2015 (a 6.2% increase) and 143 more than in 2014 (a 53.5% increase).



In 2016, nonprofits raised an average of **\$3,041** on Giving Day

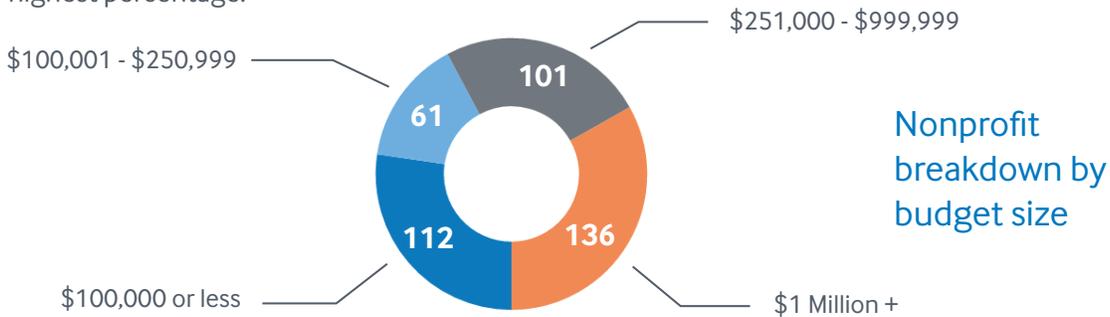
Program service area

Nonprofits self-selected the category to be listed under on the Giving Day website at FCGives.org. The largest segment of the 2016 participating nonprofit organizations identified as Arts & Culture and Human Services, followed by Education. These were also the top three categories in 2014 and 2015.



Budget Size

According to the data provided by the nonprofit participants during registration for Giving Day 2016, the largest percentage of organizations participating had budget sizes of \$1 million or more (136 organizations) followed by \$100,000 or less (112 organizations). In 2015, organizations with budgets of \$1 Million or more comprised the largest percentage, but unlike 2016 organizations with \$250 - \$999K budgets were the second highest percentage.



Location

Nonprofit organizations represented 21 of the 23 towns and cities in Fairfield County. Three of the regions largest cities- Stamford, Bridgeport, and Norwalk- had the most nonprofit representation which mirrored 2014 and 2015. Westport, Fairfield, and Greenwich followed closely behind. Danbury saw a decrease in nonprofit participation- from 26 in 2015 to 18 in 2016.



Towns in order of most participating nonprofits

- | | | |
|-------------------|--------------------|----------------------|
| 1 Stamford (71) | 8 Danbury (18) | 15 Trumbull (5) |
| 2 Bridgeport (54) | 9 Newtown (16) | 16 Monroe (3) |
| 3 Norwalk (47) | 10 New Canaan (15) | 17 Redding (3) |
| 4 Westport (30) | 11 Wilton (14) | 18 Shelton (3) |
| 5 Fairfield (28) | 12 Darien (7) | 19 Weston (3) |
| 6 Greenwich (27) | 13 Stratford (7) | 20 New Fairfield (2) |
| 7 Ridgefield (25) | 14 Bethel (6) | 21 Brookfield (1) |

Key Findings from Survey to Nonprofits Completed Post-Giving Day

Respondents reported the following on tools used to promote Giving Day:

Not used:

- YouTube
- Phone Calls

Used Least:

- Twitter
- Press Releases

Used Most:

- Facebook
- Email

74.3% said that Giving Day helped raise additional money that would not otherwise be raised

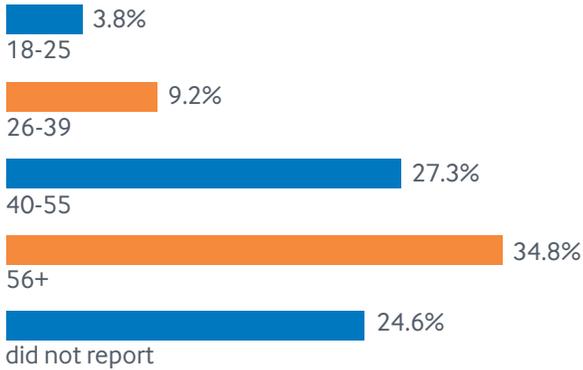
85% said Giving Day increased their public awareness

91% of nonprofits said they will participate again

Donors

11,696 unique donors participated in Fairfield County's Giving Day. These generous donors made 15,311 gifts in support of 410 organizations on March 10th.

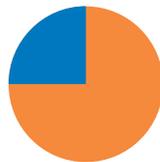
Age



First time contributors

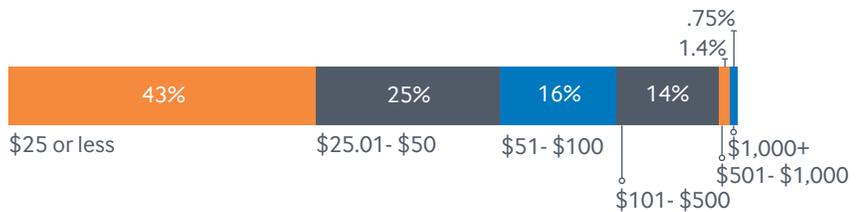
Giving Day proves each year as an effective campaign to attract new supporters. On March 10th nearly 3,000 individuals made a donation to a nonprofit for the first time.

25% of all donors were first time contributors in 2016



Online donation amounts

Levels of giving remained the same as last year, with the majority of gifts at \$25 or less. Giving Days are meant to be inclusive and empower each and every community member to give with as little as \$10.



Donor Locations

While Giving Day supports nonprofits in Fairfield County, donations poured in on March 10th from all over the country and outside of the United States. This far reaching support was generated directly from nonprofit communications proving the power of their own voices as well as the dedication and loyalty of donors.

11 Countries



49 States



Supporting 1 County



DONATIONS

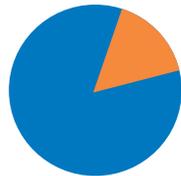
Giving Day presents a valuable opportunity to leverage additional unrestricted dollars for non-profits. 389 nonprofits raised more than \$100, and 226 raised \$1,000 or more. Nonprofits are clearly using Giving Day to secure critical, flexible dollars.

Total Donations Raised by Nonprofit

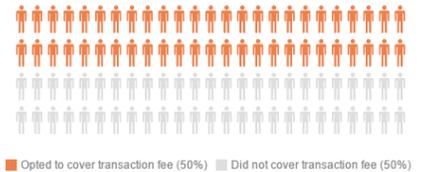


Small Gifts Matter 🎁🎁🎁

84% of gifts were \$100 or under



New! 50.2% of donors opted to cover the transaction fee



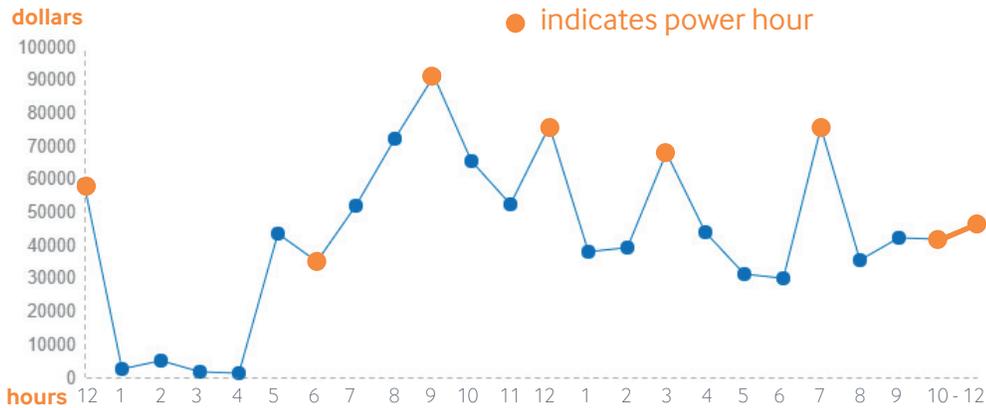
Gifts by Category

For the third year, massive support for arts & culture has elevated these organizations to the top on Giving Day.



Donations by hour

Giving spiked considerably during Power Hours, which are pre-set times when nonprofits and donors engage in friendly competition to win prize funding for most unique donations or dollars raised received during set time-frames. Similar findings were reported last year, clearly showing the great influence of these Power Hour prizes to drive donors to give and support their favorite nonprofit.



Donations by device

Giving Day is an online campaign. In addition to the significant increase in mobile use compared to last year, social media, primarily Facebook, was a lead source that enabled users to click through to the Fcgives.org site. The average gift from donors entering the Giving Day site through social media was \$56.09, a 22% increase from last year. Nonprofits are clearly devoting more time and talent to engaging audiences on social media, and converting them from followers to donors.



54% donations from desktop



46% donations from mobile

70% increase in mobile donations from 2015

PARTNERSHIPS

Giving Day presents many opportunities for educational, civic, for-profit, and other community groups to demonstrate their own philanthropic values and support for our nonprofit sector. This year saw a big increase in partnerships with these groups that helped promote Giving Day, incentivized donors and encouraged their networks to give.

Community Partnerships with 22 organizations including 14 libraries, 3 local universities and 2 digital partners (bloggers).

Partnership with Planet Pizza to promote Giving Day on all pizza box deliveries the week of March 10th

Partnership with Whole Foods 5% Day which promoted Giving Day and resulted in over \$20,000 to fuel the prize pool

Marketing partnership with Cultural Alliance of Fairfield County to feature Giving Day on FCBuzz.org for three weeks leading up to 3/10

PRIZES

Prizes and competition are proven ways to excite the greater community about Giving Days, and encourage time-sensitive and wide-spread support for causes close to a donor's heart. The following prizes were made possible by our most generous sponsors listed on the cover. These sponsors helped make Giving Day so successful for our communities. And each year, more and more businesses are realizing the value of a Giving Day partnership, increasing the ripple effect of community generosity.

\$116,000 from sponsorships fueled **41** prize awards ranging from **\$500-\$20,000**

GRAND PRIZES

MOST UNIQUE DONORS

- 1st Kids Helping Kids (\$20k)
- 2nd LifeBridge Community Services (\$12.5k)

MOST DOLLARS RAISED

- 1st Curtain Call (\$20k)
- 2nd Wildlife in Crisis (\$12.5k)



POWER HOURS

RISE & SHINE

- Newbie- Back to School Project (\$2k)
- Seasoned Enthusiast- Ridgefield Chorale (\$2k)

DONUT BREAK

- LifeBridge Community Services (\$1k)

LUNCH IS ON US!

- Curtain Call (\$5k)

COFFEE BREAK

- Newbie- Child and Family Guidance Center (\$2k)
- Seasoned Enthusiast- Fairfield County Chorale (\$2k)

WIGGIN AND DANA SUPER SIZED

- Wildlife in Crisis (\$5k)

BIG FINISH

- Crystal Theatre (\$2.5k)

TOP OF THE MORNING

- Ridgefield Chorale (\$5k)

WHOLE FOODS GET UP & GIVE

- \$1k early morning prizes awarded to 20 Nonprofits

SOCIAL MEDIA CONTESTS

FACEBOOK

- 1st Kitten Associates (\$500)
- 2nd Bully Breed (\$250)

TWITTER

- 1st Daniel Trust Foundation (\$500)
- 2nd Homes for the Brave (\$250)

GIVING DAY SWEEPSTAKES

- Trumbull Historical Society (\$1k)

MEDIA

A multi-media approach that spans all 23 towns and cities in the region has been a key ingredient to creating wide-spread awareness, amplifying this campaign and all of its sponsors.

Print



- Op-eds, feature articles and press releases in 13 town and city newspapers in Fairfield County
- 114 print stories in March with 77,075,157 circulation

Signage



- Town banners in high traffic areas in Westport, Fairfield, Norwalk and Greenwich
- Promotional signage in all 65 Fairfield County Bank of America centers and offices

Television



- Feature interviews on Channel 12 in addition to live scroll and website promotions

Radio



- Two weeks on-air promo from 95.9 The Fox

Social Media



- 1,860 Social Media Posts (2/19 - 3/14)
- 871 Social Media Posts on March 10th

Advertisements



- Front page sticky note advertising in 11 newspapers in Fairfield County
- Ads in Mofolly magazines

Community Outreach



- Community presentations with local civic groups including the Fairfield and Darien Rotary Clubs

Q & A WITH TOP PERFORMING NONPROFITS FROM MARCH 10, 2016

It's no secret that strategy and effort devoted to the planning process leading up to Giving Day, as well as the "man-power" supporting these efforts from staff, board members and volunteers drive successful outcomes for nonprofit organizations.

The Community Foundation is thankful to the following organizations for sharing their strategies and goals that led to their accomplishments on Fairfield County's Giving Day. Below, the Community Foundation highlights this feedback so that nonprofits and organizers can learn and inform their own campaign in 2017.

LifeBridge Community Services

Category: Human Services **Budget:** over \$1 million
Giving Day outcomes: 2014-\$9,807 2015- \$3,561
2016- \$17,269

Connecticut Coalition for Achievement Now (ConnCAN)

Category: Education **Budget:** over \$1 million
Giving Day outcomes: 2014-N/A 2015- N/A
2016- \$39,950

The Ridgefield Chorale

Category: Arts & Culture **Budget:** \$100,000 or less
Giving Day outcomes: 2014-\$19,030 2015- \$8,035
2016- \$22,510

Pink Aid

Category: Human Services **Budget:** over \$1 million
Giving Day outcomes: 2014-N/A 2015- N/A
2016- \$5,540

Catholic Charities of Fairfield County

Category: Human Services **Budget:** over \$1 million
Giving Day outcomes: 2014-\$5,800 2015- \$6,205
2016- \$17,230

Music Theatre of CT

Category: Arts & Culture **Budget:** \$251,000-999,999
Giving Day outcomes: 2014-N/A 2015- \$5,370
2016- \$16,040

Danbury Animal Welfare Society (DAWS)

Category: Animal Related **Budget:** \$251,000 - \$999,999
Giving Day outcomes: 2014-N/A 2015- \$8,215
2016- \$11,760

Greenwich Alliance for Education

Category: Education **Budget:** \$251,000-\$999,999
Giving Day outcomes: 2014-\$4,452.83 2015- \$6,840
2016- \$9,020

Mutual Housing Association of Southwestern CT

Category: Housing & Shelter **Budget:** over \$1 million
Giving Day outcomes: 2014-\$35 2015- \$2,320
2016- \$6,983

Kids Helping Kids

Category: Youth Development **Budget:** \$100,001-\$250,999
Giving Day outcomes: 2014-N/A 2015- \$1,485
2016- \$18,000

International Institute of CT (IICONN)

Category: Human Services **Budget:** over \$1 million
Giving Day outcomes: 2014-\$5,595 2015- \$5,140
2016- \$15,575

Wildlife In Crisis

Category: Animal Related **Budget:** \$100,001-250,000
Giving Day outcomes: 2014-\$19,743.95 2015- \$55,890
2016- \$46,550

Curtain Call

Category: Arts & Culture **Budget:** \$1 million or more
Giving Day outcomes: 2014-\$30,665 2015- \$54,203
2016- \$62,617



What was your goal?

LifeBridge: Bring in more money than last year, gain more awareness of our company since we changed our name a year ago, and gain more friends and potential donors.

DAWS: Raise \$10,000- that was how much we raised last year so we figured we could do it again. Our non-financial goal was to engage as many new donors as possible.

ConnCAN: Raise \$2,000 in donations; reengage 5 lapsed donors; acquire 3 new donors. We reengaged 2 lapsed donors, and far exceeded our expectations by raising \$39,950 and acquiring 23 new donors.

Greenwich Alliance: Raise \$6,000 and we raised \$9,000.

Chorale: Our goal was to do better than our result from Giving Day 2015, where we had \$8,000 in donations, and \$3,000 in prizes. We exceeded our expectations!

Pink Aid: Our goal was \$10,000—we achieved basically half that. However, I think we had an ambitious goal for the first time out!

Kids Helping Kids: Goal – to win main prize by having most unique donors. Goal achieved.

Catholic Charities: Increase our giving with added matches to \$20,000. Catholic Charities of Fairfield County's online giving came in at \$17,230 and with added matches we beat our goal with a total of \$28,830. This was a significant increase over the last two years.

IICONN: Increase the number of donors over last year; and increase the dollars raised. We achieved both.

Music Theatre: Raise \$10,000 and exceeded this goal.

What was your marketing strategy-how did you create awareness for your own Giving Day campaign?

LifeBridge: We communicated through eblasts, social media events and posts on Facebook and Twitter. We did not use any print mailings. We engaged local businesses and held an event at a nearby restaurant.

DAWS: We are fortunate to have professional marketing people who donate their time to DAWS which helped us create a comprehensive strategy that began in January with a mailer to last year's GD donors as well as November/December adopters. We then rolled out varying tactics via email, Constant Contact, Facebook (including paid advertising) and our website

ConnCAN: We tied the marketing of Giving Day to the launch of our Annual Report. Two weeks after the launch of our report (around mid-February), we sent existing and lapsed donors a print mailing introducing Giving Day. Beginning in March, we focused on email communications and social media posts. On Giving Day, we sent a reminder at midnight, provided an update on progress towards our goals, and promoted our targeted power hour. In light of our success, we sent a final email in the evening letting folks know that we were in the running for the prizes of up to \$15,000.

Greenwich Alliance: We sent out eBlasts to our database starting a week before, then a day before and then throughout the day. Many of our board members also sent emails to friends, families and colleagues asking for them to support. Emails were sent to principals and others in the Greenwich Public Schools to forward out from us.

Chorale: We relied on social media and email communications. We participated in the Facebook contest on the Monday before Giving Day, and used that as a way to remind people about the upcoming Giving Day. In the days leading up to Giving Day, we reminded our members, our alumni members, and our general supporters through email blasts.

Pink Aid: We sent email blasts to our donors via Donor Perfect. We got a late start so sent email blasts on Tuesday, Wednesday & Thursday March 8-10. Our Social Media campaign centered on Facebook, Twitter and Instagram reminders highlighting FCGD as well as the organizations that Pink Aid has helped throughout the year because of the generosity of our supporters. Used hootsuite to plan and schedule all of our posts. Took 3-4 hours to arrange all.

Kids Helping Kids: We followed the toolkit calendar as closely as possible, focused on social media platforms (Facebook, LinkedIn, Instagram and Twitter), monthly newsletters included information about upcoming Giving Day several months prior to the event, we created an event on our web site on Giving Day, for the first time implemented group text-messaging to remind potential donors to donate on the day of the event, made direct phone calls, printed custom flyers and stickers for “champions,” and engaged local business like ShopRite to promote the event among employees.

Catholic Charities: We had a strong communication plan leading to the event- creative updates tying into our 100th anniversary and encouraged people to share with their networks. We tied in our communications with the prizes and power hours for additional pushes. We were 100% digital in our communications with email, facebook, twitter and more.

IICONN: We made a strategic decision to hire a consultant with the skills and experience to create a campaign and design a strategy to meet our goals. Our communications focus was via email and social media.

Who was involved in your planning process?

LifeBridge: Development staff, several board members and members of our Junior Advisory Board.

DAWS: Our Board approved the creation of a team of five volunteers: One member of the Board, one member of our Advisory Council, our Facebook guru, our internal marketing guru, and an external advisor.

ConnCAN: ConnCAN’s development staff drafted our Giving Day plan and worked with our communications team to finalize the campaign. An overview of the plan with an ask for help/call to action was shared with our board members in early 2016.

Chorale: The Board and Fundraising Committee did the initial planning and identified our strategy for Giving Day. Since we are a membership organization, we then engaged our 70+ current members to reach out through their networks of contacts and execute the strategy, targeting midnight donations and certain power hours.

Kids Helping Kids: One of our volunteers headed up this initiative. She did all of the graphics leading up to the event and made sure we used the tool kit and did everything you suggested. She made all the social media postings as well. At our KHK ambassador meeting we created a team of kids that wanted to help design the March 10 event and help other become supporters. We also had our entire board involved.

Catholic Charities: We combined development, marketing, social media and our leadership to come up with our Giving Day strategy, and how to optimize our 100th anniversary in our messaging.

IICONN: Development staff (Development Coordinator and me), Board Communications Committee, and the consultant.

As a prior Giving Day participant, what new strategies did you implement to accomplish your goals?

LifeBridge: We had a lot more involvement from our board and junior board to increase the amount of donors. We also incentivized our staff to help increase donors. We put more focus on planning for specific power hours. We also kept our committee updated throughout the day and night to keep on working to get us more donors and it ultimately helped us win the additional \$12,500 for most unique donors.

DAWS: We added the post card to past GD donors. We increased our budget for paid FB advertising and increased our direct email efforts. FB advertising and direct email seem to be where we got the most bang for our buck.

Contd. As a prior Giving Day participant, what new strategies did you implement to accomplish your goals?

Mutual Housing: The new strategy this year was to engage employees directly and place the information on our web site.

Kids Helping Kids: Early planning, bringing awareness to followers and members about March 10, planning a Giving Day event and constant presence in social media – contributed to success. Also letting the kids come up with the strategies helped us create a winning plan.

ICONN: In past years, ICONN has not used a dedicated campaign concept, nor did the agency use a consultant. More staff hours were required which took staff away from other responsibilities. With respect to the campaign, having a focused campaign with facts and client stories all centered around the campaign concept really resonated with our friends and donors.

Music Theatre: New this year was our decision to focus a lot of energy on one Power Hour (9am – 10am). I found that people responded better when we asked them to give at a specific time. We didn't win that power hour (sadly) BUT we did have our lion's share of donors in that hour (70 out of a total of 138 for the day) so I think the concept works. We also added our own incentive at the end of the day (a \$2500 match) and that really helped us go significantly over our \$10,000 goal to \$16,000+.

General comments about Giving Day impact and experience:

"One of the biggest challenge every nonprofit faces is securing new sources of funding. I think we all do a pretty good job of keeping supporters, but reaching deeper into our communities is difficult. An event like Giving Day leverages our current funders, and, in our case, helped secure 25% new contributors again this year. Even though we had great success with the first two Giving Days, we were very conservative in our budgeting for this year and did not count on any bonus money. As State arts funding has been drastically cut over the last several years, Giving Day has helped take up that slack in much-needed operating funds. Our donors love the excitement generated by Giving Day...they watch the Leaderboard and send me texts and emails cheering us on throughout the day. And of course, being at the top of the pack has generated great publicity for us and continues to strengthen our brand in the community."

-Lou Ursone, Executive Director, Curtain Call

"Over four hundred worthy charities participated in Giving Day this year, and we consider ALL of them winners for the incredible work they do to better our communities. We feel a kinship with other charitable groups, because working together we can accomplish so much more."

-Dara Reid, Director, Wildlife in Crisis

"We raised ten times the amount that we did last year, and 5 times as many donors. By far the best part was getting everyone excited and engaged and creating a lot more exposure about our organization and the work that we do."

- Eileen Brennan, Manager of Communications and Marketing, Lifebridge Community Services

"While we are lucky to have a few larger donors, this effort gives us a way to raise much-needed cash while engaging folks who make smaller contributions. We'd like to say the money is secondary but animal welfare often lags far behind other non-profs, like the arts. We need this money in order to save lives and are already considering next year's strategy."

-Cheryl A. Rykowski, DAWS Fundraising Advisory Council, Board of Directors

“Overall, Giving Day was a fun and valuable experience for ConnCAN. As our board chair noted, we were able to energize our base and build “esprit de corps.” This friendly competition to leverage additional funding was a great way to drive Q1 contributions.”

–Katie Rosa, Director of Development, ConnCan

“Giving Day is a great event for the Greenwich Alliance because it helps us raise money for our programs at no cost (other than the \$50 registration). Donors who forgot to give to our annual appeal seem to have been reminded by this event and contributed. We got a lot of new donors through Giving Day who will now be part of our database. New donors from last year’s Giving Day (many who had only given \$10) were included in our annual appeal for this year and made donations at levels of \$50 and higher.”

-Julie Faryniarz, Executive Director, Greenwich Alliance for Education

“Giving Day is a fabulous way to motivate our membership organization for an annual day of giving. It puts the “fun” in “fundraising” and allows us to involve a broad group of supporters, who can each make a difference with only a \$10 donation. People feel good about their contributions, and the event builds a greater camaraderie within the Chorale. This was our third Giving Day, and we can't wait until next year! Giving Day is a unique opportunity for organizations like The Ridgefield Chorale to engage a large number of supporters into a fruitful day of fundraising.”

- Laurie Bradbury, Treasurer, The Ridgefield Chorale

“Thank you FCCF for putting this together—for us and for the community at large! It’s a great and important day, especially in light of the budget crisis in CT and the need for nonprofits to fill the gap. We appreciate all that you do!” **-Pink Aid**

“Giving Day created a lot of momentum and excitement for the organization. It also was a creative addition to our 100th anniversary initiatives – it tied well with 100th birthday gifts and support of all our programs. Excitement grew as gift levels surpassed the last two years and exceeded our goals. New donors joined in the mix and gave for the first time, thanks to connections by friends and social media pushes.”

-Bill Morin, Director of Development at Catholic Charities of Fairfield County

“Very, very positive overall!! Staff and Board were engaged in ways that were manageable for them. We did not push staff to give but did ask them to push the messaging out on their social media platforms. We reached a lot of people via FaceBook and significantly increased our following. Very successful and positive throughout and I learned a lot!”

- Claudia Connor, JD, President & CEO of ICONN



**SEE YOU NEXT YEAR
MARCH 9, 2017**

**Fairfield County's
Community Foundation**

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