

02.24.22



**Giving Day**

*powered by*

Fairfield County's  
**Community Foundation**

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**BANK OF AMERICA**



## Fairfield County's Giving Day Goals

- Raise funds and awareness for local needs and causes
- Build the capacity of our nonprofit community by introducing marketing & fundraising best practices
- Democratize philanthropy by engaging donors at all levels and backgrounds



# Thank You To Our Sponsors!



# Serving All 23 Fairfield County Towns & Cities

## LOCATION OF PARTICIPATING NONPROFITS, GIVING DAY 2022:

Stamford (74)

Fairfield (24)

Stratford (8)

Weston (4)

Norwalk (54)

Ridgefield (22)

Bethel (7)

Redding (5)

Bridgeport (48)

Danbury (19)

Trumbull (6)

Brookfield (3)

Greenwich (28)

New Canaan (19)

Wilton (16)

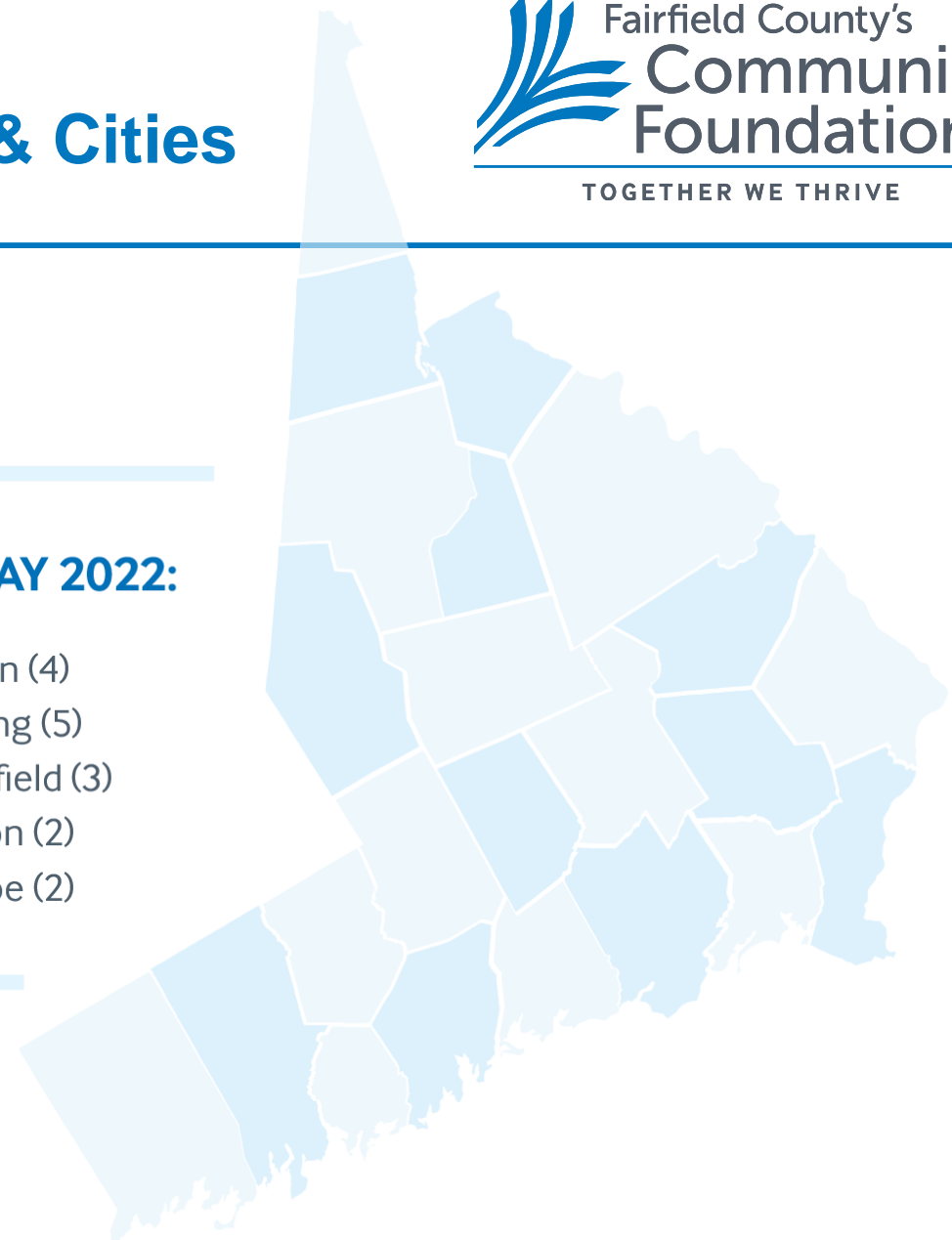
Shelton (2)

Westport (26)

Newtown (16)

Darien (4)

Monroe (2)



# Serving Diverse Nonprofits



ARTS & CULTURE (87)



EDUCATION (66)



ANIMAL WELFARE &  
ENVIRONMENT (49)



YOUTH (48)



HEALTH &  
WELLNESS (44)



COMMUNITY  
ADVOCACY (27)



DISABILITY  
SERVICES (20)



HOUSING &  
HOMELESSNESS (17)



POVERTY &  
HUNGER (15)



SOCIAL JUSTICE (10)



SENIORS (11)

- 403 NPOs raised funds
- 52% small budget; 47% large budget
- 48% small staff; 29% volunteer run



## 2022 New Elements

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- Trainings
  - Digital Marketing with Lightful
  - Stewarding Your Donors
- Black History Month Features
- Thank You Ad Campaign
- State Proclamation
- Prizes
  - Black History Month Submissions
  - Regional categories
  - Power Hours for the following causes:
    - Poverty & Hunger
    - Social justice & Community Advocacy
    - Homelessness & Housing
    - Education
    - Youth

# Training Recap

- Launch Webinar & Giving Day 101
- Strategies for Virtual Engagement
- Peer-to-Peer Fundraising
- Stewarding Your Donors
- Digital Drop-In with Lightful
- NPO Debrief



# Black History Month Features

- Giving Day nonprofits were invited to submit content highlighting Black leaders at their organizations
- Submissions were featured on FCCF channels: social media, [blogs](#), [emails](#)
- Six winners randomly drawn to win a \$500 prize





# FCCF's Marketing & Communications Campaign

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- 179 editorial placements with a total readership of 369M; ad equivalency of nearly \$700,000
- In-kind Advertising valued at over \$90,000 (print, digital, TV, radio)
- Paid Digital Advertising resulted in more than 2M impressions with 57.5k+ social media actions and nearly 9k click throughs
- Television PSA with Altice/Optimum aired over 1900 times; Thank You campaign ran 420+ times
- Multiple eblasts delivered to 6k+ individuals and social media posts shared

# Topline Results

## Outcomes & Results

**\$2,195,189**  
Raised

**12,773**  
Donors

**403**  
Organizations

## Giving Details

Online Giving: \$1,493,107

- 88% of gifts \$100 or less
- \$276,667 via P2P

## Offline Giving

- \$101,000 across 64 prizes awarded
- \$359,750 across 86 grants from FCCF donor-advised funds
- \$191,428 in match/challenge funds earned across 38 npos



# 30-40%\* of donors gave to an organization for the first time

- 47% of the gifts that came via P2P were first time donations
- Average of 12 new donors per organization

\*Donation form checkbox indicated 5,125, or 40%, of online donations, were first-time gifts; donor survey data (164 responses) indicated that 30% of donors made a first-time gift

## Peer-to-peer & Match Fundraising

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- Number of P2P organizations: 67 (16.6% of orgs)
  - Total raised through P2P feature: \$276,667
  - P2P with gifts: 378 / P2P with 2+ gifts: 290
  - P2P Donors: 2,578 / P2P New Donors : 1,212
  
- Number of MATCH organizations: 38 (9% of orgs)
  - Total Matching Dollars: \$255,900 / Amount Earned: \$191,428
  - Organizations with matches raised nearly 7x more than those without



# What Giving Day Donors Are Saying

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*“It just gives hope and shows me the generosity of our communities.”*

*“Even though the amount was not large, it feels good to contribute in any way I can. Anything for a good cause!”*

*“Took some time to learn about some non-profits I'd never heard of in the local area.*

*“I really enjoy being part of this event and I am a big fan of micro funding. Thank you for making philanthropy accessible and fun!”*

*“Makes me aware of the MANY wonderful charities in my own area.”*

*“Learned more than I knew already and gained deeper insight on the work non-profits are putting in to help us parents/families.”*


*“It was easy and convenient to make multiple gifts on the website instead of going to each of one of the organizations to complete the gift and happy to cover the fees to maximize their impact!”*

## Fairfield County's Community Foundation

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### [FCCFoundation.org](https://FCCFoundation.org)

[FCCFoundation.org/blog](https://FCCFoundation.org/blog) 

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