

Future of Giving Day

Nonprofit Survey Findings

August 29, 2022



Purpose & Methodology

- Goal: gather feedback from a representative group of NPOs to answer:
 - *Should Giving Day continue to be a part of our impact strategy in this next iteration of our strategic plan?*
 - *If so, what changes should we make to Giving Day to boost equitable outcomes and improve the experience and supports provided to small, grassroots, and BIPOC-led organizations?*
 - *If not, what type of impact would eliminating Giving Day have on participating nonprofits?*
- 20-question survey
 - Branching, skip logic
 - Open-ended comment boxes

Overview

- Jun-Jul 2022 – Invitation + reminders sent via MailChimp
- Data collected in SurveyMonkey
- Offered incentive:
 - Random drawing to win an unrestricted grant of \$500. One winner will be drawn for every 50 responses received.
 - Note: To preserve confidentiality, entry into the drawing was captured in a separate form, not connected to survey responses.
- 99 total respondents, good persistence rate
- 80% continued to entry drawing form at survey end

Survey Respondents

Familiarity w/ Giving Day (Q1, n=98)



94% of respondents are *extremely* or *very familiar* with the event

Role in Giving Day (Q2, n=96)



86% execute campaign, set goals/strategy, or *both*

14% oversee campaign, but not directly involved

Role at Organization (Q3, n=99)



CEO/ExDir	53%
Dir Dev/Mktg	21%

Other staff	12%
Dev/Mktg staff	7%
Volunteer	7%

Survey Respondents

Number of paid FTEs (Q18, n=86)



<1	24%
1-20	55%
20+	21%

Total Operating Budget (Q19, n=86)



< \$500K	53%
\$500K+	47%



< \$100K	28%
\$101-500K	19%
\$500K-\$1M	16%
\$1-3M	29%
\$5M+	8%

BIPOC-led* Organization (Q20, n=86)



Yes	22%
No	67%
DC**	11%

*BIPOC-led defined as the Executive Director, Board Chair, or 51% of the board identifying as BIPOC

**Some organizations do not collect this info.

Giving Day Participants 2022

Number of paid FTEs (n=419)



0 (vol)	30%
<20	48%
20+	22%

Total Operating Budget (n=419)



<\$500K	54%
\$500K+	46%

BIPOC-led* Organization (n=419)



Yes	16%
No	81%
DC**	3%

*BIPOC-led defined as the Executive Director, Board Chair, or 51% of the board identifying as BIPOC

**Some organizations do not collect this info.

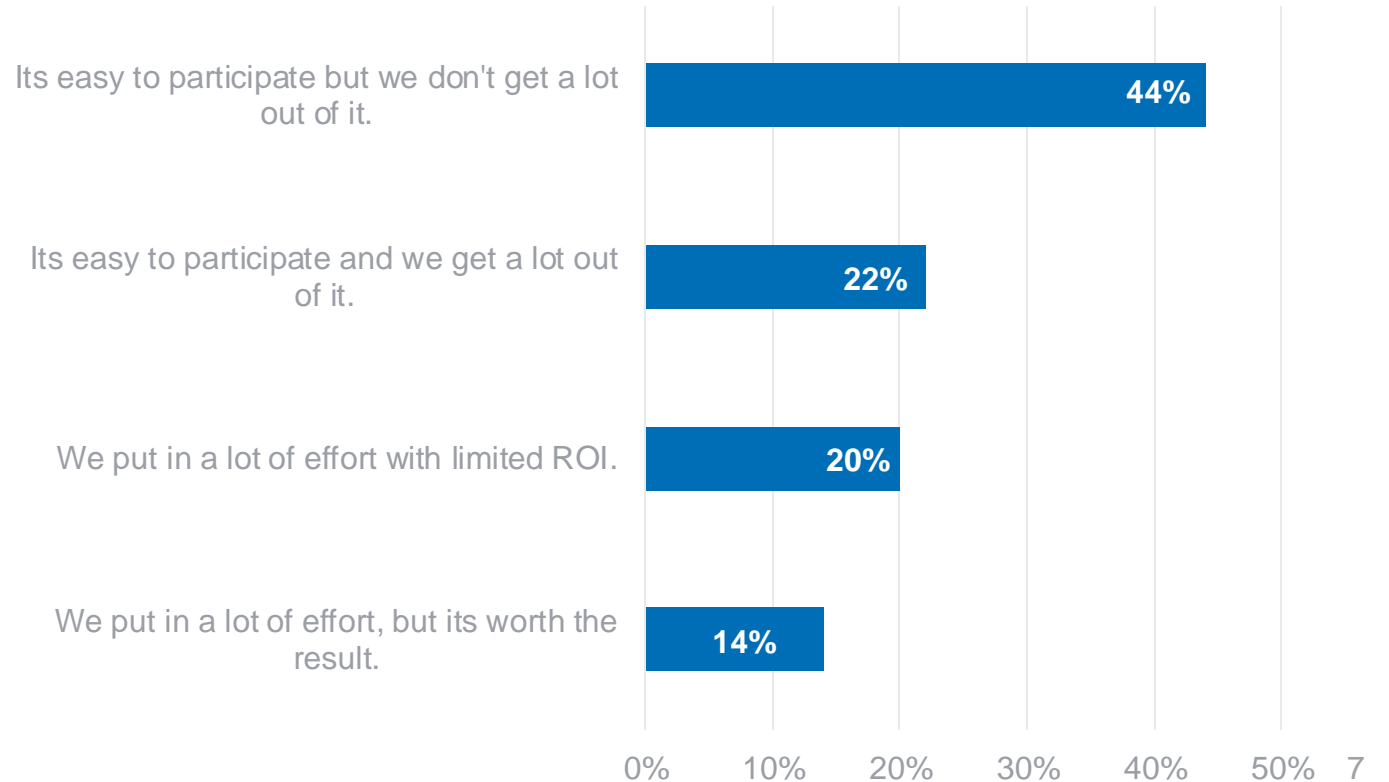
Survey Respondents

Primary info source (Q4, n=90)



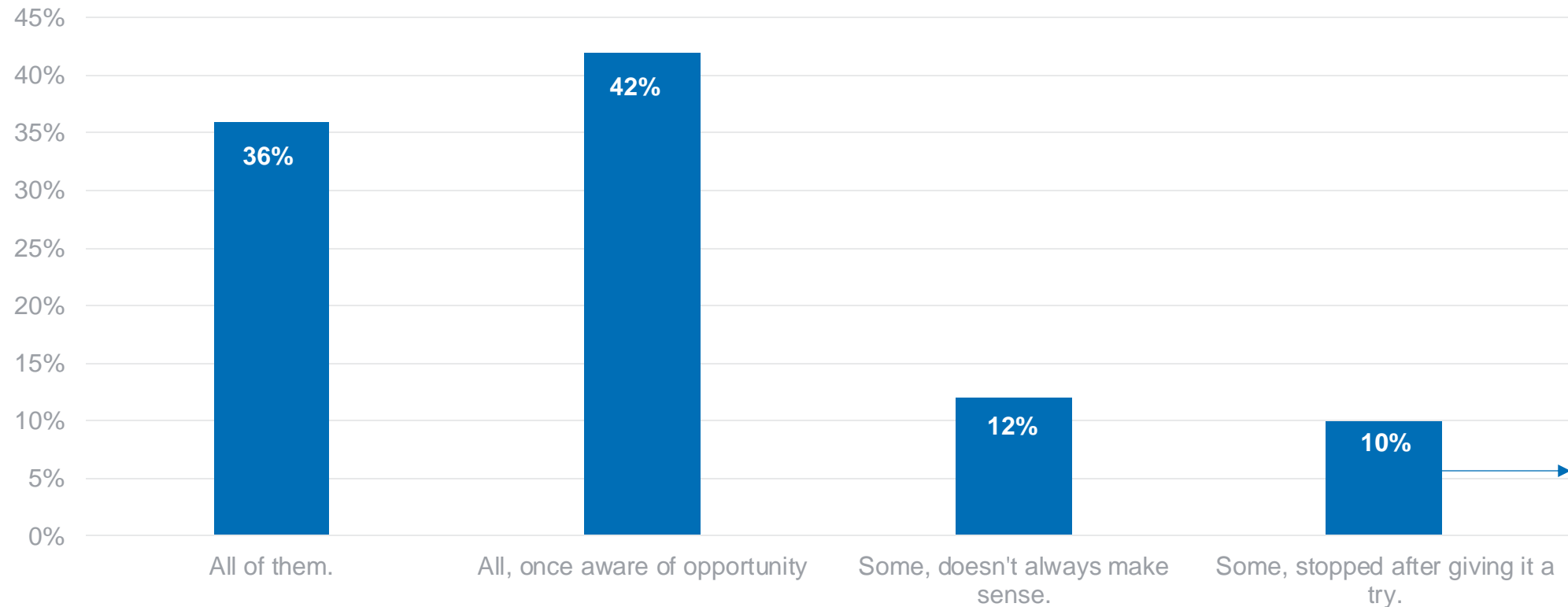
80%	FCCF communications
14%	FCCF staff
3%	News/media
3%	Word of Mouth
0%	Other NPOs

How would you characterize your participation? (Q8, n=84)



Past Participation

Since Giving Day launch in 2014, how many years has your organization participated?
(Q5, n=96)



Past Participation - Discontinued

10% of respondents stopped, explained why: (Q6, n=10)

- 60% The amount of effort we put in did not match the return.
- 30% Described other reasons:
 - *COVID interrupted our activities*
 - *Responsibility for handling it wasn't clear on our end*
 - *Several reasons: timing, distribution of 'prize money'*
- 10% Time of year doesn't work for us.

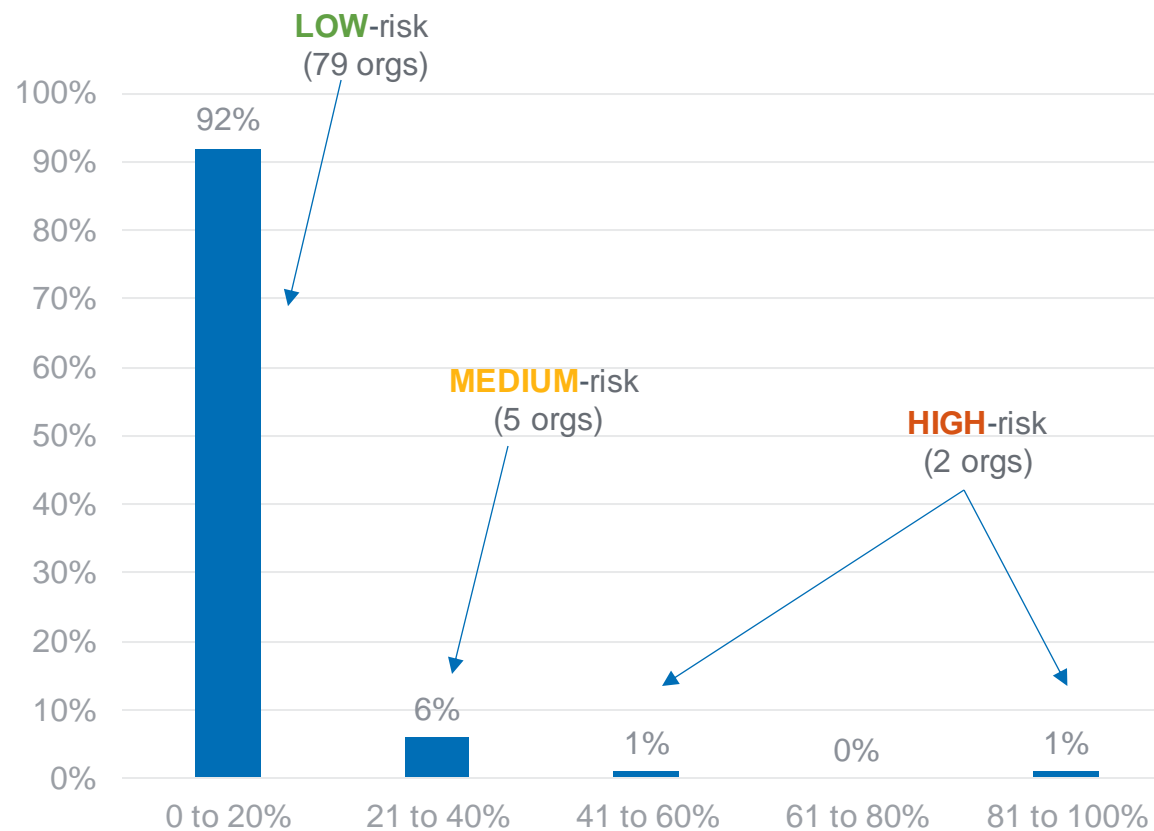
And tell us what needs to be different to consider future participation (Q7, n=10)

- ROI and fundraising.
- Find event structure challenging, feel that "popular" causes have an advantage.
- Available human resources.
- Struggling with reaching digital engagement and online fundraising targets.
- Changing rules for prize money.
- Easier sign-up process.

Fundraising Results & Implications

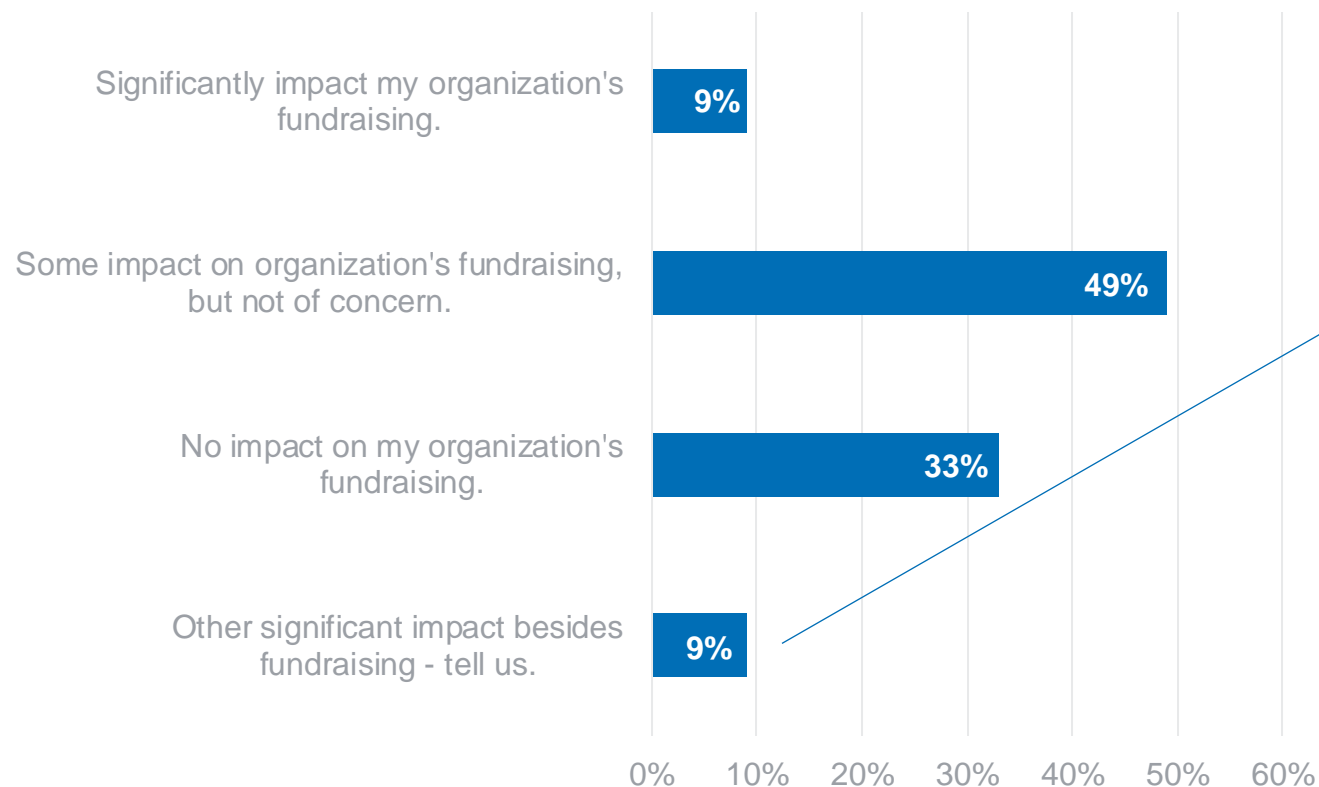
What percentage of your annual fundraising is done on FC Giving Day?
(Q13, n=86)

- Most told us that Giving Day represents **0-20%** of their annual fundraising.
- This finding is persistent across organizations, regardless of budget size, # of FTEs, whether BIPOC-led or not.
- **What, if anything, can we do to support smaller (budget) orgs, since they are likely to be impacted the most?**
 - 20-25 orgs could be in MEDIUM-risk group (lose 20-40%)
 - 8-10 orgs may be in HIGH-risk position (lose 40%+)



Implications of Discontinuing Giving Day

If we decided to discontinue Giving Day, what would the implications be for your organization?
(Q17, n=86)



- About half tell us that there will be “some impact, but not of concern.”
- 8 respondents described other lost opportunities:
 - To meet and engage new donors.
 - To promote on social media.
 - To raise visibility + awareness.
 - To be introduced to FCCF DAF advisors.
 - To be part of a community event.
 - To reach existing supporters.
- The responses + comments are across org. demographics – budget, #FTEs, or leadership.

General Event Feedback

Giving Day Events

If we were to hold Giving Day at a different time of year, which month would be best for you?
(Q14, n=79)



February	15%
March	15%
June	14%
April	10%
July	10%
May	9%

September	9%
November	8%
December	5%
October	3%
January	1%
August	1%

Giving Day Events

Participation in other Giving Days (# mentions) (Q15, n=62)



Giving Tuesday (48)

Greater NHCF Great Give (11)

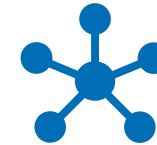
CT CF Give Local Greater WBY/LH (3)

Horizons Giving Day (1)

Own Giving Day (1)

None (10)

Combine local events? (Q16, n=85)



54% prefer only **Fairfield County's** Giving Day.

31% would prefer a **Connecticut** Giving Day.

15% wish to participate in multiple events.

Prize Structure

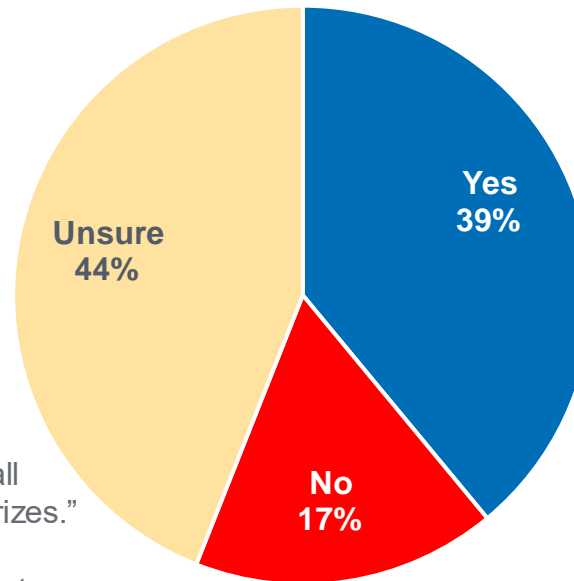
Does our prize structure seem equitable? What else should we consider? (Q12, n=83)

Larger NPOs with paid staff have the advantage

- “I imagine no matter how you set it up, the bigger organizations with **more staff and time**...would always win one way or another.”
- “It seems that any organization, regardless of staff size or budget, that has the **strongest/largest database** wins.
- “The **largest non-profits** always receive the most donations, have the most donors, and receive the prizes. Annually, we debate not participating because **we can't compete.**”

Prize system feels “rigged”

- “Rumor on the street is that it is a rigged system and a small nonprofit has **no chance of actually winning** any of the prizes.”
- “...the **same groups** seem to win the prizes. We don't even try anymore...”
- “It allows groups to **game the system.**”



Ideas for improvement

- “I would suggest **3 categories**...small, medium and large budget/staff size.”
- “I like the idea of the **raffle** and we use the bonus times to build support.”
- “It's good to see the prizes evolve to include more smaller prizes, by organization type, budget, staff. It might be nice to **have more 'grand prizes'** instead of just 2 per category, even if the amounts are not large. It's more about bragging rights than the money.”
- “...we had better luck with it when you had **happy hour cash prizes** so we could partner with/at **area restaurants and bars** for happy hour new donor engagement.”
- “...**separate the types of NPOs**. Direct care has many disadvantages to others that are schools, arts and culture. Our stakeholders do not have the means as some of the other types of organizations.” 15