

Local Businesses
Spring2ACTion For
Good

Business Fundraisers





About

Spring2ACTion is Alexandria's Giving Day, a 24-hour call to ACTion to get online and give! Presented by ACT for Alexandria, this day has raised \$10M in the past 9 years for the programs and services that support our families, children, seniors, veterans, animals and more.

This day is an easy and fun way for all of us to **give together** while lifting up our local nonprofits that provide arts and culture, education, health and basic needs and more to our community. **Get on Spring2ACTION.org** and give to organizations you are passionate about and find new ones!

April 29, 2020 is dedicated to inspiring our entire community to be generous.





FOR BUSINESSES

EASY & QUICK

Easy online platform to “give back” and engage employees & customers while showing community love in just 24 hours!

LEARNING OPPORTUNITY

Opportunity to have ACT staff attend an employee meeting to talk about the campaign, impact or community needs.

FRIENDLY COMPETITION

Participating businesses will be listed on a leaderboard and social media to celebrate generosity.

EFFECTIVE TOOLS

Custom site page for each business & a toolkit with ideas & templates to make your effort as simple or elaborate as you want!

VALUABLE INTEL

Companies will find out what their employees are passionate about from customized giving report.

Leaderboards for Spring2Action

Business Fundraisers			
Most Raised		Most Donors	
1. Red Barn Mercantile	\$34,273.00	1. McEneaney Associates	78
2. McEneaney Associates	\$25,470.00	2. Red Barn Mercantile	67
3. City of Alexandria	\$10,663.50	3. City of Alexandria	56
4. Burke & Herbert Bank	\$6,665.00	4. Penny Post	33
5. Penny Post	\$5,441.26	5. ALX Community Coworking	17
6. ALX Community Coworking	\$3,874.00	6. Burke & Herbert Bank	16
7. Focus Data Solutions	\$585.00	7. Focus Data Solutions	12

2019 RESULTS

\$2.09M
TOTAL DONATIONS

Over \$2M raised for 162 Alexandria nonprofits from people who love this community.

9,819
TOTAL DONORS

Almost 10k individuals made 13,500 donations to organizations they love and found new ones - **23% of all donations were new** to nonprofits!

\$390K
TOTAL MATCH DOLLARS

Over 40% of participating nonprofits had matches and challenges, inspiring donors to give, and give

\$90K
BUSINESS FUNDRAISERS
TOTAL

In its pilot year, seven local business engaged customers and employees who gave 546 individual donations impacting 121 nonprofits.





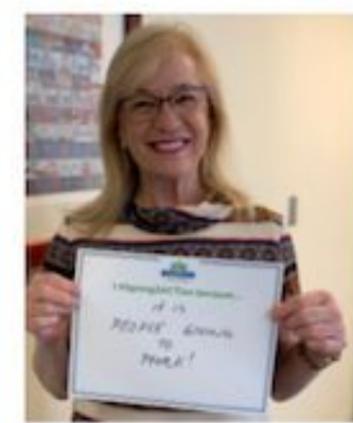
McEneaney Associates showed the power of creativity using existing marketing channels to promote Spring2ACTion while engaging employees to support the causes they love. Not only did McEneaney match all donations to SCAN of Northern Virginia up to \$10,000 but they hosted a donor lounge on King Street complete with free coffee & public laptops so people could easily donate. The **Jen Walker team** of McEneaney agents offered another donor lounge in Del Ray to assist people ready to make a donation. They captured agents and employees telling their personal giving stories through a video they shared online and on all social channels. Many agents fundraised for their favorite organization & **McEneaney raised more than \$30,000 and almost 30% of the gifts were new donations** to a nonprofit.



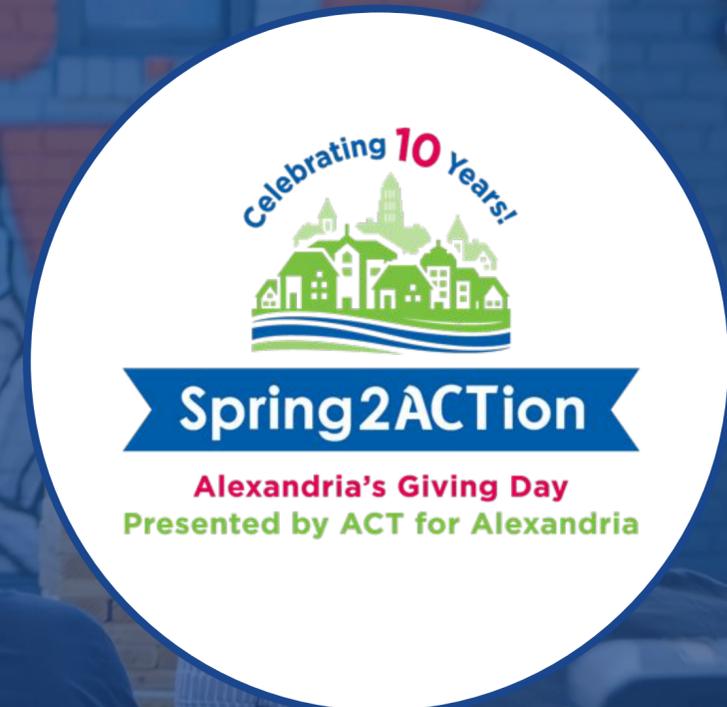
Burke & Herbert Bank demonstrated how being open to something new can be powerful for the community. In their first year to be involved with Spring2ACTion, they jumped in with both feet. They didn't have much time to plan and had a few hurdles to clear given the nature of their business, but they created access to make sure everyone could participate. Computers with internet access were setup and they used their social channels to promote and share their participation as a sponsor while encouraging employees to give. The Bank and its employees not only **donated \$10,000, but over 50% of employee donations were new gifts to the receiving nonprofits**. One of the major benefits for Burke & Herbert was learning more about what their employees are passionate about in the community!



Red Barn Mercantile and **Penny Post** rallied their customer bases for a little friendly giving competition. Both retailers encouraged their customers to get online and give. The nonprofits with the most donations from customers won a cash prize awarded at the end of the day by each retailer. Also on Spring2ACTion day, a percentage of customers' purchases benefitted the nonprofit of their choice. Putting up posters in the store to promote the day, using their mailing lists to create a little competition and offering several ways for customers to give created a great story around giving and was a featured story in a popular local publication. Together, these retailers **raised almost \$40,000 in donations for local nonprofits**. Who doesn't like a little competition...especially when it's for good in the community!



Thank You!



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www.Spring2ACTion.org

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