

S I T Y / C O M M U N I T Y / F U N | K I N D N E S S | G I F T S
10
Y E A R S O F G I V I N G



HORIZONS
GIVING DAY

HGD has raised more than \$12.6M since 2015

Horizons Giving Day Objectives *(set in 2015)*

- Unite the Horizons Network around a common goal
- Acquire new stakeholders nationally and locally
- Increase the visibility of Horizons within new audiences
- Support affiliates in raising funds and building awareness

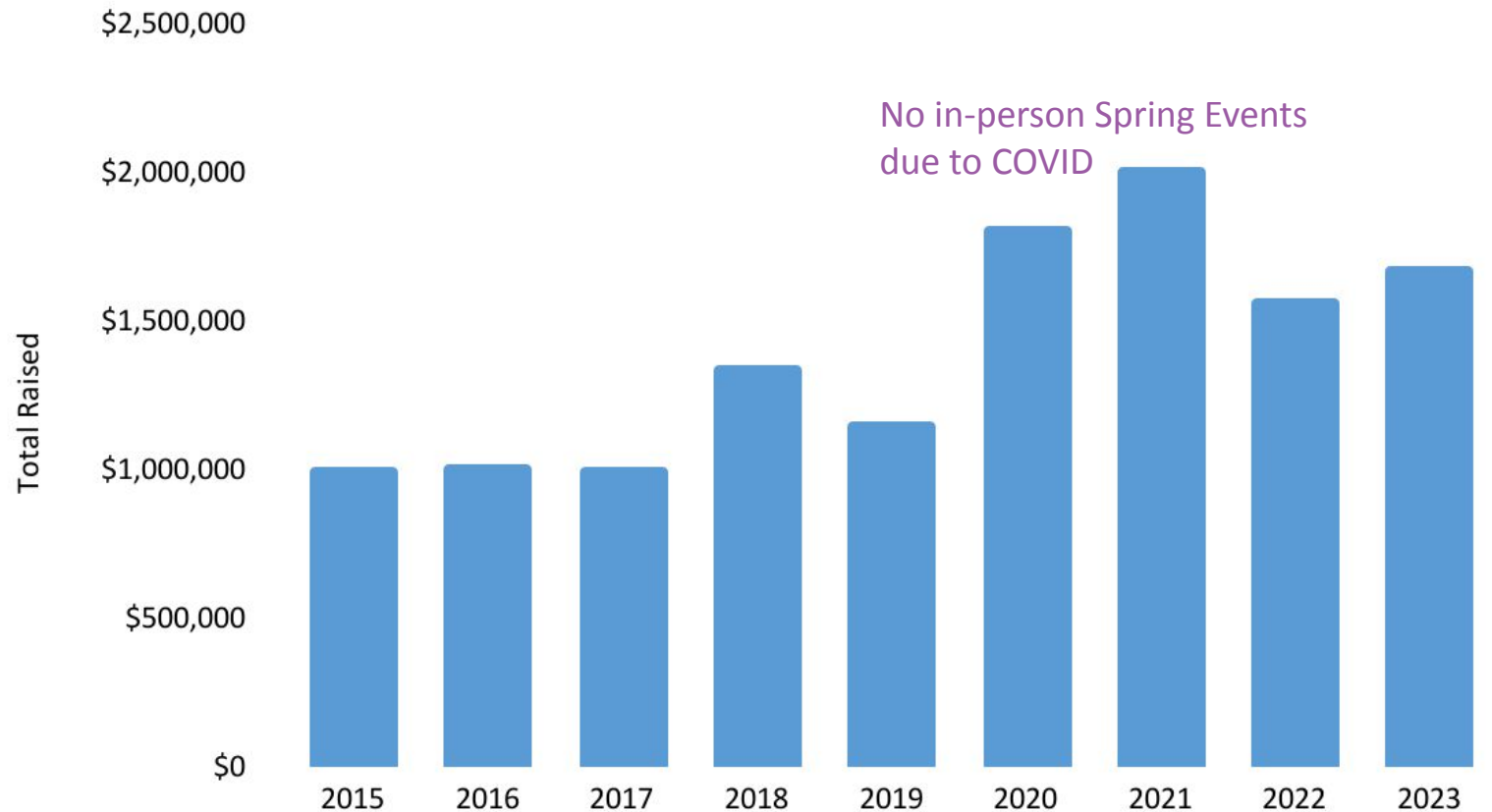
2023 Key Results

- **\$1,693,699** raised Network-wide
- **3,123** Donations
- **2,997** Donors
- **\$542** Average gift size *(over 2x average gift size of other giving day events)*

Network Results 2015 – 2023

With the full return of in-person fundraising in 2023 we anticipated a drop in total raised but were pleased to see **total funds raised increased by 7% over 2022** and a 67% increase from the first HGD in 2015.

Total Raised 2015-2023



Donor Engagement

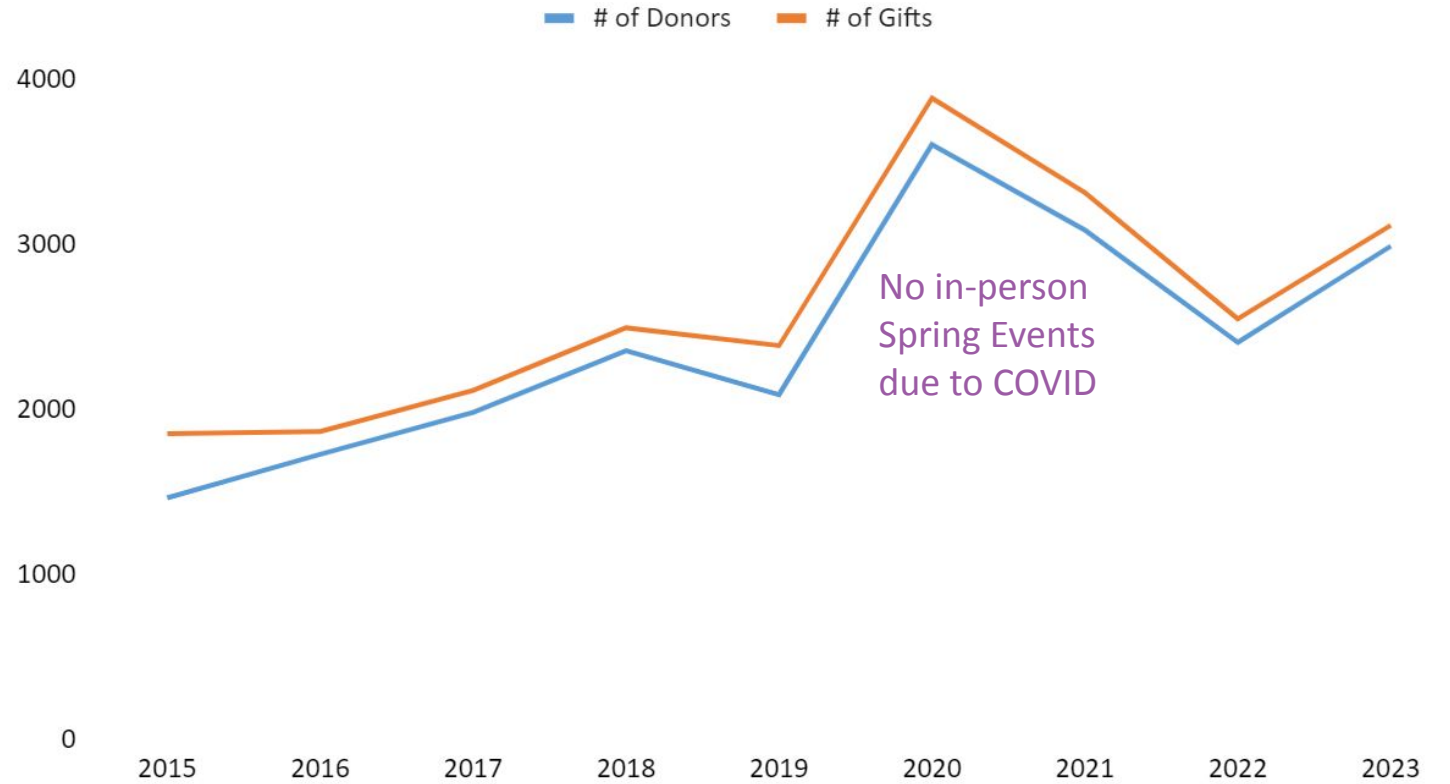
2,992 donors made 3,118 gifts on HGD – a 25% increase over 2022

104% increase in number of donors since 2015

68% increase in number of gifts since 2015



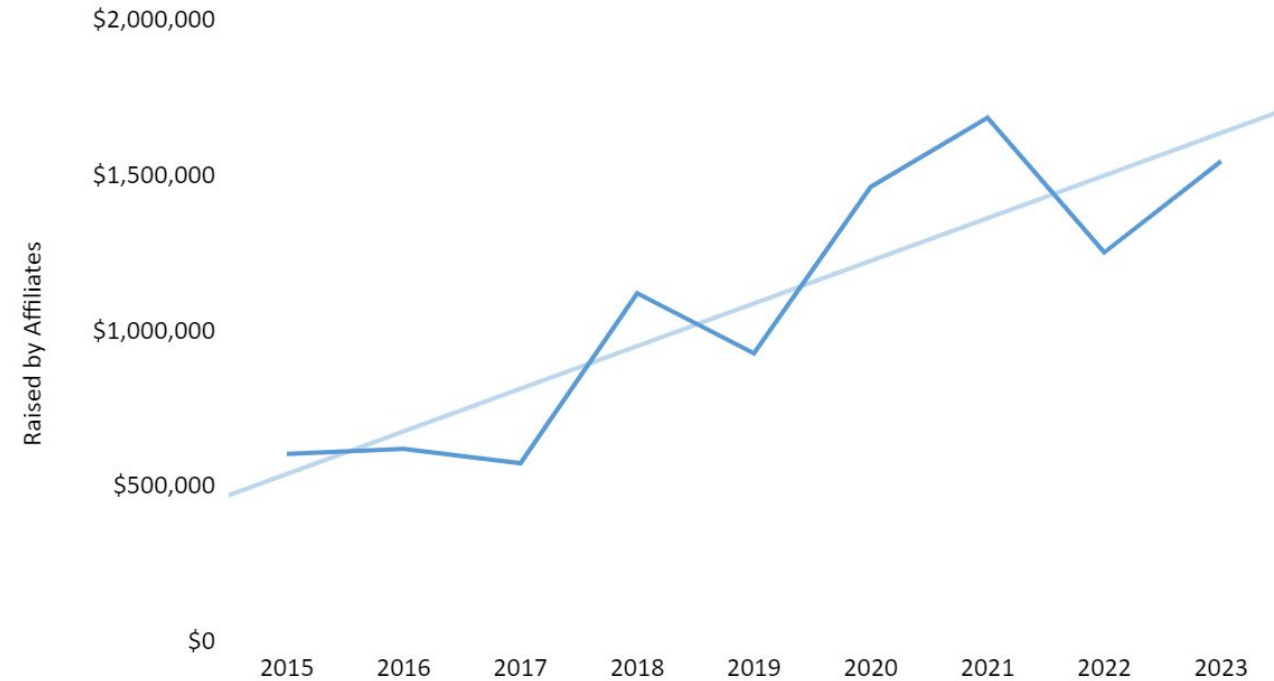
Gifts and Donors 2015-2023



Since 2015, HGD has raised \$9,787,067 for Horizons sites

- \$1,553,395 was raised by 42 Horizons sites
- 2,824 donors made gifts to a Horizons site representing a 27% increase over 2022
- Affiliate fundraising totals held steady across the Network, with different leaders on top of the [HGD Leaderboard](#)

Raised by Affiliates



2024 Prizes

Monetary Prizes

30th Anniversary Power Hours - 4 Chances to Win! - \$250 prize to the affiliate that receives the 30th online donation during the hours of:

- 10:00 -11:00 AM ET
- 2:00 – 3:00 PM ET
- 6:00 - 7:00 PM ET
- 8:00 - 9:00 PM ET

Midday Mania - \$500 prize to the affiliate that raises the largest total dollar amount online between 12:00 – 1:00 PM ET

Happy Hour - \$500 prize to the affiliate that captures the most unique* online donors between 3:00 – 4:00 PM ET

Evening Rush - \$500 prize to the affiliate that raises the largest total dollar amount online between 9:00– 10:00 PM ET

FREE THE FEES POWER HOURS

NEW this year, Horizons National will waive 2025 registration fees for the conference and HGD 25 for the affiliate that receives the **30th** gift in the following hours:

- 1:00 PM ET - One individual 2025 Annual Conference registration fee waived
- 4:00 PM ET - One 2025 Horizons Giving Day registration fee waived
- 9:00 PM ET - One individual 2025 Annual Conference registration fee waived

**A unique donor is determined by the email address entered when making an online donation.*



Creative Campaigns



Peer-to-Peer



Peer-to-Peer Fundraising (P2P) remains the most successful outreach tool across the Network

- \$600,495 was raised through 192 P2P pages – 36% of all funds raised on HGD
- 51% of donors came through a P2P page
- 50% of gifts came through a P2P page

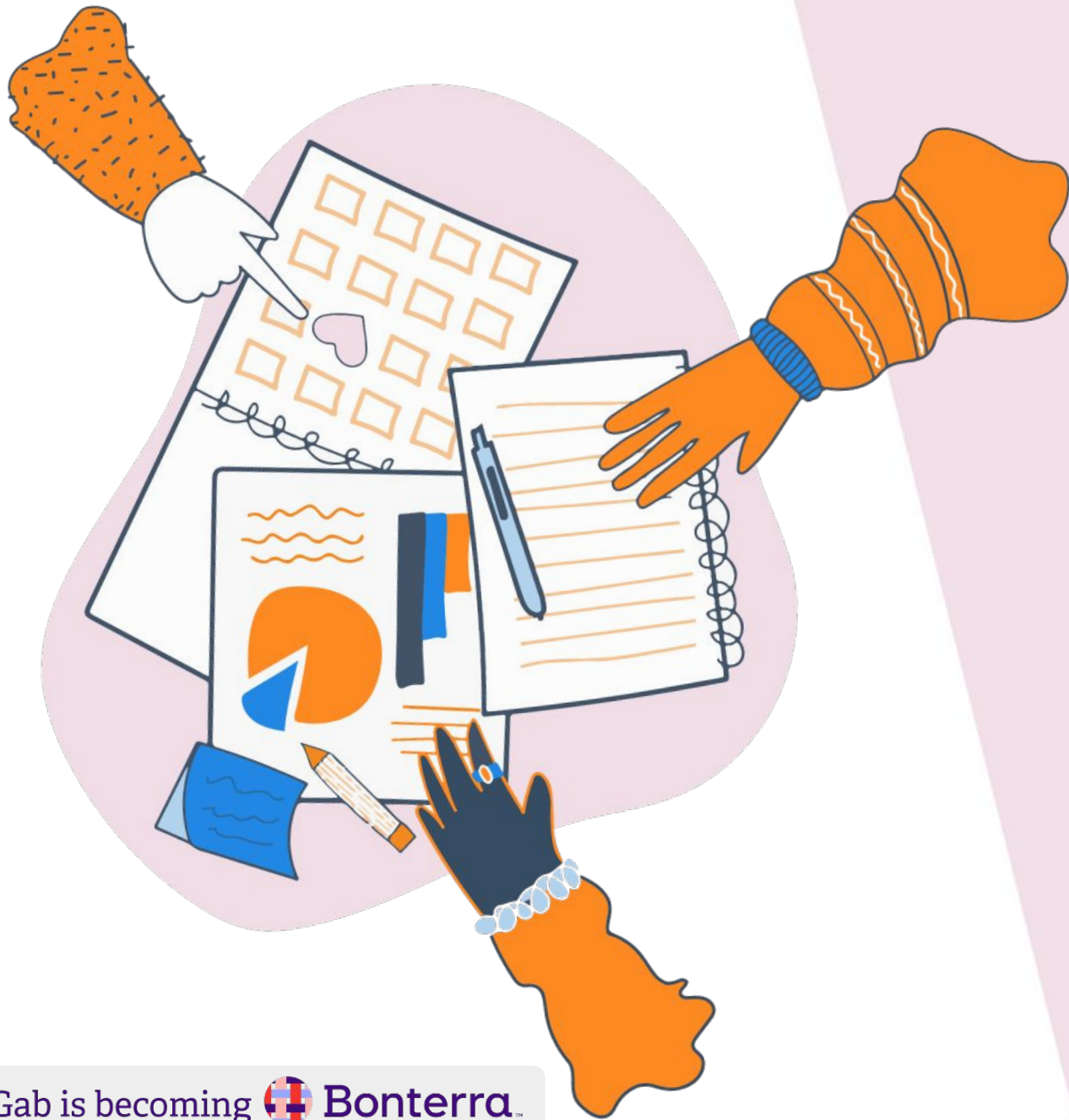
What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Horizons Giving Day profile. Their totals roll up into your totals!

Why is P2P so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your affiliate





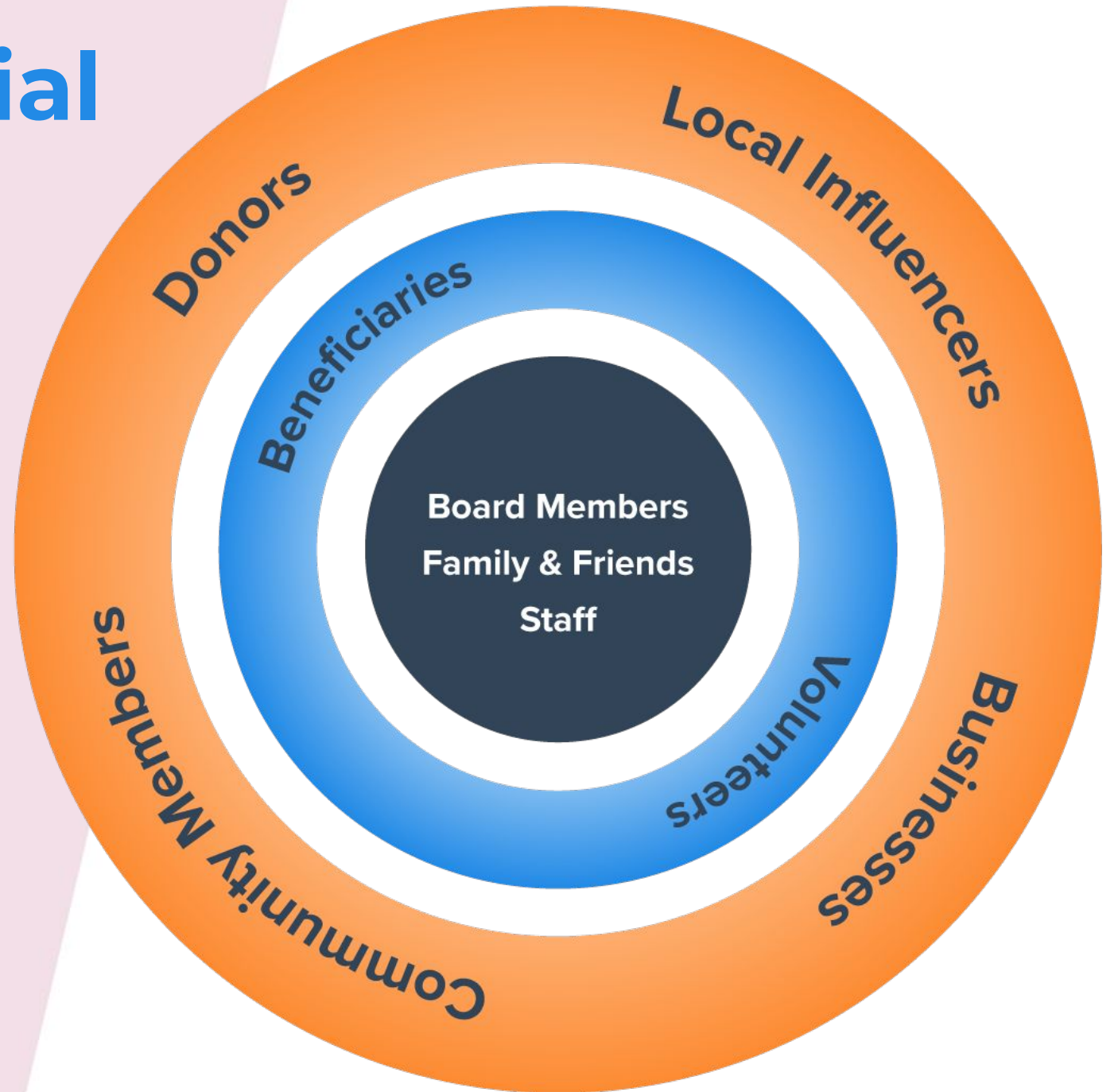
Strategize and Plan

4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



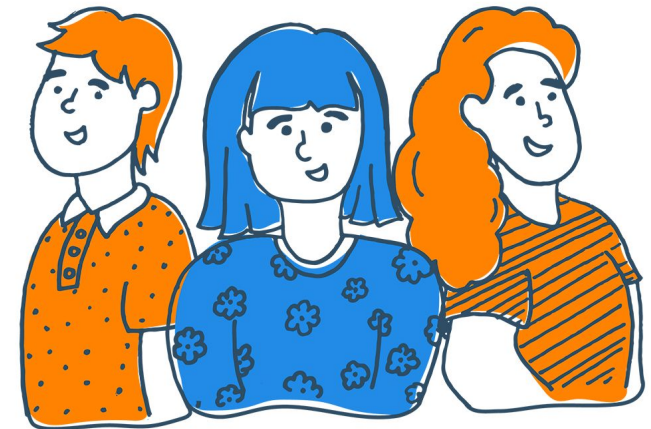
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this affiliate?
- Why do you enjoy giving to our affiliate?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our affiliate?



Steward Your Fundraisers



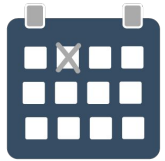
- Treat fundraisers like major donors
- Acknowledge fundraising for your affiliate as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success



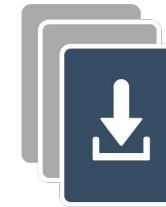
Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in

Give A Little More

Give a Little More!

Welcome back! As a previous donor to Horizons Giving Day, we have made it easy for you to increase your support and help Horizons affiliates thrive.

[GIVE AGAIN](#)

Login

If you have never created an account on GiveGab, create your account now with the email that you used to donate to Horizons Giving Day 2024 last year. You will need to verify your email and return to this page to log in.

[CREATE ACCOUNT](#)

Or

Please provide your email and password so we can find your donations from last year.

Email

Password

[Forgot your Password?](#)

[LOGIN](#)

GiveGab is becoming  Bonterra.

Give A Little More

GIVING IS GORGES

PRIZES

LEADERBOARDS

▼ MENU



Give Again!

Thank you for your continued participation in Giving is Gorges. Below are the departments you have supported in the past and who are participating in this year's giving day. Please consider giving a little more during this year's Giving is Gorges!



SPCA of Tompkins County ×

\$ Previous gift amount: \$25.00

[+10%](#) [+20%](#) [+30%](#)

CHECKOUT

Donation information represented above is associated with isaiah.smith@givegab.com. To view donations associated with a different email address, please log out and log in with the correct email address.

Horizons Giving May

HORIZONS GIVING MAY

♥ MAY 1 - MAY 31

www.horizonsgivingday.org





Creative Collaborations



Build Awareness through Celebrities and Influencers



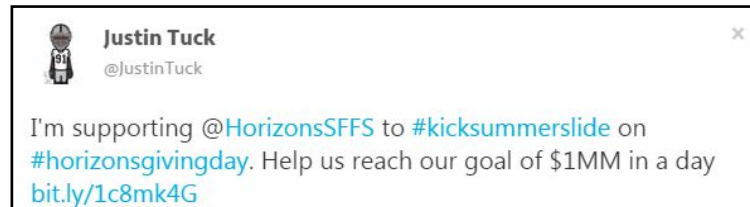
Allison Williams
\$22,837 from 310 gifts
26,449 Instagram likes
630 Facebook likes



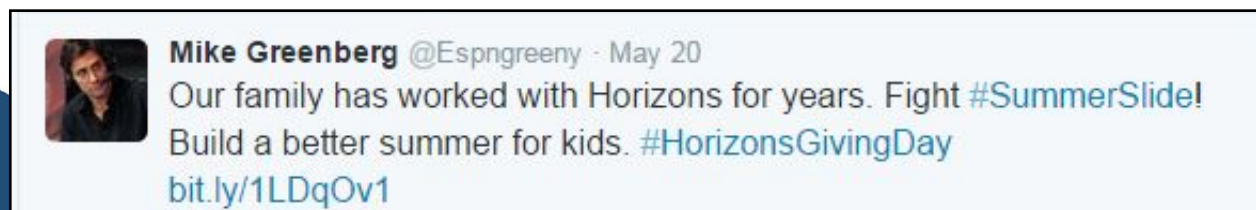
Shaquille O'Neal
9.9M impressions on Twitter



Coca-Cola
3.3M impressions on Twitter



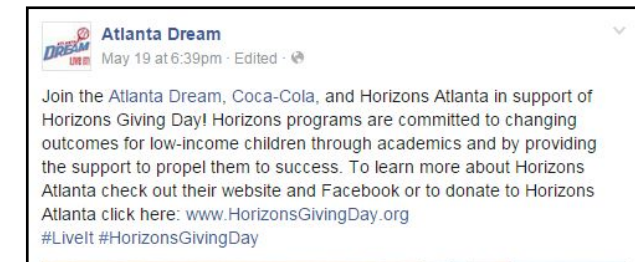
Justin Tuck
1.7M impressions on Twitter



Mike Greenberg
848K impressions on Twitter



Pitney Bowes
23K impressions on Twitter



Atlanta Dream
240K impressions on Twitter

Community and Civic Leaders



HORIZONS[®]
COLORADO
Colorado Academy

Board Members

Peer-to-Peer Fundraising - recruit your board members to create fundraising page

Get Social - ask board members to swap out their profile photos for a Giving Day graphic

Network - encourage your board members to reach out to community members, business owners, celebrities, secure sponsors, media, etc.

Make it fun, easy, and keep your board updated

Share messaging templates, creative assets, and promotional materials in advance

Send updates leading up to, during, and after HGD - **send with a clear call to action for Board members (promote upcoming prizes)**

Thank your Board post HGD

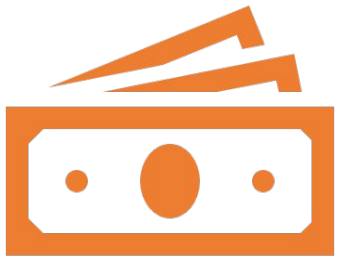
Engage your Host School

HGD is a great way to engage the host school in outreach and fundraising

Some ideas we have seen that are successful include:

- A campaign at pick up or drop off
- Dress down days
- Horizons Days

Matches



Matches drive revenue - 28% of funds raised in 2023 were a direct result of matches

You can set a match to a 1:1, 2:1, or 3:1 ratio empowering the donor to make a gift that will have greater impact

Can be set up by an individual/group of individuals, companies, organizations, etc.



Creative Celebrations



#HGDtoast10th



TOAST 
TO THE **10TH**

Sippin' into Summer Happy Hour



SIPPIN'

INTO

SUMMER

Happy Hour

WITH  HORIZONS ATLANTA



Breakout Rooms



Breakout Options

- Creative Campaigns
- Creative Collaborations
- Creative Celebrations

- 1. What have you done that has helped raise awareness and funds?*
- 2. Is there anything NEW you are trying this year?*
- 3. What do you need help with?*