



Give
B-I-I-I-G!

GIVE *Big* KERN
5.4.21

SAVE ^{THE} DATE!

Join Us for a Day of Giving
May 4, 2021, 12am-12am



Numbers Don't Lie:

A look at the data from
Give Big Kern 2020 and
Online Fundraising in General

March 11, 2021

Numbers Don't Lie – A Look at the Data and the \$\$\$!



Give Big Kern Progress

Results	2017	2018	2019	2020	2020 vs. 2017
Agencies participating	90	119	114	125	+39%
Total dollars raised	\$147,839	\$231,187	\$429,755	\$738,518	+400%
Total donors	1,469	1,778	2,808	3,122	+113%
Most \$\$ raised by an agency	\$9,490	\$20,158	\$63,907	\$69,785	+635%
Total volunteer hours pledged	14,844	51,786	88,600	155,544	+948%
Prizes awarded to nonprofits	\$4,500	\$5,200	\$9,250	\$7,750	+72%

What do these achievements tell us?

Give Big Kern has been growing steadily year over year in:

- Dollars raised
- Donors engaged
- Donations received
- Volunteer pledges received
- Top agency performance

YOU accomplished this through your participation!

Beautiful Bakersfield for the past two years in a row is YOUR Award.



OK, but how did we get to where we are now?

Implemented Best Practices, some qualitative, some quantitative:

- **In 2018** – Introduced our Mascot, **Billy the Give Big Goat**.
- **In 2019** – Encouraged participants to strive to implement **Goal Setting, Peer-to-Peer (P2P) Fundraising** and **Matching Gift Campaigns** as proven techniques to multiply giving.
- **In 2020** – “Pivoted” our messaging to highlight new **COVID** needs and trusted **Philanthropy Partners** who showed us, through data, that giving was **UP** despite **COVID!**



Our Historical Archive and Data Tool

The [Give Big Kern Report to the Community](#) is not just something we produce to put on a shelf and never refer to again. It is a tool to help us keep improving our Giving Day year after year.



Give Big Kern 2020 Highlights



Year-Over-Year Achievements	2019	2020	Increase
· Dollars Raised	\$429,755	\$738,518	72%
· Individual Donors Engaged	2,808	3,122	11%
· Most Dollars Raised by One Agency	\$63,907	\$69,785	9%
· Average Donation Per Donor	\$153	\$237	55%
· Average Dollars Raised Per Participating Agency	\$3,770	\$5,908	57%
· Percentage of Donors Covering Online Fees	94%	96%	2%
· Total Number of Donations Received	3,157	3,819	21%

Give Big Kern 2020 Highlights



Year-Over-Year Achievements (Continued)	2019	2020	Increase
• Volunteer Hours Pledged	88,600	155,544	76%
• Individual Volunteers Recruited	399	356	-11%
• Average No. of Hours Pledged per Volunteer	222	426	92%
• Number of Organizations that Fundraised	114	125	10%
• Number of Peer-to-Peer Fundraising Campaigns	110	199	81%
• Number of Matching Gift Campaigns	19	63	232%

What do these numbers tell us?



- Kern County folks are generous, and we can count on them to Give B-i-i-i-g!
- If we were to increase donations received this year by **40% (\$300,000) over last year**, Give Big Kern would **surpass \$1 Million** for the first time ever.
- Likewise, if we were to increase **the average dollars raised per agency by \$2,500** over 2020, we would **go over \$1 Mil.**
- Give Big Kern Nonprofits are doing a great job of getting **COMMITTED VOLUNTEERS** to pledge volunteer hours to them over the next year.
- Give Big Kern Nonprofits are doing a great job **of engaging Peer-to-Peer Angels and Matching Gifts** as part of their Giving Day campaigns.

Now let's look at ourselves critically



- 2020's 63 **Matching Gift Campaigns** amounted to \$193,050 in matching challenges. That means they had a total earning potential of \$386,100 had all of them been met.
- But only 35 of the matches were fully met and two were partially met, amounting to \$114,350, for a total of \$228,700 (59%).
- 2020's 199 **Peer-to-Peer (P2P) Fundraisers** amounted to close to \$195,000—which is how much agencies would have earned if all had met goal.
- But only 18 met (3) or **surpassed (15) goal**, amounting to a little less than \$41,500 (21%). **(That 15 number shows commitment!)**

(Cont'd.)

Now let's look at ourselves critically



- So, with just 56% of all the matches met...
- How much in matching funds was left unmet? Close to \$79,000—in reality, that is almost \$158,000 because that is how much more all agencies would have had if their matches had been met!
- And with just 9% of P2P campaigns meeting or surpassing goal...
- How much P2P money was left on the table? More than \$153,000.

$\$158,000 + \$153,000 = \$311,000.$

Meeting these goals is what could have taken us over \$1M in 2020 and could help us surpass that mark in 2021!

We need to at least “Deplete” Matches



Rules:

- When you get a matching gift from a donor, ask them if they will agree to your agency receiving the total of their gift, even if all the dollars are not matched by midnight on May 4. For example, if their Match is for \$1,000, and only \$800 are matched by individual donors' donations by 11:59:59 p.m. on May 4, will the donor be ok with the nonprofit “depleting” their match (receiving the remaining \$200) to be recorded on May 5, the day following Give Big Kern, when the campaign is still officially continuing for 24 hours. If the donor says yes, that nonprofit may deplete the match.
- **You cannot deplete a match before 11:59:59 p.m. on May 4.**
- The remaining amount on depleted matches will not count toward the prize competition, which ends at midnight on May 4, and must be recorded on May 5. It will, however, count toward total moneys raised.
- Here is a video explaining how to do this on the Admin Dashboard:
[How do I deplete a match or challenge for my Giving Day?](#)

Don't lose heart!



Knowing these things is what is going to help all of us improve as online fundraising professionals!

Tips for 2021:

- Continue to set goals but set them realistically—for your Overall Campaign, as well as for your individual P2P Fundraisers and Matching Gift Campaigns.
- Adjust GiveGab's default fundraising goal of \$500 for each P2P Angel on the Admin Dashboard depending on each one's capacity—some might only be able to bring in \$200, whereas some will be able to bring in THOUSANDS! Watch the GiveGab March 3 webinar recording on P2P Fundraising for ideas. Givebigkern.org > [Trainings](#).
- Do what you can to get your matches met! Attend the GiveGab March 31 webinar on Matching Gifts. Sign up at Givebigkern.org > [Trainings](#).

Continue to Pivot!



Highlight new or pressing needs caused by the COVID pandemic to your donors. Those who care about your agency's work will want to know—and give!

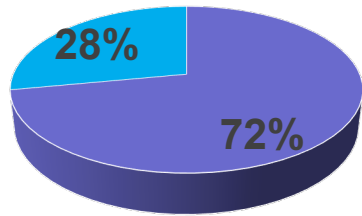
Also look on the last page of the [2020 Give Big Kern Report to the Community](#): That's who a lot of our Kern County agencies are! Find your most urgent call to action and be passionate about taking it to your donors!



Be all things to all donors!



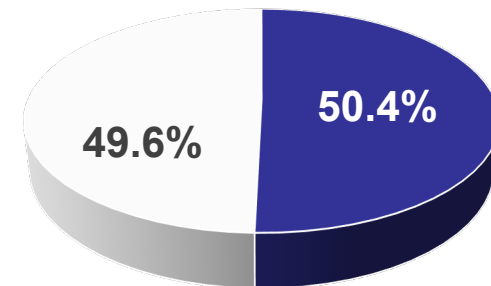
Online Donations: Desktop vs. Mobile Device/Tablet



- Online donations made from a mobile phone or tablet
- Online donations made from a desktop computer

- Make sure your page looks good on a cell phone.
- Make sure your donors know you accept offline donations as well as online.

Online vs. Offline Donations



- Online donations made from a computer or mobile device: \$372,205
Offline donations made by check or cash: \$366,313

Trust the data & be optimistic!



- **Fall Giving Tuesday** reported a 29% increase in donors from 2019, to close to 35 million donors in 2020. Likewise, it reported that donations increased by 25% from \$1.97 billion in 2019 to \$2.47 billion in 2020.
- **Candid** tells us that 68% (that's more than two-thirds!) of gifts to charity are made by individuals.
- **Network for Good** reported to us that despite COVID, online donations to nonprofits using the NFG fundraising platform from March - December 2020 were up by about 40% over 2019. Remember that NFG gave us last year's Give Big Kern battle cry:

#COVIDCantStopGood!

How about YOUR page on givebigkern.org?



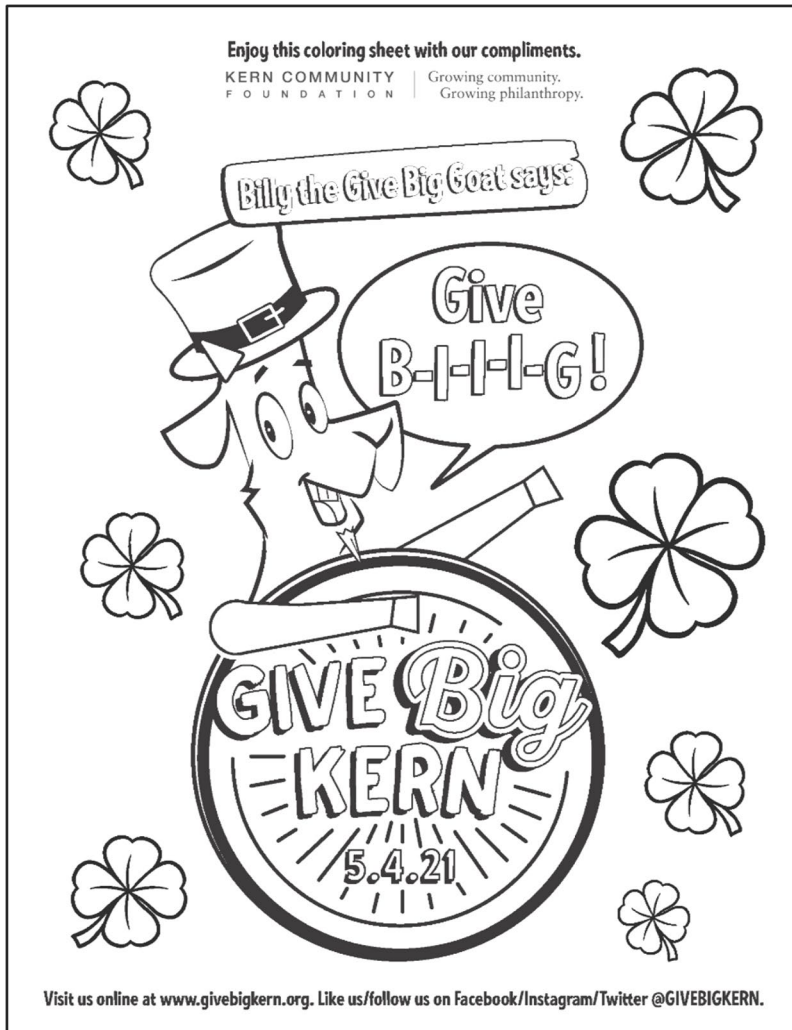
Are you showcasing YOUR agency's eye-popping community impact data in your storytelling?

Strike a balance!

Your story should NOT be a total number soup of statistics without tug-at-heartstrings warmth, but...
Neither should you have NO data at all on your page.



Make Give Big Kern F-U-U-U-N for everyone!



**Don't forget all
the fun graphics
we have
available for
download in the
Nonprofit Toolkit
on
givebigkern.org.**

Share on Social Media!



- Find Give Big Kern on Facebook, Twitter and Instagram: **@GIVEBIGKERN**
- Use the hashtag **#GIVEBIGKERN** to create a B-i-i-i-g Buzz through concentrated social media traffic!
- Monitor social media traffic to see which of your posts are most effective (how/why/when). Use **Insights** from the **Manage Page Menu** on the right-hand side of your Facebook page.

Important Dates



- **March 31** – Deadline for completing agency profile (your page) on GiveBigKern.org—and, of course, this includes being donatable.
- **April 4** – **GiveBigKern.org donation portal goes LIVE!**
- **April 18 – 24** – National Volunteer Week
- **April 27** – Deadline to opt in for 100% Board participation
- **May 4** – **Give Big Kern – “Give B-i-i-i-g!”**
- **May 5** – **Donors still have time to give the day AFTER Give Big Kern Day! Prizes to nonprofits are announced.**

Are there any Questions?

Louis@kernfoundation.org



Announcements



Billy's Newsletter will be out before the end of March with any last-minute announcements.



Make sure you are donatable by March 31!

A message like this on your dashboard could mean you have not provided your bank routing number or account information; your EIN number is not matching your agency's name; or you have failed to check the box confirming eligibility to receive tax-deductible donations per CA fundraising compliance regulations. Only 8 or so agencies are currently not donatable.






Give Big Kern May 4, 2021

\$0.00 Raised • 0 Donors • 0 Gifts

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Big Kern.

-  **Add Your Organization's Info**
Let people know who you are.
-  **Add Your Story**
Tell potential donors why they should contribute.
-  **...**

Donation Status: **Incomplete**



Please provide your organization's information and verify you can collect donations in your state [here](#).

56 Days to Launch

Participation Approval Status

Approved

Donation Tools



[Add Offline Donation](#)



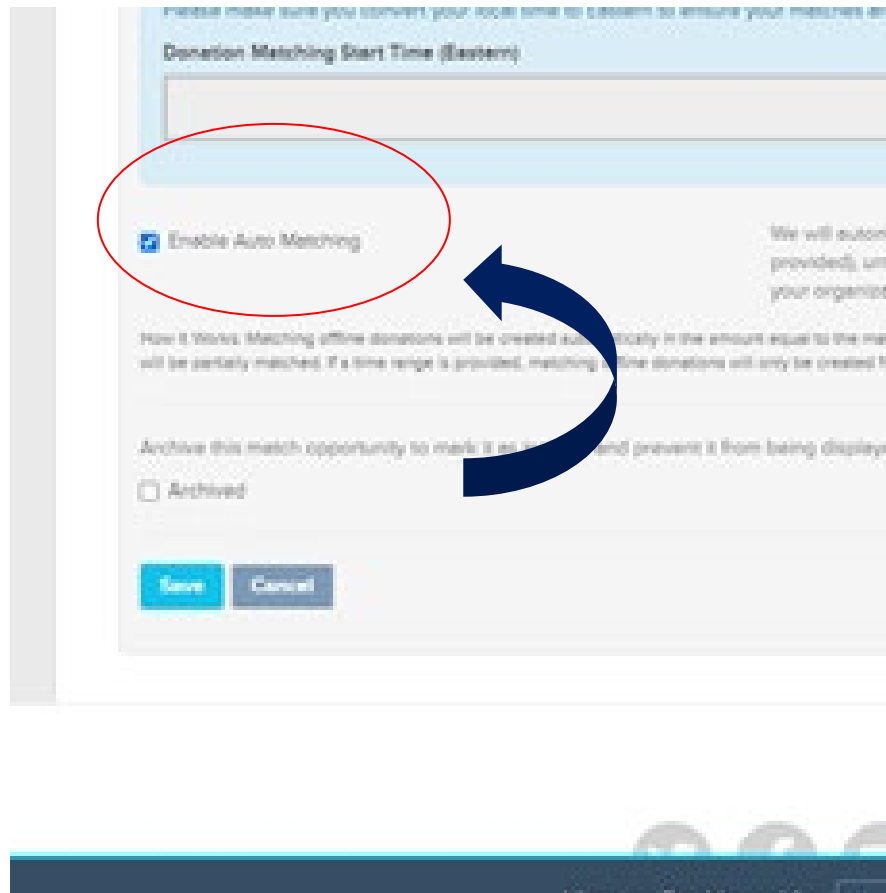
[Manage Sponsor Matching](#)



[Manage Donations](#)



For Matches, make sure the “Enable Auto Matching” box is checked at the bottom of the setup page.



Please make sure you convert your local time to eastern to ensure your matches are accurate.

Donation Matching Start Time (Eastern)

Enable Auto Matching

We will automatically match your organization's donations (up to the amount provided), until your organization's match limit is reached.

How it works: Matching offline donations will be created automatically if the amount equal to the match will be certainly matched. If a time range is provided, matching offline donations will only be created for that time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed.

Archived

FREE Webinar at 10 a.m. March 18

Extremely useful introductory webinar from Candid on the use of the Foundation Directory Online just for our Kern nonprofit partners.

Go to kernfoundation.org/empowerment and click on View All Events on the right-hand menu. Then scroll to the March 18, “FREE Virtual Workshop Just for Kern” listing to sign up.

NONPROFIT
EMPOWERMENT
CENTER  Kern Community
Foundation



FOUNDATION
DIRECTORY ONLINE
by **Candid.**

Broadcast Media Opportunity!

Give Big Kern nonprofits are welcome to submit a 1 min. max. video in MP4 format via [WeTransfer.com](https://www.wetransfer.com) to possibly be featured on KGET or Telemundo—or both. **Hard Deadline is 5 p.m. Friday, March 19.**

Instructions are per this [Cheat Sheet](#).

Video must answer three questions:

- 1) What is your agency's name and what services do you provide?
- 2) How has COVID-19 impacted your work?
- 3) What can Give Big Kern do for you?

You can submit to both KGET and Telemundo. Submissions must be separate and Telemundo video must be in Spanish. The selection of videos to be featured on the news from early April through May 4 will be at the discretion of KGET/Telemundo. We cannot guarantee selection of any one agency's video.



Billy the Give Big Goat says:

