



2020 Giving Challenge Nonprofit Survey Report

June 2020



Presented by the
Community Foundation of Sarasota County

Introduction

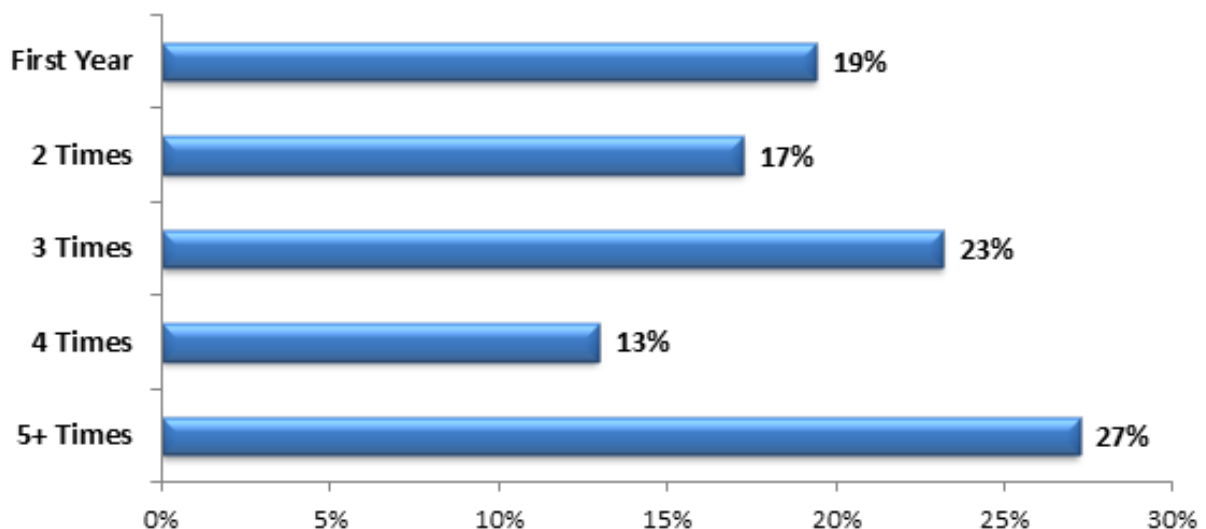
The 2020 Giving Challenge raised \$11.7 million from 58,947 individual donors who made 104,151 online gifts. With an additional \$7.4 million in matching funds from The Patterson Foundation, a record \$19.1 million was raised for local nonprofit agencies.

686 organizations participated, 116 of which were first time Giving Challenge participants. And 254 of the nonprofits, or just over a third, are completely volunteer based.

Participating organizations were asked to complete a 40-question survey after the Giving Challenge. A total of 371 survey responses were received representing 54% of the participating organizations. This report provides a summary of these survey responses.

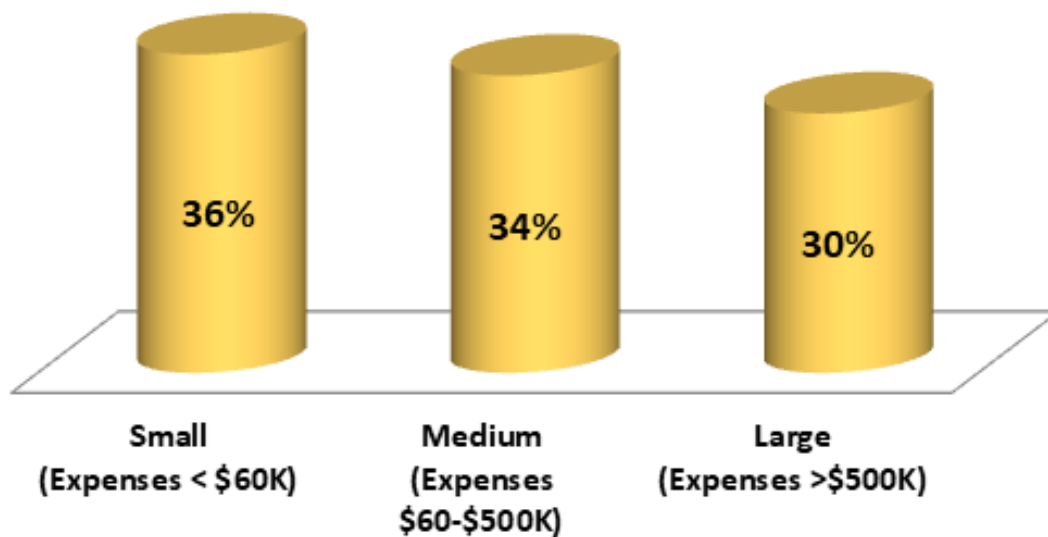


How Many Times has Your Organization Participated in the Giving Challenge?

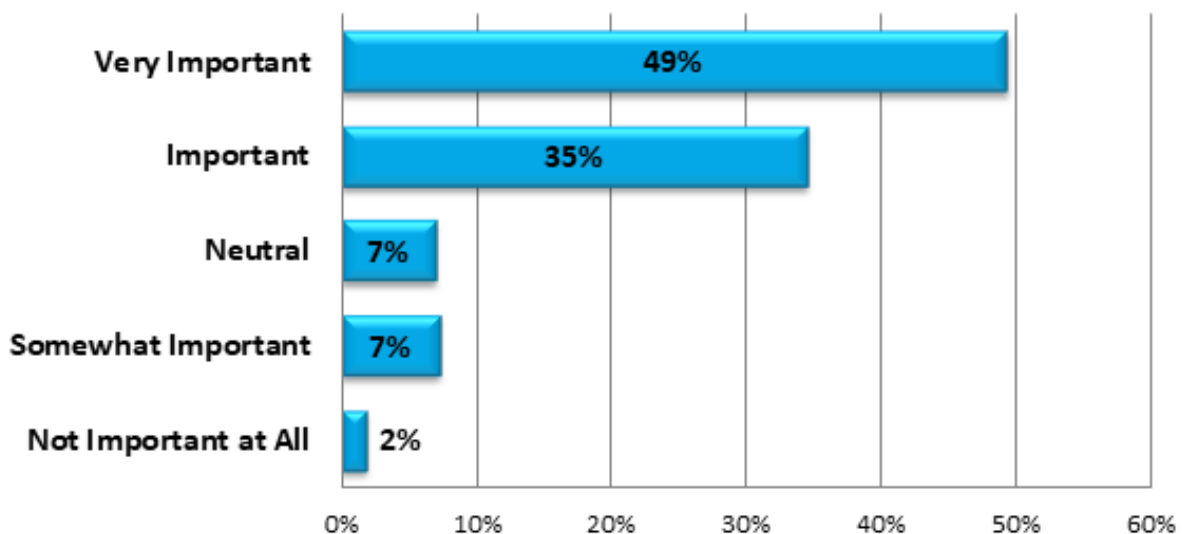


Organizational Budget

Size of Organization's Budget



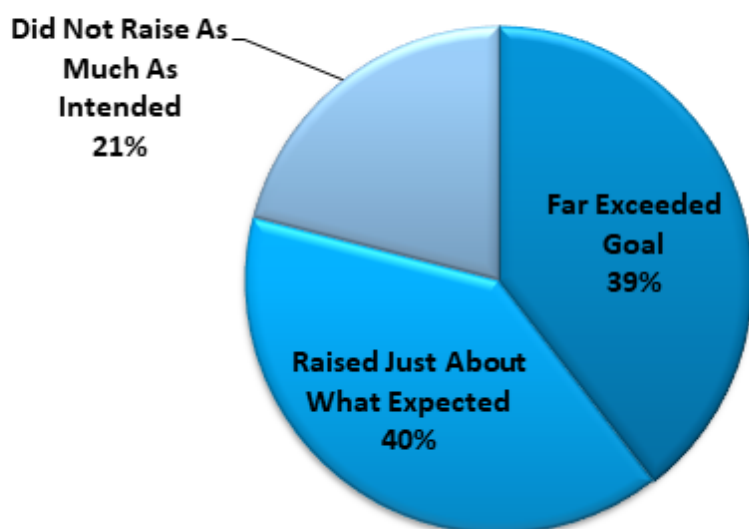
How Critical to Your Organization's Annual Budget are the Funds Raised Via the Giving Challenge?



Fundraising Goals

82% Of the nonprofits reported setting a fundraising goal.

Did Your Organization Meet Your Fundraising Goal?



60% Reported that their fundraising goal included matches.

81% said The Patterson Foundation Match was included in their goal.

19% referenced a match and/or challenge specific to their organization.



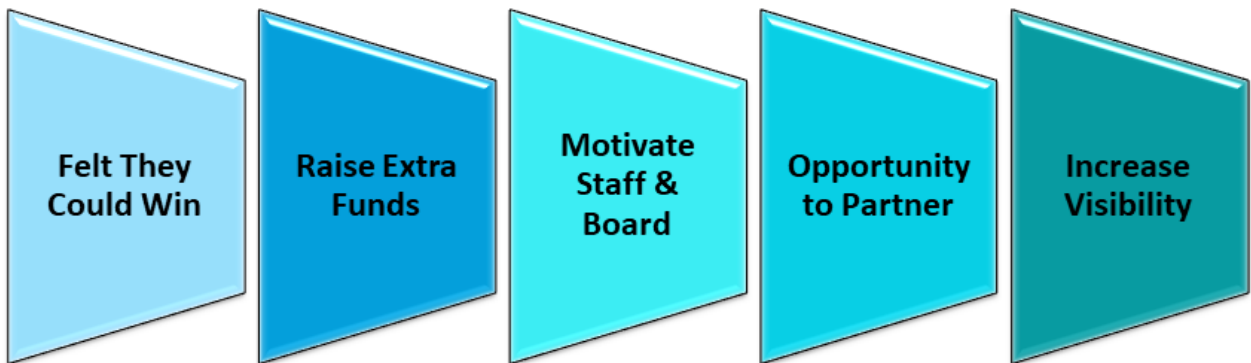
Prizes



37% Of the organizations applied for prizes.

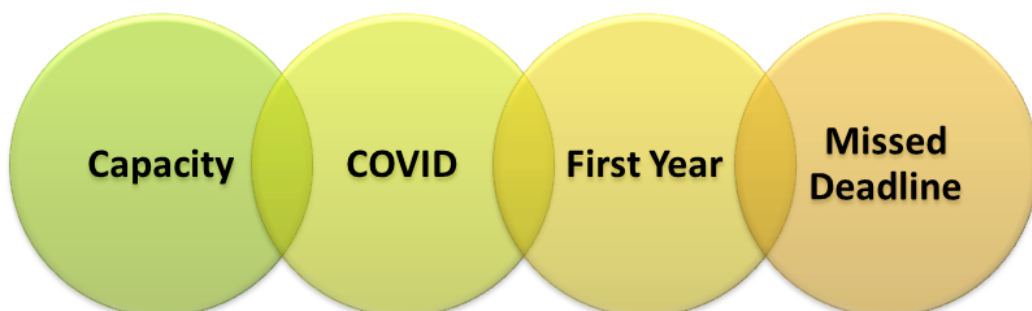
Of those who applied for prizes, the number of applications per organization ranged from 1 to 10, with an average of ~3. Two thirds applied for more than one prize. The most popular prizes were for *Best Social Media Campaign* and *Best Video*. The least popular prizes were for *Best Turnaround* (demonstrated growth between Giving Challenges) and *Best Nonprofit Partnership*.

Most Common Reasons Why They Applied



63% Did not apply for prizes.

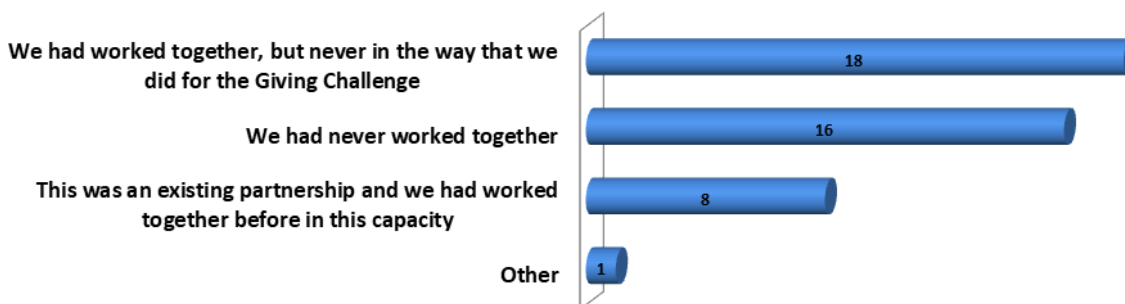
Most Common Reasons Why They Did Not Apply



Partnerships

12% Partnered with one or more other nonprofit organizations.

Had you partnered with that organization in the past, or was this a new relationship?

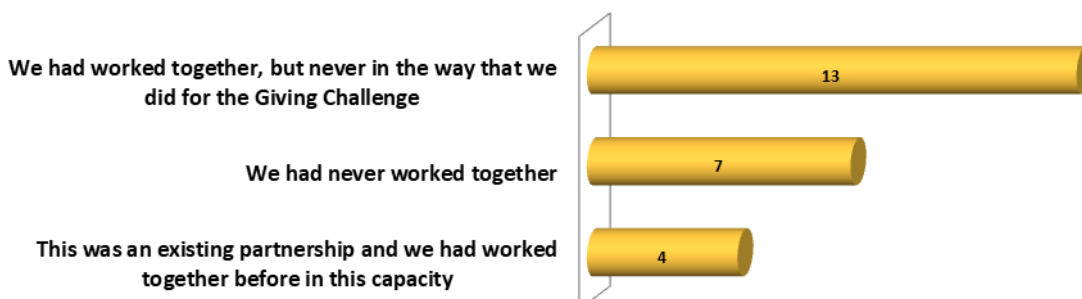


Why Nonprofit Partnership Was Beneficial

Benefited by sharing different strengths....Challenged each other. Able to get our message out to each other's donors....Collective donors would respond to both organizations....Cross promote to bring more awareness....Cemented a partnership for the future....Helped get the word out to the general public....Felt proud to be connected with so many dedicated groups....Enhanced our working relationship....Our first year, we needed help....Creates such a collaborative spirit....If one succeeds, we all succeed....Helped us reach different audience.

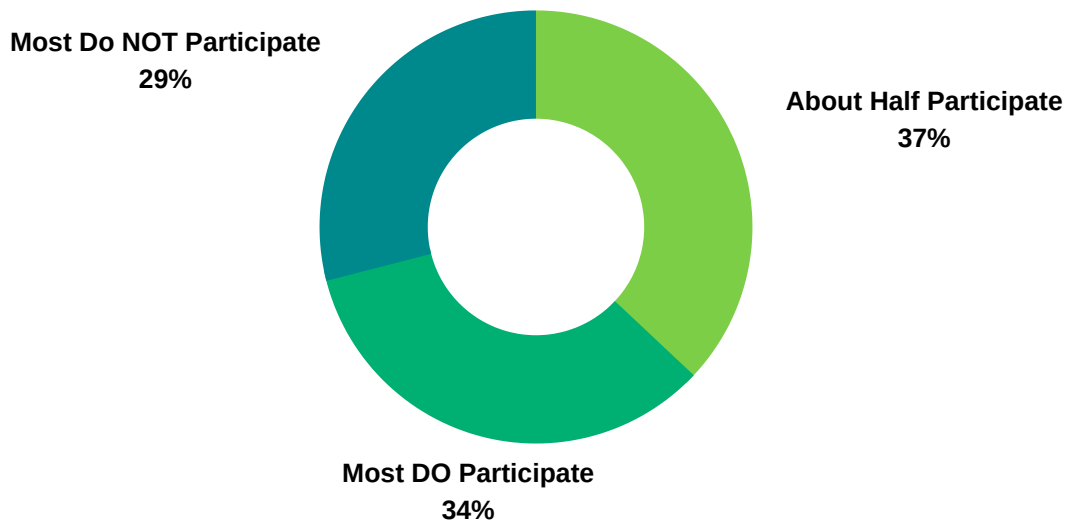
6% Partnered with a business.

Had you partnered with that business in the past, or was this a new relationship?



Supporters and Donors

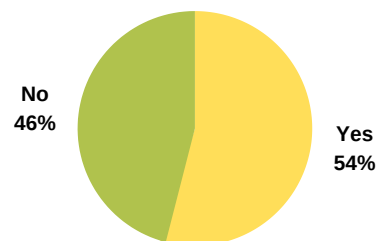
Based on feedback from your donors, select the statement that is true for the majority of your supporters.



Please estimate the percentage of first time donors:

Range: 0 to 100%
 Mean: 35%
 Median: 30%
 Mode: 10%

Does your organization have a donor stewardship plan for these new donors?



Stewardship Plan Examples



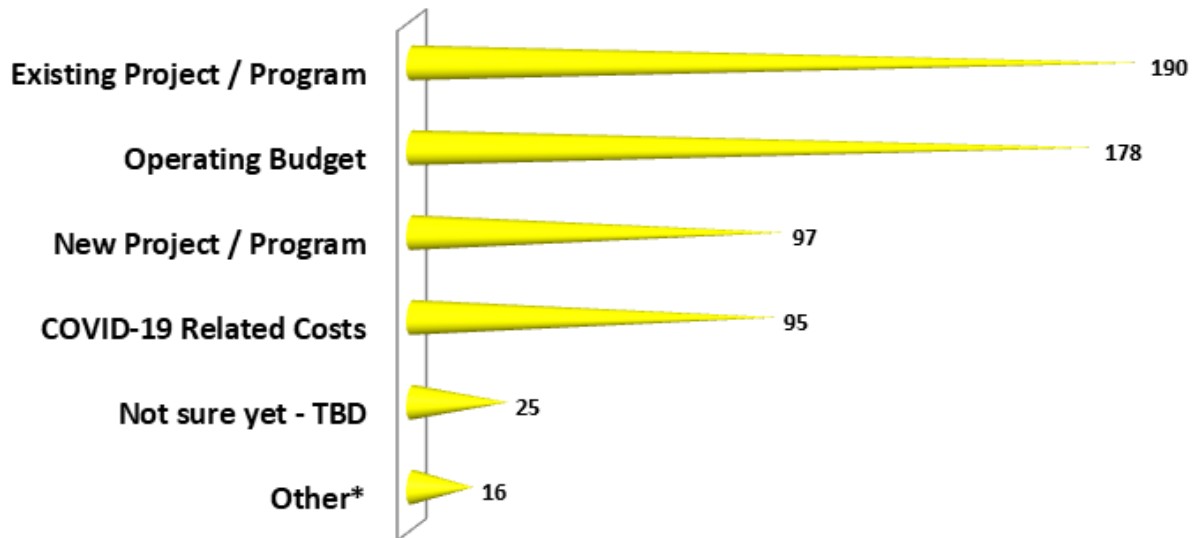
Organizational Growth

Participants were asked how the Giving Challenge has allowed their organizations to grow. While the majority of the responses centered on agency-specific programs and investments, below are sample quotes representing general themes that emerged.

- *The Giving Challenge provides vital funds to our operating budget, especially this year when COVID-19 forced us to cancel our signature fundraiser.*
- *We viewed it as an exercise in creating a fundraising message.*
- *We feel participation in the Giving Challenge has given us credibility within our community.*
- *It allowed our organization to grow in hope and inspiration.*
- *The unrestricted funds allow the organization to use funds for direct client support when other funding sources are exhausted.*
- *It is an experience that actually elevates our Board of Director's knowledge of non-profit fundraising and communication strategies.*
- *It does provide us with additional funding that is great, but I think new donors searching for organizations and finding us is worth far more.*
- *The Giving Challenge creates community awareness around the importance of philanthropy.*
- *It provided a wonderful opportunity to reach out to our full community, engage our board and partner with other supporters.*
- *Provides experience in online fundraising techniques.*
- *It has really pushed us to improve our skills in coordinating a campaign using social media, email and direct communication.*
- *It is a great online platform for donors to learn more about what we do and how well we do it.*
- *It helps us to realize the importance of outreach on an ongoing basis.*
- *It has allowed us to expand our messaging to new groups that may not have heard about us.*

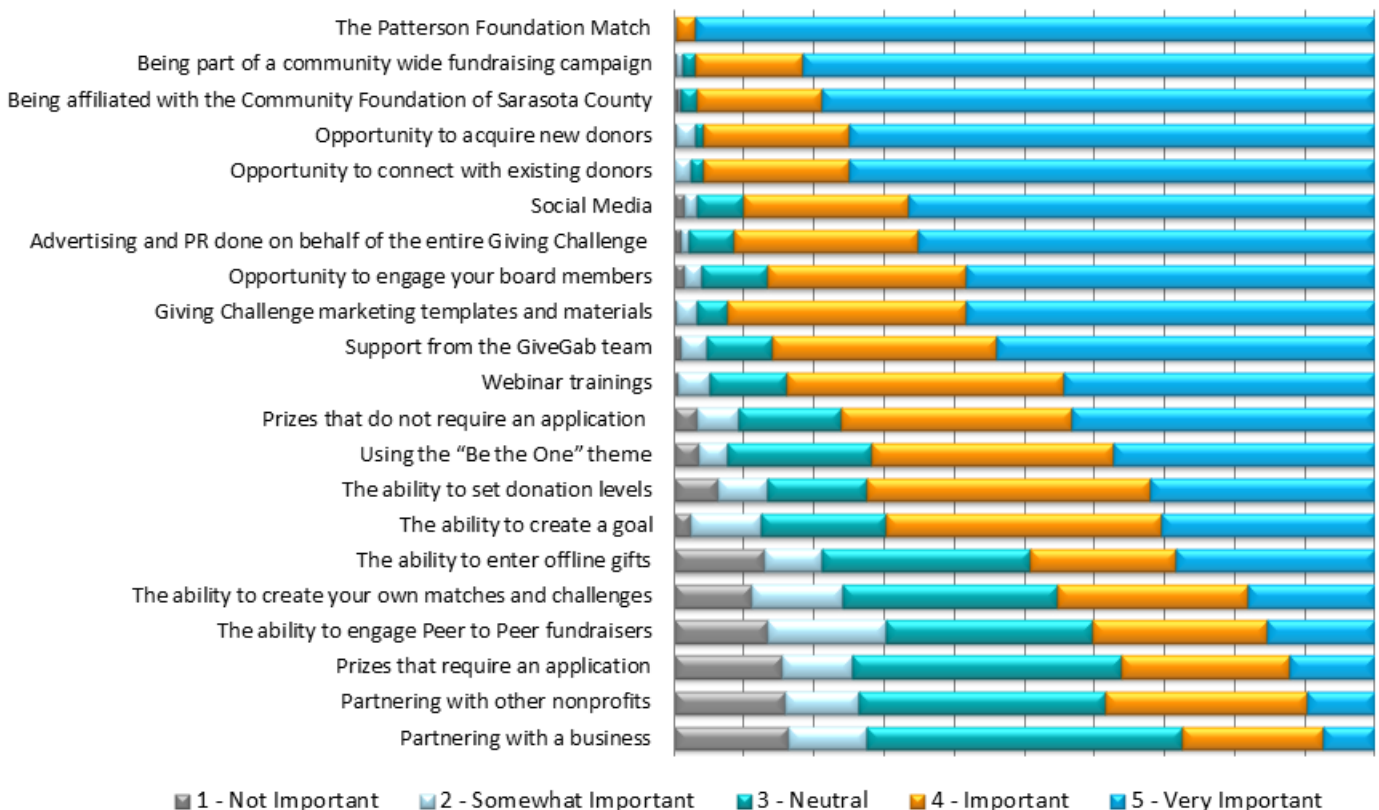
Fund Allocation & Importance Ratings

How Does Your Organization Plan to Allocate the 2020 Giving Challenge Funds?



* Other examples: Equipment, Building, Vehicle, Staff, Donated to Other Agencies, etc.

Importance Ratings on a 5-Point Scale



Constructive Feedback

Participants were asked a series of questions focused on eliciting program suggestions, such as whether anything was missed that was important to the organization, how the Giving Challenge could be improved, and ideas on how its impact could be enhanced. While much of the input was overwhelmingly positive, there were some common themes in the constructive feedback.



Most Common Complaints

- GiveGab - Set up process confusing/tedious and poor customer service**
- Initial Crash - Overload because of contest**
- Donations - Not all counted or properly matched**
- Thank You Emails - Prefer to customize, review in advance, have input on layout**
- Peer-to-Peer Pages - Crashed, difficult to convey to supporters**
- Prizes - Applications, complicated, size categories**

Suggestions

Suggested *'Tools and Trainings'*

- Peer to Peer Fundraising Tools
- Board Engagement Tips
- Beginner vs. Veteran Trainings
- Marketing Ideas, including Instagram, Twitter, TikTok
- How to Connect to/ Partner with Other Nonprofits
- Best Practices in Online Fundraising



Positive Feedback

Finally, the nonprofits were asked *what worked well* for their organizations. Below is a sample of frequently cited positive aspects of the 2020 Giving Challenge.

- 😊 *The Patterson Foundation Match*
- 😊 *Pushes, Prods & Prompts by CFSC*
- 😊 *Social Media Tools*
- 😊 *Webinars and Trainings*
- 😊 *Online Fundraising (especially in pandemic)*
- 😊 *GiveGab Platform*
- 😊 *Peer-to-Peer Tool*
- 😊 *Marketing Materials*





**This report was prepared by
Community Foundation of Sarasota County Consultant
Deborah Chapman
June 2020**