



# Arts Day of Giving

## Community Report

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# Overview

On April 29<sup>th</sup>, 2013, the Sacramento region participated in its first ever 24-hour online giving challenge, successfully raising over \$525,000 for the arts from nearly 2,600 individual donors. The “Arts Day of Giving” was a regional collaborative effort coordinated by GiveLocalNow, a social movement created to raise the level of philanthropy in our region. Together with the Sacramento Region Community Foundation, Sacramento Metropolitan Arts Commission, For Arts Sake, and the Nonprofit Resource Center, GiveLocalNow launched this virtual, digital event using groundbreaking technology known as the GivingEdge - the region’s first web-based nonprofit database, providing donors with vetted information about nonprofits in order to make informed decisions about giving – and incorporating gaming concepts such as the web-based Leaderboard, which was the live giving portal keeping tally of all donations and changing “leads” of nonprofits.

The region woke up at 4:29 AM and logged onto [www.givelocalnow.org](http://www.givelocalnow.org) to give to any of the 78 participating arts organizations within the four county region. Their donations were matched on a pro-rated basis thanks to the generous sponsorships of over eight local funders. The event gained both media and corporate attention from over 20 restaurant and business partners that provided discounts and gifts with proof of donations. The day began with a kickoff event, culminated at a noontime celebration at Mulvaney’s Restaurant, complete with food trucks, art performances and a visit from Mayor Kevin Johnson, and the day closed at 4:29am the next morning having achieved its unprecedented goal of over \$525,000 raised.

### Partners



### Match & Challenge Prize Sponsors



## Methodology

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This report was prepared by analyzing information gleaned from various sources, which included:

- Website Analytics (Google Analytics)
- Kimbia (Payment Vendor – Donor Data)
- Donor Survey
- Arts Organization Survey

Two surveys were developed and sent to both the participating nonprofits and the donors. Participation in both surveys was both optional and anonymous. Some questionnaire topics included:

- Satisfaction with technology
- Demographics
- Trends in giving
- Participation in various events
- Overall satisfaction
- Ways to improve

For the nonprofit survey, 65 responses were received from a total of 78 organizations surveyed, representing a 83% response rate. For the donor survey, 701 responses were received from a total of 2,565 donors surveyed, representing a 27% response rate. Both response rates reflect a very satisfactory response.

**Note:** Numbers reported from donors or nonprofits may periodically conflict with results reported from other sources (Google analytics, payment vendor). The results reported through surveys can only be considered the opinions of the survey participants. They cannot be generalized to represent the entire participant population as a whole. This report was prepared through an unscientific process by SRCF staff.



## Giving Statistics

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### *The Basics*

#### **Dollars Raised: \$525,474**

This includes \$113,567 in matching and incentive prizes. Donations were matched on a prorated basis.

- ▶ **3,470 gifts were received from 2,575 donors**
- ▶ **Average gift size: \$117**
- ▶ **Average amount raised per hour: \$17,162**
- ▶ **Small gifts mattered! 68% of gifts were \$50 or less**
- ▶ **30% of donors self-reported as new donors**
- ▶ **100% of participating organizations received donations and a portion of the match**
  - Matching gift median: \$1,267
  - Matching gift range: \$6 - \$11,922

### *Arts Day of Giving Website ([www.givelocalnow.org](http://www.givelocalnow.org)) & GivingEdge*

- ▶ **Total # of visits: 10,570**
- ▶ **Page views: 56,830**
- ▶ **#1 Referral source: Facebook**
- ▶ **#1 Visited donation page: Sacramento Ballet**

### *Where and When*

- ▶ **Best hour for giving: 11:30 am – 12:30 pm raised over \$40,000**
- ▶ **Busiest time for donations: Morning hours (4:29 am – 11:30 am) raised over \$151,000**
- ▶ **Category that received the most donations: Music**
- ▶ **Top 5 arts organizations that raised the most dollars:**
  - Sacramento Ballet: \$49,103
  - Capital Stage: \$23,891
  - Sacramento Opera: \$21,900
  - B Street Theatre: \$19,830

- Sacramento Mandarins: \$16,000

*(Totals are gross and do not reflect fees or match & prize dollars received)*

### ▶ **Top 5 organizations that received the highest number of donations**

- Sacramento Ballet: 277
- B Street Theatre: 179
- Capital Public Radio: 157
- 916 Ink: 110
- Capital Stage: 102

## Donor Demographics

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The following demographic information was based both on donor reported information via survey and donor data via the payment vendor.

▶ **Gender:** 75% Female

▶ **Ethnicity:** 78% Caucasian

▶ **Age:**

- 56 – 71 Years: 41%
- 41 – 55 Years: 27%
- Over 70 Years: 19%
- Under 40 Years: 11%

*\*2% declined to state*

### Geography

Donations came from everywhere to support arts in our region. While the majority of gifts came from the Sacramento region, the effort did not go unnoticed in other states and other countries!

- ▶ **Sacramento Region** (including 4 counties: Sacramento, Placer, El Dorado and Yolo Counties)
  - \$369,744
- ▶ **Outside the Region** (but within CA)
  - \$24,121
- ▶ **Nationwide & International – 33 states and 4 countries**
  - \$12,040

*% of Donations by County*

- ▶ **70% Sacramento County**
- ▶ **10% Placer County**
- ▶ **10% Yolo County**
- ▶ **4% El Dorado County**
- ▶ **5% Outside the four county region**

*Giving by Zip Code: By Top 5 Zip Codes*

By Total Giving

ZIP	TOTAL \$	AVG GIFT	# OF GIFTS	NEIGHBORHOOD
95818	\$28,530.00	\$121.00	235	LandPark/Curtis Park
95608	\$24,930.00	\$143.00	174	Carmichael
95616	\$23,795.00	\$134.00	177	Central Davis
95864	\$21,645.00	\$130.00	167	Arden Park/Sierra Oaks
95831	\$19,630.00	\$118.00	166	Pocket/Greenhaven

By Average Gift

ZIP	TOTAL \$	AVG GIFT	# OF GIFTS	NEIGHBORHOOD
95695	\$7,515.00	\$268.00	28	Woodland
95650	\$2,650.00	\$221.00	12	Loomis
95811	\$6,659.00	\$180.00	37	Downtown
95624	\$6,640.00	\$154.00	43	Elk Grove
95762	\$5,050.00	\$153.00	33	El Dorado Hills

By Number of Gifts

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## Nonprofit Experience

### Technology Experience

With the powerful tool of GivingEdge as the engine behind the event, donors were able to click a link on the donation page of any of the 78 participating arts organizations to learn more about the nonprofit. As a requirement to participate in the challenge, arts organizations were expected to create a profile.

- ▶ **GivingEdge:** 63% of nonprofits reported that they found the GivingEdge profile process easy or somewhat easy
- ▶ **Top 3 Profiles Visited during the Arts Day of Giving:**
  - Sacramento Mandarins
  - Placer Theatre Ballet
  - I Can Do That!

### Prize Challenges

In addition to the pool of matching funds, several sponsors provided additional funding for 12 prize challenges. These were fun incentives created to generate excitement and a chance for organizations to boost their donation total for the day. The majority reported that the experience provided excitement and friendly competition throughout the day.

- ▶ **60% of nonprofits reported that the prize challenges motivated them**
- ▶ **37% actively participated in winning a prize challenge**



List of winners:

- **Sacramento Ballet:** 6 Challenges, \$8,267
- **Sacramento Mandarins:** 3 Challenges, \$3,000
- **Capital Stage:** 1 Challenge, \$1,000
- **Royal Stage Christian Performing Arts:** 1 Challenge, \$750
- **Sacramento Gay Men's Chorus:** 1 Challenge, \$500

### Giving & Matching Funds

- ▶ Organizations reported an average of **35% of their donors as new donors**. The range was as wide as **100% to 1%** of their donations reported as coming from **new donors**
- ▶ **Lapsed donors** on average represented **15%** of donations
- ▶ **80%** reported that having a pool of matching funds was very important

Survey comments from nonprofits

*"I think [the match] was an added incentive for donors to give a bit more and for new donors to get on board."*

*"[The match was] relevant and appreciated. It did add motivation to donors to give via Arts Day system."*

*"Helpful financially and a great marketing tool."*

### Board Engagement

- ▶ **67%** reported that their boards were engaged with and during the Arts Day of Giving
- ▶ **80%** reported that their board members made a donation
- ▶ **Over 50%** of boards reached out to their networks to ask for support
- ▶ **40%** participated in social media

### Events

- ▶ **36%** reported that they planned and executed an event for their organization during the Arts Day of Giving

- ▶ Of those that had an event, **60%** reported that it resulted in increased awareness of their organization
- ▶ **30%** cited that having an event increased their total donations

### Marketing & Social Media

**Email** was the most widely used method of communication about the Arts Day of Giving with **53%** rating it as the most widely used method. **Facebook (51%)** was a close second and the nonprofits' own **websites (48%)** came in third.

**Social media** was a priceless tool used in a variety of ways to engage followers. Many organizations used the platforms to thank donors in real time, to get information out about events, and of course, to have fun and encourage donations. Some organizations even created special memes to entice participation.

- **46%** reported extremely or very active on social media during the campaign
- **Over 50%** stated their activity resulted in more "likes" on Facebook
- **39%** reported increased traffic to their own websites
- Hashtag **#artsdayofgiving** was used **680** times by arts groups



Sample memes from the Sacramento Mandarins

## Donor Experience

### Technology Experience

- ▶ **98%** of donors reported an excellent or very good donation experience on the Arts Day of Giving Website
- ▶ **15%** visited GivingEdge profiles and **67%** stated that they would return to the GivingEdge in the future to research nonprofits

## Giving

- ▶ **34%** of donors stated that the Arts Day of Giving was their first time participating in online giving
- ▶ **36%** gave to more than one organization
- ▶ **23%** reported that they gave for the first time to organizations they were familiar with but never supported until the Arts Day of Giving
- ▶ **24%** reported they gave to organizations they had supported in the past (lapsed donor)
- ▶ **86%** of donors reported that the **match was an important factor** in making their donation

*"...the matching donation made me feel I could do a lot more .... I spent more than I would have without the match available, so thank you so much for that." – Arts Day donor*

## Marketing & Social Media

- ▶ **Over 40%** of donors reported that they heard about the Arts Day of Giving through email with Facebook coming in second at **23%**
- ▶ **30%** told someone about the Arts Day of Giving by word of mouth and **21%** promoted the event on their Facebook and Twitter accounts

## Events & Incentives

- ▶ **29%** of donors attended an arts organization sponsored event, but only 8% reported that they gave a donation at the event
- ▶ Only **5%** reported that they redeemed their donation receipt for a discount or free gift from a participating vendor

## Overall Satisfaction

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### Nonprofits

- ▶ **Majority (50%+)** of participating organizations rated their experience with the following as excellent or very good
  - Website (Leaderboard)
  - Customers and support from organizers
  - Match dollars and total amount raised

- GivingEdge profile experience

#### Survey comments from nonprofits

*"The communication was absolutely, positively the BEST I have ever seen. We were informed every step of the way, [the organizers] did a fantastic job guiding us through the process and coaching us when we needed it. I can't say enough positive things about how well the communications were. In my mind it is the best example that I have ever seen of responsiveness, dedication, enthusiasm and support. I felt like a customer all throughout the process and they made us feel welcomed."*

*"We projected raising \$500, but brought in \$1385 plus another \$670 on our website."*

#### Donors

- ▶ **90%** reported a good experience navigating the event website
- ▶ **94%** were pleased with the ease of the donation process
- ▶ **94%** reported they were very satisfied or satisfied with their overall experience with the Arts Day of Giving

#### Survey comments from donors

*"It was a great idea and opportunity to help out some of the smaller charities. Looking forward to next year!"*

*"It is a great idea to have a focused giving day, giving the arts publicity in the middle of the Kings hoopla. I especially liked that it introduced me to smaller arts organizations I didn't know about or would not have thought of donating to."*

*"Keep up the good work! This was a philanthropic breakthrough for the region."*

## Media Support

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With the support of various media outlets, the Arts Day of Giving news spread throughout the community. From social media to interviews, our media partners played a critical role in the Arts Day of Giving!

## Coverage

### ▶ Sacramento Bee

- 2 ads: 4/26 & 4/29
- Full page editorial (sponsored by Wells Fargo)
- Approx. 640,710 impressions

**THE SACRAMENTO BEE**  
Stay Connected » [sacbee.com](http://sacbee.com)

### ▶ ClearChannel

- 85 spots. 5 radio stations: run through the month of April

 **CLEARCHANNEL**

### ▶ KVIE

- On-Air Support
  - Shelly Willis 3-minute 40-second interview on "KVIE Arts Showcase" which aired April 23 at 7PM and April 25 at 11:30PM
  - 10-second promotional spot aired 74 times on April 29, 2013
- Outreach
  - Editorial feature (first content position) in KVIE Weekly Primetime E-Newsletter distributed on April 29 to 35,000 recipients
- Social Media
  - Twitter Posts: 12 posts
  - Facebook: KVIE Public Television Page - Cover Image for 6 days + 5 posts; KVIE Arts Page - Cover image day of + 3 posts; Rob on the Road Page - 1 post day of; Studio Sacramento Page - 1 post day of

**KVIE** 

### ▶ Capital Public Radio

- On-air mentions prior to and throughout the day of giving

 **capital  
public  
radio**

### ▶ Sacramento 365

- Event listing support and marketing
- 56,650 direct impressions
- Provided event widget for website

**SACRAMENTO 365 .COM**  
The Year-Round Source For Sacramento Events

### ▶ ClickSpring

- Provided social media support for GiveLocalNow
- Developed marketing toolkit for arts organizations
- Targeted ad campaign on GiveLocalNow Facebook page resulting in:
  - ✓ 1.5 Million impressions
  - ✓ 1,369 clicks
  - ✓ 511 new "likes"

 **ClickSpring**

### ▶ Access Sacramento

- Day-of TV coverage at morning and lunchtime events.
- Interview with organizers aired on "LiveWire"

*Access*  **SACRAMENTO**

## Unexpected Outcomes

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Through the survey process, insights into other aspects of the event were shared. Here are a few that stood out. These quotes came from both donors and participating organizations.

### Total Giving

*“Several board members [gave] very significant donations. Corporate sponsors also stepped up so that their funds could be matched on this day. It worked out very well.”*

### Access

*“I got new people to be active in the arts community [and] giving ...I made ties with new people who are supporters of causes I care about. I got skilled people to volunteer their time and efforts...”*

### Untapped Donors

*“We definitely reconnected with long lost alumni and supporters. Many had never donated [to] us in the past. So this was a good start to getting them to open up with us.”*

### Transformational

*“At [an arts event], residents from our community came in and experienced a great event. One gentleman came with his daughter and danced with ribbons, danced hip hop, and watched some great performance. He turned to me and said ‘I have never had such a great day. Thank you for being here in our neighborhood.’ “*

### Paradigm Shift

*“We are a very small organization without a lot of visibility in Sacramento. However, we ranked # 4 on the leaderboard for # of donations. We [felt we] can't compete with the ‘big dogs’. It was exciting to see an entire community behind us, helping us get to ‘big dog’ levels. We wish there would have been a challenge prize to the ‘underdog’ because small organizations [think they] cannot compete with the [big dogs].”*

### Exceeding Budgets

12 participating organizations raised 10% or more of their annual operating budgets, with one organization raising 111% of their annual budget.

Organization Name	ADOG Total Raised	% of 2012 Budget
CITYWATER MUSIC INC	\$4,991.43	111%
916 Ink	\$6,546.82	36%
Teatro Nagual, Inc.	\$3,574.32	27%
Sacramento Japanese Film Festival	\$6,576.39	26%
VITA Academy (Academy at All Hallows)	\$7,215.10	24%
Chamber Music Society Of Sacramento	\$14,767.30	20%
Elk Grove Artists	\$1,094.09	20%
Royal Stage Christian Performing Arts	\$6,119.93	15%
3 POINT 0	\$1,005.38	13%
Sacramento French Film Festival (Sacramento French Cultural Society)	\$11,177.49	13%
Sinag-tala Filipino Theater and Performing Arts Association	\$6,156.49	12%
Sacramento Gay Mens Chorus	\$4,671.16	10%

## Perceptions/Feedback

The following information was gathered through the survey process. While the majority of the feedback was positive, we also took this opportunity to learn from the community how we can make this event better.

### Media Coverage

Opinions were conflicted: some liked the coverage that the event received and some did not. While some agreed that social media and other methods are important, they still wanted to see more engagement with "traditional" media sources (i.e., TV, print, radio)

### Match

While the match itself was far and away a highlight for the majority of participants and donors, some perceived the process of how the match worked to be confusing. Matching funds were given on a pro-rated basis, meaning it was not a dollar for dollar match. This method was used to ensure that all participating organizations that received a donation would get some portion of matching funds.



## Geographic Representation

The Arts Day of Giving touched all 4 counties of the Sacramento region, but feedback showed that more efforts in reaching out to the other counties (El Dorado, Placer and Yolo) would better benefit the community for future days of giving.

## Earlier Notice

There were several comments that mentioned that knowing about the Arts Day of Giving sooner would have been nice.

## In Summary

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The Arts Day of Giving was an unprecedented event, raising over \$525,000 from over 2500 donors for 78 arts organizations in an electrifying 24-hour event. Using gaming concepts of the web-based leaderboard as the giving portal, promoting transparency through GivingEdge profiles, and incorporating social media to make giving viral and fun, the Arts Day of Giving introduced a new easy, fast, and online way of giving to the region.

*"It was an eye opening, consciousness-raising (on several levels), timely, and very impressive collaboration among very dedicated organizations. Am very, very grateful as a donor and member of one of the benefiting nonprofits. Beats selling fireworks in a hot parking lot by far. Looking forward to next year's Arts Day of Giving."*



## About the Event Partners

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### Sacramento Region Community Foundation

Since its founding in 1983, the Sacramento Region Community Foundation has been dedicated to connecting people who care with causes that matter. Our mission is to serve as a leader and trusted partner in expanding philanthropy and enhancing its impact in our community.

### Sacramento Metropolitan Arts Commission





The Sacramento Metropolitan Arts Commission, established in 1977, is a public agency devoted to supporting, promoting and advancing the arts in the region. Funded by the City and County, we provide funding to local artists and arts groups; we promote the arts through marketing, outreach and education initiatives; we provide resources to support and increase regional arts education activities; and we serve as a community partner and resource.

### *NonProfit Resource Center*

The mission of the Nonprofit Resource Center is to enhance the resources and improve the management of nonprofit organizations, primarily within California's northern Central Valley and Sierra Nevada regions.

### *GiveLocalNow*

Launched in 2011, GiveLocalNow is a social movement to increase the level of philanthropy in the region. It hopes to increase the number of donations being made, the amount that current donors are giving, and the amount of money that is given to local organizations.

### *For Arts Sake*

In 2009, Mayor Kevin Johnson's office launched a city-wide initiative, For Arts Sake, to raise the profile of the arts scene locally and nationally, establish Sacramento as a major arts destination, unify the arts community around a shared vision and goal, strengthen the region's cultural infrastructure, improve access to arts education, and invest in talent and the creative economy.