

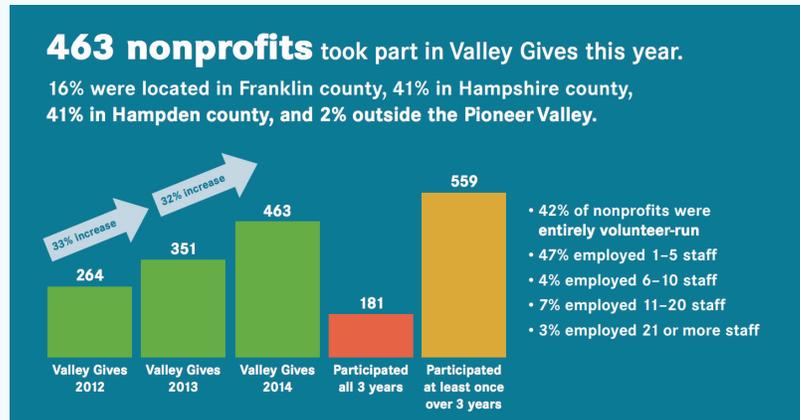
Case Study: Multi-Year Giving Days

Valley Gives

Over three years of hosting Valley Gives Day, the Community Foundation of Western Massachusetts (CFWM) has helped 559 local nonprofits raise over \$5.9 million to support each nonprofit's mission. In its first year, this event raised an impressive \$1.17 million. In just two years, that total increased to \$2.67 million, an incredible 128% growth. But the success goes far beyond these numbers. Valley Gives has also succeeded in building nonprofit capacity, specifically in social media and fundraising. The annual 24-hour online giving event has been critical to encouraging generosity in the Pioneer Valley region, engaging more than 24,000 unique donors in three years.

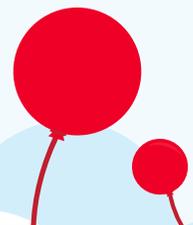
NONPROFIT CAPACITY BUILDING

A key goal for Valley Gives Day is to build capacity and provide fundraising and social media training to local Pioneer Valley nonprofits. Not only does this help the organizations be more successful on the Giving Day, but it also aims to improve their year-round fundraising and communications efforts.



Nonprofit Engagement

One key indicator of the success in this area is the trend of nonprofit participation over the years. Each year, CFWM saw an approximately 30% increase in participation. Though there was around 25% attrition from 2012 to 2013, that rate fell significantly to 15% the following year, reflecting the value that nonprofits see in this event. Perhaps more telling is the growth in small nonprofit participation. The percentage of small nonprofits (no paid staff and a budget of under \$100,000) doubled from 2013 to 2014. Even





though more than 40% of participating organizations had limited resources, they were able to make a significant impact with the resources and buzz of Valley Gives day.

Social Media

Another important indicator is the change and growth in the online and social media presence of participating nonprofits throughout the campaign. The total number of Facebook likes and website subscribers of participating nonprofits grew over 200% during the campaign. Beyond direct training sessions, CFWM hosted a storytelling video contest to support this goal. Three local community television studios offered nonprofits advice, studio space, opportunities for public service announcements to be aired and equipment for video recording and editing. Due to these efforts, the total number of YouTube followers of participating nonprofits increased from just over 1,000 to nearly 18,000 during this campaign. Given the critical importance of video to strong storytelling and effective fundraising, this is an especially exciting statistic to consider with any campaign.

Matching gifts

brought tremendous success to the **29%** of nonprofits who had matching gift campaigns.

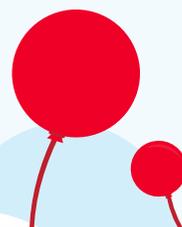


Fundraising Strategy: Matching Grants

The matching grant incentive is another way to illustrate the success of CFWM in building fundraising capacity with these nonprofits. In 2014, CFWM built a new prize into their structure: all nonprofits that secured and met their matching grant goals during the Giving Day were eligible for a \$2,500 bonus grant. This year's campaign results show the true potential of how matching grants can amplify the success of a campaign. In 2014, 29% of participating organizations secured a matching grant for their Razoo page. **Though this was just a third of the participants, they raised 63% of the day's total dollars, and accounted for 58% of the donors, a significantly higher performance than those without matching grants.**

INCREASING GENEROSITY

Valley Gives Day's second major focus has been to increase philanthropy and generosity in the Pioneer Valley region. This goal includes building public awareness of region's nonprofits, forging strong partnerships with media, and executing marketing and outreach efforts from CFWM to educate the public about the





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Giving Day. Throughout the last three years of Valley Gives, donor participation and engagement in the region has grown significantly. This event saw nearly 75% growth in the number of donors engaged from 2012 to 2013 and then another 25% from 2013 to 2014. In total, Valley Gives has engaged 24,000 unique donors in just three years.

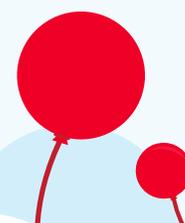
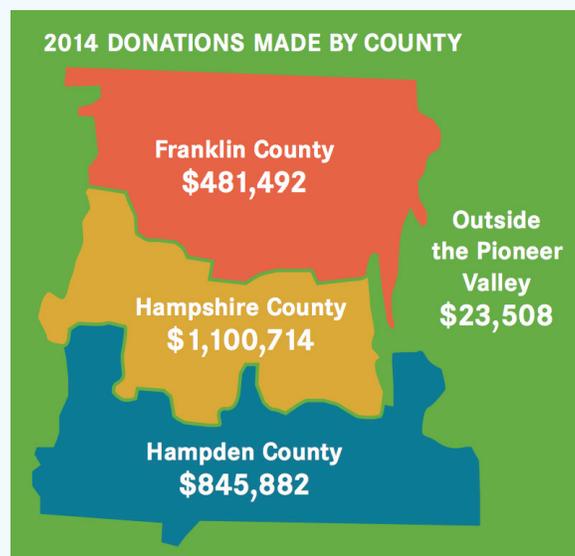
New Donor Focus

Throughout each of the 3 years hosting Valley Gives, CFWM has prioritized the importance of using this campaign to acquire new donors. This has been a key focus of the CFWM outreach to the public as well as their direct training with nonprofits. The results are very encouraging. Survey responses from 2014 show that 11% of donors discovered new nonprofits through Valley Gives, and 33% of donors gave to organizations that they knew, but had never supported before Valley Gives. This was significantly higher than 2013, reflecting more effective outreach from both CFWM and nonprofits in engaging new donors.

One especially exciting statistic from 2014 shows that 5% of Valley Gives donors (roughly 1,400 individuals) had never made a donation to a nonprofit before this giving day. Coupled with the fact that 17% of individuals used Valley Gives to make their first online donation, this shows that this event is truly changing the landscape of philanthropy in the region. The resulting impact is a strong pool of brand new donors for participating nonprofits. As new donor acquisition becomes more costly and difficult for the average nonprofit, an event like Valley Gives that can have such proven success in helping nonprofits acquire new donors is incredibly valuable.

Donor Retention

In 2014, nearly 9,000 of the 14,000+ unique donors were entirely new to the Giving Day. This underscores the incredible effort by CFWM and local nonprofits to get the word out and engage new donors, but also represents a key area of potential leverage in donor retention. The donor retention rate of 36% in 2014 represents growth from 22% in 2013, and also compares favorably to the industry average, but there is still





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more work to be done. Donor retention is a critical issue for nonprofits and fundraising events of all types, but an engaging and community focused event like Valley Gives has the potential to see even stronger retention rates. Of the 24,000 donors engaged overall, only 2,000 made a donation in all three years. Re-engaging with the rest of these lapsed and lost donors, coupled with the proven success of engaging new donors, has the potential to spur significant growth in the numbers of donors engaged for the next Valley Gives.

In three years of hosting Valley Gives Day, the CFWM has seen remarkable success in building capacity for their local nonprofits and advancing philanthropy in the Pioneer Valley region. We are excited to follow their success for Valley Gives Day 2016!

INFORMATION IN THIS CASE STUDY IS PULLED FROM A REPORT PUBLISHED BY THE COMMUNITY FOUNDATION OF WESTERN MASSACHUSETTS. PLEASE REFER TO THE REPORT FOR MORE DETAILED INFORMATION ON VALLEY GIVES.

