

Give to the Max Day Analysis

January 2010



Give to the Max Day 2009

In 2009, GiveMN sponsored GTMD as the launch event to raise awareness for this new online giving portal created by the Minnesota Community Foundation

GOAL: To increase giving to nonprofits across Minnesota and raise as much money as possible in 24 hours. The event also aimed to help nonprofits attract new donors and move current check-writing donors toward online giving.

PRIZES OFFERED: Every donation made on Nov. 17, 2009 received a portion of the \$500,000 match. Three nonprofits that received the most donations from individual donors received cash prizes of \$5,000, \$2,500 and \$1,000.

TACTICS:

1. Partnered with key foundations and corporations to establish credibility and raise awareness of the event and website.
2. Partnered with MAP for Nonprofits to provide training for more than 1,200 organizations and well as execute robust email outreach.
3. Effective PR strategy spearheaded by Padilla Speer Beardsley.
4. Our platform partner, Razoo, helped us build an engaging online giving website. They designed the landing page and leader boards and managed the relationship with Network for Good for processing donations.

Results at a Glance

Total Dollars to MN Nonprofits:	\$14.5M
Total Dollars Donated:	\$14M
Total Number of Donors:	38,778
Average Gift Size:	\$361
# of Nonprofits Benefitting:	3,434
Average Gifts per nonprofit:	\$4,077

'09



Give to the Max Day 2010

In 2010, GiveMN sponsored its second GTMD event, focusing this year on engaging more than 40,000 people to give to their favorite Minnesota charities

GOAL: To increase giving to nonprofits across Minnesota and get more than 40,000 people to donate online through GiveMN.org in 24 hours. The event also aimed to help nonprofits attract new donors.

PRIZES OFFERED: The top 3 organizations in two regions – the Twin Cities metro area and Greater MN - that received the most individual donors received prize grants – \$15,000 for 1st place, \$10,000 for 2nd place and \$5,000 for 3rd place. One donation was also selected randomly every hour during the twenty-four competition to receive a match of \$1000 for their organization.

TACTICS:

1. Partnered with MAP for Nonprofits to provide webinar and in-person training to nonprofits across the state. Nonprofit outreach also included social media sites to disseminate training materials and resources.
2. Effective PR strategy spearheaded by Padilla Speer Beardsley.
3. GiveMN partnered with Razoo to build new functionality on the GiveMN platform which will highlight opportunities to “double their dollars” by giving to nonprofit organizations who offer matching funds for Give to the Max Day. Razoo also worked to revamp the GTMD landing page and integrate social media tools and Livestream video coverage of the event.

Results at a Glance

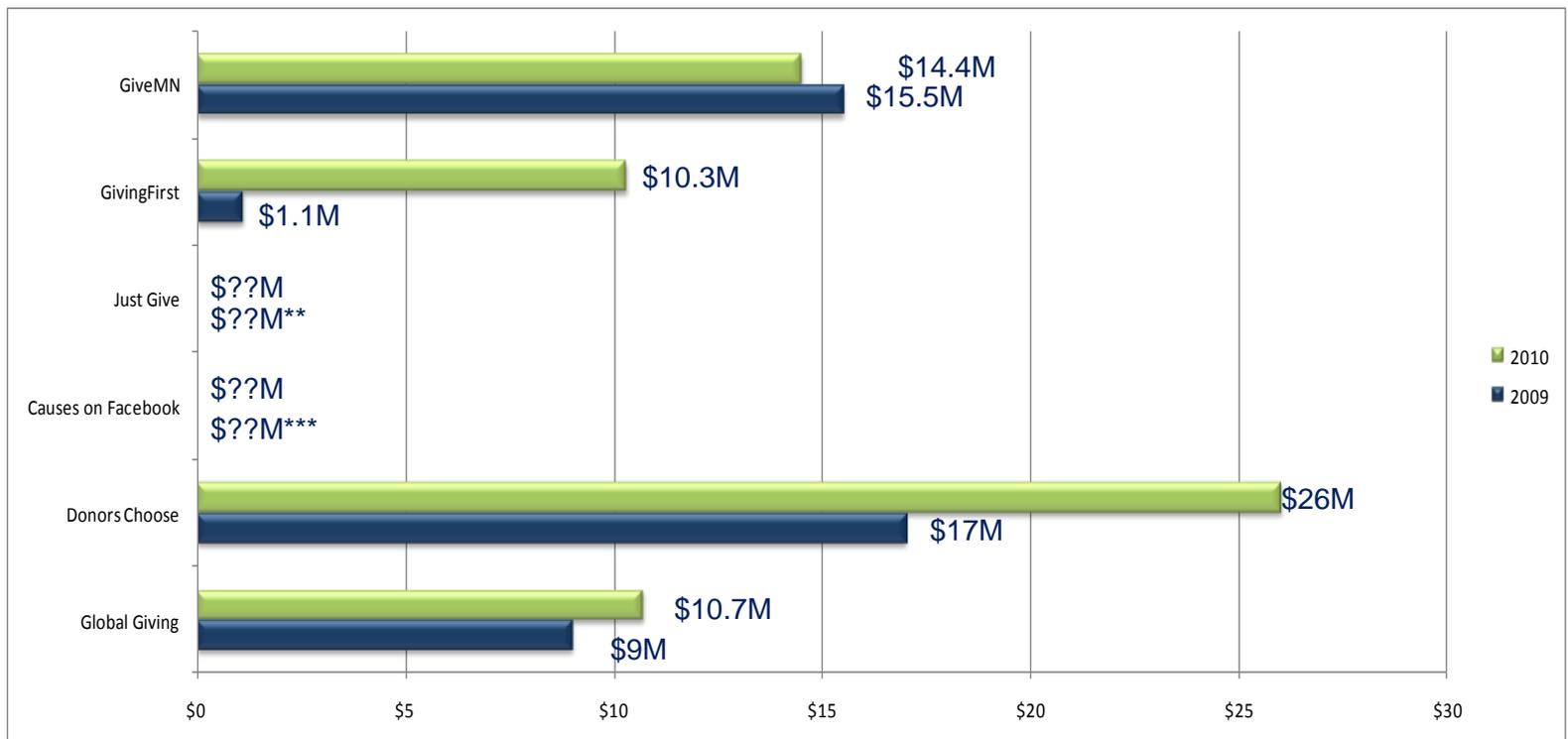
Total Dollars to MN Nonprofits:	\$10M
Total Dollars Donated on GiveMN:	\$8M
Total Number of Donors:	42,624
Average Gift Size:	\$188
# of Nonprofits Benefitting:	3,663
Average Gifts per nonprofit:	\$2,741

‘10



Give to the Max Day results pushed GiveMN into the ranks of the leading national giving portals in 2009 and 2010

2009-2010 Contribution Volume

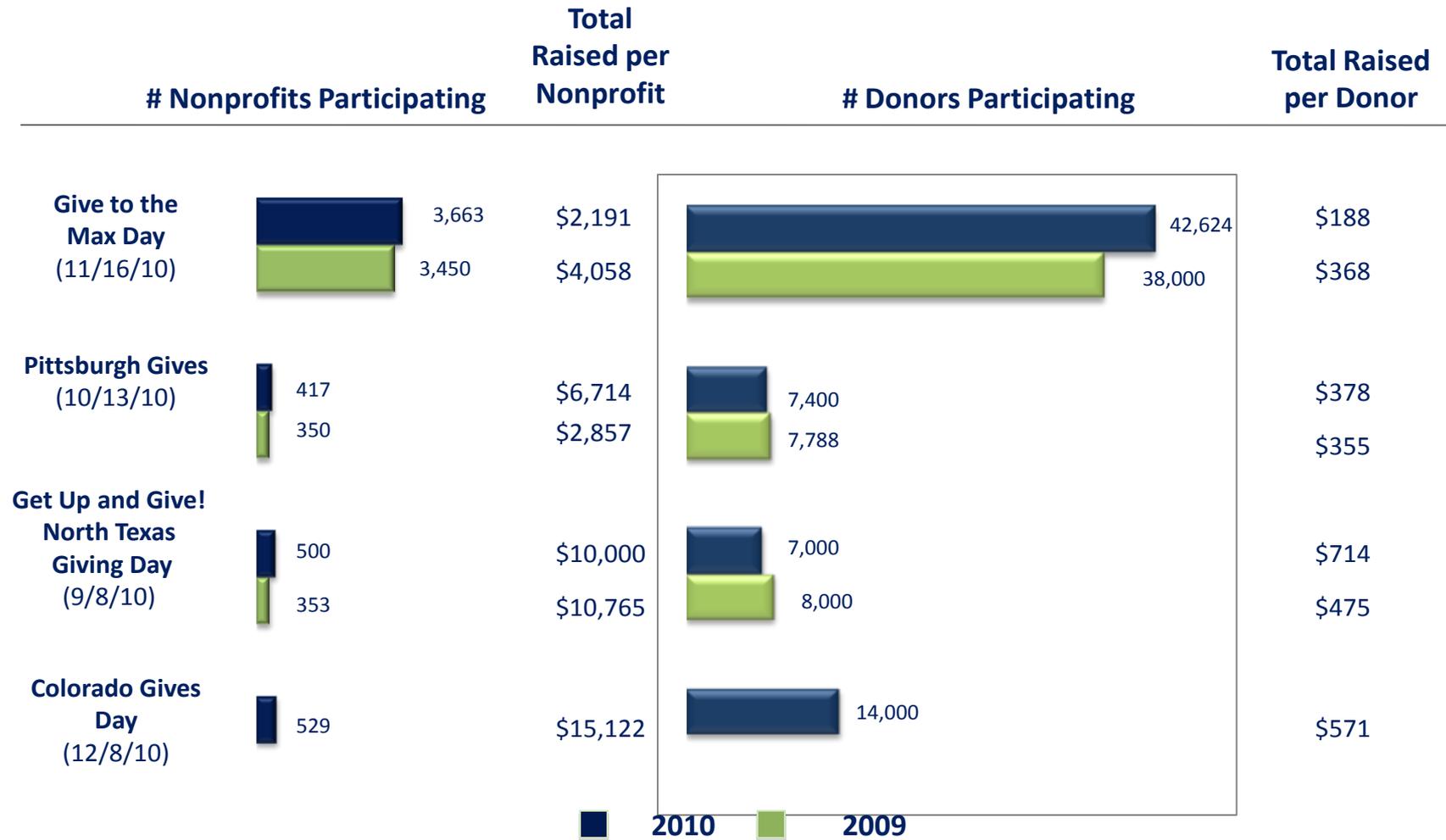


Sources: <http://www.donorschoose.org/about/impact.html#keystats>, Globalgiving.org staff, GivingFirst staff, Causes staff, & JustGive staff.

**JustGive data requested on Dec. 29, 2010.

*** Causes has raised over \$30M for nonprofits since in started in 2007.

Give to the Max Day involved significantly more nonprofits and more donors than similar community-based events



2009/2010 Give to the Max Day compared to other nationally marketed online giving promotions

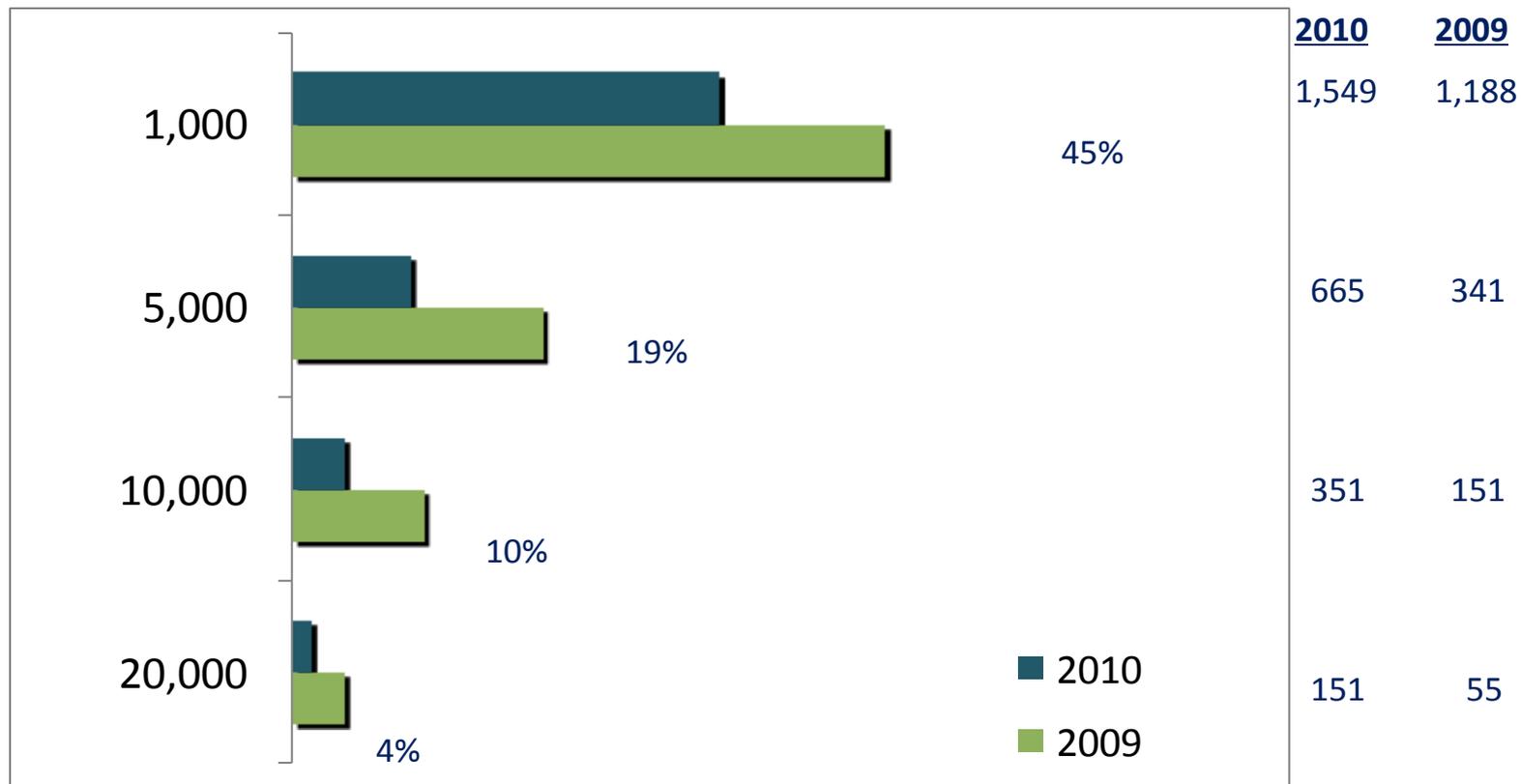
Events	Date	Sponsors	Amount Raised
Give to the Max Day	11/16/10	Bush Foundation Minneapolis Foundation The Saint Paul Foundation	\$10M
	11/17/09	Garofalo Family Foundation General Mills	\$14M
America's Giving Challenge #2 & #1	10/7/09-11/6/09	Causes Case Foundation Kellogg Foundation	\$2.1M
	12/31/07-1/31/08	Parade Magazine Aspen Institute MTV	\$1.8M
Twestival	3/25/10	James River Air Conditioning Just30Fit	\$400K
	2/12/09	United Verginia RX Partnership Cavalier	\$250K

2009/2010: donor dollars were spread widely, with well over 30% of organizations receiving at least \$1,000

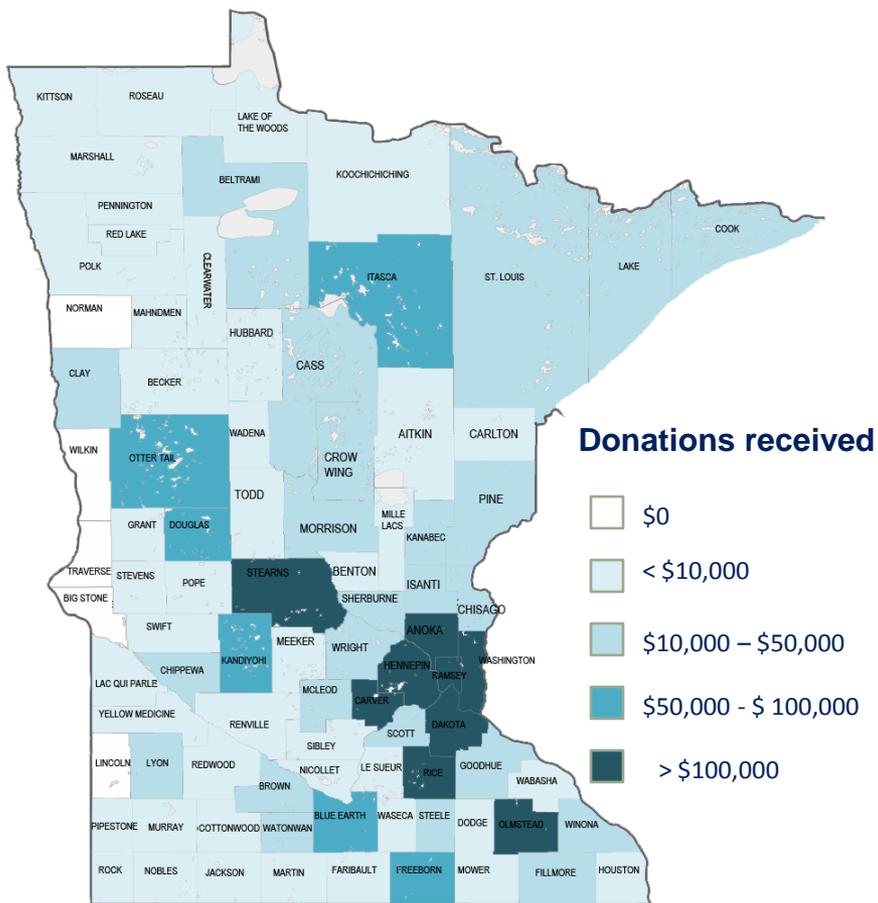
Amount Received

% of Benefiting Organizations

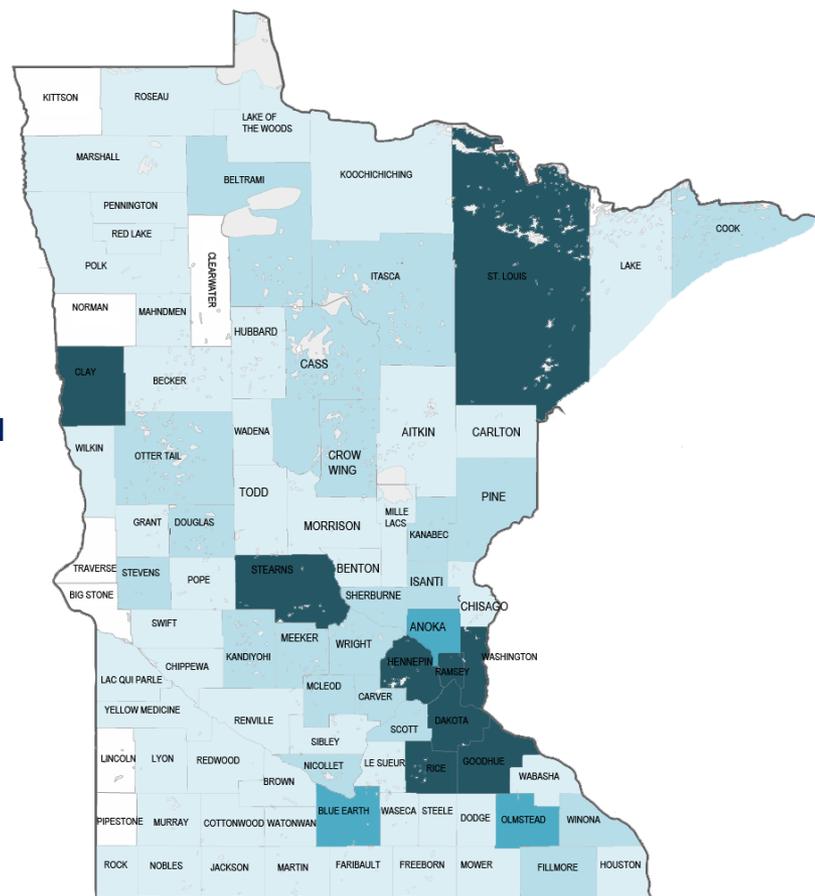
of Organizations



Nonprofits in 82 out of 87 Minnesota counties received donations throughout Give to the Max Day in 2009/2010.

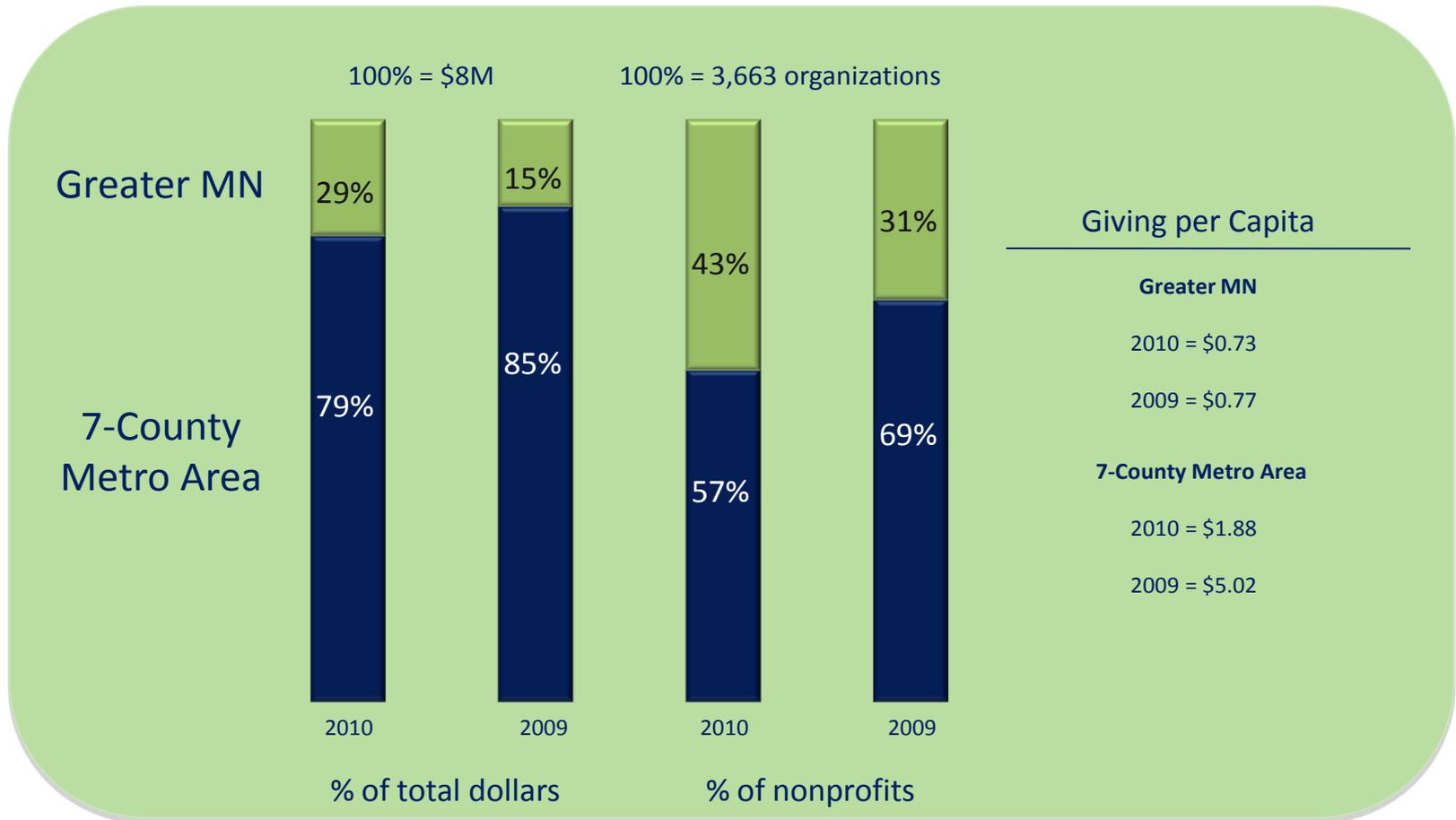


2009



2010

While we engaged many Greater MN nonprofits in *Give to the Max Day*, the metro received more than its share of dollars on a per capita basis



Goodhue County Case Study: GiveMN Training Yields Big Rewards on Give to the Max Day 2010

In partnership with the Red Wing Area Fund and the Jones Family Foundation, GiveMN trained 34 Goodhue County nonprofits in online fundraising, e-communication and promotion strategies and creating multi-channel development strategies. The Jones Family Foundation and Red Wing Area Fund offered a matching gift to those who participated in training the entire Red Wing community benefitted from the event.

Goodhue Country raised 4x as much as they did in 2009

Goodhue County Results on Give to the Max Day

79 Nonprofit Recipients

\$132,290 Raised

1,500 Donors

Most Organizations Reported New Donors



Donors and Nonprofit testimonials tell the success story best



"Students commented on the leader board being more exciting than Facebook – now THAT is a compliment if I have ever heard one!!"

-Kristin Bortnem, Associate Director of Annual Giving, Concordia College



"We have LOVED GiveMN and our donors have too! Our communication with donors has increased 10-fold."

-Pam Anderson, Director of Development, Helping Paws

"Give to the Max day is a such a benefit to a small organization...the day allows us to get our message out in a fun way that our constituents respond to...it provides...a clear motivator."

- Laura Zabel, Executive Director, Springboard for the Arts



Sample Nonprofit Results*

Les Voyageurs Inc.:	83 donors 75% NEW
Twin Cities Rise :	104 donors 43% NEW
Wilder Foundation:	61 donors 39% NEW
Animal Humane Society:	1668 donors 25% NEW

97% of donors on Give to the Max Day said they will use GiveMN again.

98% of nonprofits participating in Give to the Max Day 2010 will likely participate in this event again next year.

* These figures are self-reported. Virtually every organization that has contacted us has indicated they found new donors.

Source: Post-event surveys and interviews

Beyond the giving incentives offered, we attribute success in 2009/2010 to four key factors

The Right Partners

GiveMN is supported by a partnership group with tremendous credibility and influence in Minnesota

Nonprofit Ownership of Event

With support from GiveMN and MAP for Nonprofits, nonprofits promoted the day to success

Highly-effective PR strategy

We benefitted from terrific earned media and broadened awareness through creative media promotions

A strategic platform partner

The Razoo platform is easy and engaging and the Razoo team provided tremendous strategic support for the event

The Right Partners: GiveMN is supported by a partnership group with tremendous credibility and influence in Minnesota

Funding Partners

United Way
Greater Twin Cities
United Way

NORTHLAND
FOUNDATION

Target

THE COMMONWEALTH FUND

Bush Foundation

SOUTHWEST INITIATIVE FOUNDATION
A Rural Minnesota Community Foundation

ECOLAB®

WEST CENTRAL INITIATIVE

HealthPartners®
Your health. Your partner.™

Central Minnesota Community Foundation
Engaging People. Building Community

Paperless Choice

The Paperless Choice Challenge:
Discovering Innovation in Digital Fundraising

Blandin Foundation
STRENGTHENING RURAL MINNESOTA

OTTO BREMER FOUNDATION

BRIGGS
BRIGGS AND MORGAN

ADC

Women's Foundation of Minnesota

Initiative FOUNDATION

F. R. BIGELOW FOUNDATION

MINNESOTA COMMUNITY FOUNDATION

The MINNEAPOLIS FOUNDATION

THE SAINT PAUL FOUNDATION

Northwest Minnesota Foundation
Developing Community Assets

Southern Minnesota INITIATIVE FOUNDATION

GiveMN partners were critically important in establishing trust with the local nonprofit community

Give to the Max Day Partners

The MINNEAPOLIS FOUNDATION

saluté DENTAL
family & cosmetic dentistry

Bush Foundation

THE SAINT PAUL FOUNDATION

THE MCKNIGHT FOUNDATION

GENERAL MILLS

Nonprofit Ownership of the Event:

2010 Key Strategies:

Webinars

Partnered with MAP for Nonprofits to host five webinars with more than 350 participants to explain how nonprofits can best use the GiveMN website to showcase their work and add matching funds to their GiveMN page. The webinars also included training and tips for effective social media promotion.

GTMD Web Page

Pre-campaign landing page included resources, tools, videos to aid nonprofits in GTMD preparation
During the campaign, the landing page featured two leaderboards with the latest results from Greater Minnesota nonprofits and Metro Area Nonprofits, as well as the hourly Golden Ticket winners.
Post-campaign landing page included results and post event information.

Promotional Tools

Provided easily adaptable tools to help partners engage nonprofits and help nonprofits motivate their donors to give including logos, e-mail and direct mail letters to donors.

Resources

Provided easy to understand YouTube “how-to” videos that guided nonprofits and individuals through the setup process and instructed them in using GiveMN effectively. Created a “GTMD social media guide” for nonprofits.

Support Hotline

Provided several hours of direct support to nonprofit leaders through phone calls and e-mails.

Matching Grants

Razoo developed a matching grant feature to allow nonprofits to setup their own matching grants and promote them. Matching grants were a big motivator in nonprofit ownership of the event. Over \$4M in matching funds were available on GTMD 2010.

Highly-effective PR Strategy (1): We've had more than 30 million media impressions (and counting).

Our PR strategy was led by



Plus Local Community Coverage In:

Alexandria	Fergus Falls	Orono
Anoka	Grand Rapids	Owatonna
Askov	Hastings	Park Rapids
Austin	Hibbing	Pequot Lakes
Belle Plaine	Houston	Pine City
Bemidji	Hutchinson	Plymouth
Bloomington	Isle	Red Wing
Bovey	La Crescent	Redwood Falls
Brainerd	La Crosse, Wisc.	Rochester
Brooklyn Center	Lake City	Sandstone
Burnsville	Lindstrom	Sartell
Cambridge	Little Falls	Spring Grove
Cannon Falls	Luverne	St. Cloud
Chisholm	Maplewood	St. Croix Valley
Chokio	Marshall	St. Joseph
Circle Pines	Mille Lacs County	St. Louis Park
Coon Rapids	Minneapolis	St. Paul
Crosslake	Minnetonka	St. Peter
Detroit Lakes	Montevideo	Thief River Falls
Duluth	Moose Lake	Towers
Eagan	MorrisMountain	Virginia
Eden Prairie	Lake	Wahpeton
Edina	New Hope	Wayzata
Ely	New Ulm	Winthrop
Faribault	Northfield	Zumbrota



THE CHRONICLE OF PHILANTHROPY
THE NEWSPAPER OF THE NONPROFIT WORLD

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MINNESOTA
PUBLIC RADIO

MINNEAPOLIS ST. PAUL
BUSINESS JOURNAL

5 EYEWITNESS
NEWS

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A THOUGHTFUL APPROACH TO NEWS



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minnesota
BUSINESS
magazine

TwinCities
BUSINESS



Highly-effective PR strategy (2): social media strategies

Live Online Video Coverage by TheUpTake.org

- **12 hours of live online interviews** with MN nonprofit leaders & performances by local artists/musicians
- **3,064** unique viewers of our Live broadcast from 8:30 a.m. to midnight.
- The average viewer watched for **7 min.**
- Over **82 nonprofit orgs** featured throughout the day.



Celebrity PSA Video



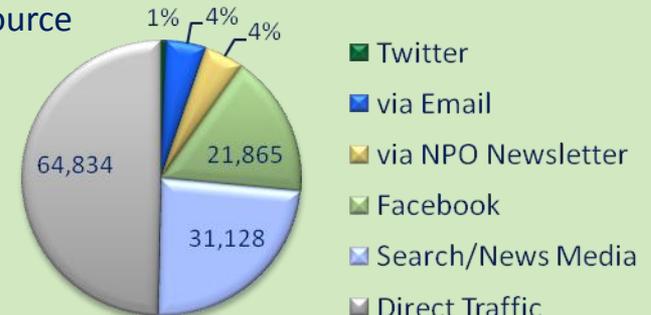
- Engaged famous Minnesotans to promote GTMD
- **3,214 views** of GTMD Celebrity PSA video on YouTube.

Social Media Outreach

- Blogging: reached out to key local and national blogs, which in turn mentioned or posted about GTMD
- Facebook
- Twitter: organized a Tweetup and participated in a local, popular Tweetchat
- YouTube: Promotional and training videos
- Email: provided tips, reminders and resources via email

Social Media Interaction

Breakdown of GTMD page view traffic by source



55.4 % of NPOs surveyed said “social media worked best for promoting Give to the Max Day.”

A Strategic Platform Partner: The **razoo** platform is engaging, flexible, and easy to use

What we heard from nonprofits

- “I was able to set up our page in less than 30 minutes and I don’t have to mess with worrying if the site is secure for donors (which I would with our own system). Also, we can’t afford to have online giving ourselves.”
- “This saved us time, money and hassle, more than anything I’ve seen in 19 years of fundraising.”
- “Good and quick communication to donors, ease of use, communication with Facebook and other social networking sites.”
- “I like the way each organization has sort of a Facebook page. It isn’t just the name and a donate button, but you can customize with videos and pictures. I love that I can set my students up so they can fundraise for mission trips and I can keep track of what they bring in. AMAZING!”

What we heard from donors

- “One-stop shopping, easy and efficient for me, instant receipts, keeps management costs lower for the charity, reduces paper and waste.”
- “It was so easy. I was so impressed I went in again and gave to another nonprofit of my choice.”
- “Central access to new worthy groups and one-stop access to nonprofits I contributed to in the past.”
- “I like how the charities are grouped by type and the links to the organizations that rate/approve them.”

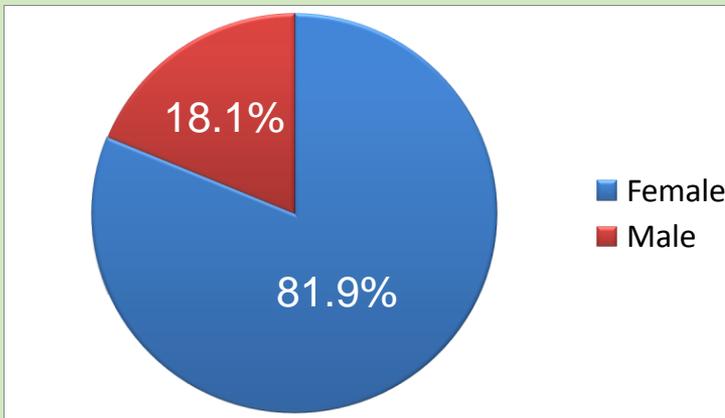
Beyond the platform, Razoo contributed to the success of the day through strategic counsel, superior back-end performance, incredible round-the-clock customer service, and shared ownership of all aspects of the event

APPENDIX

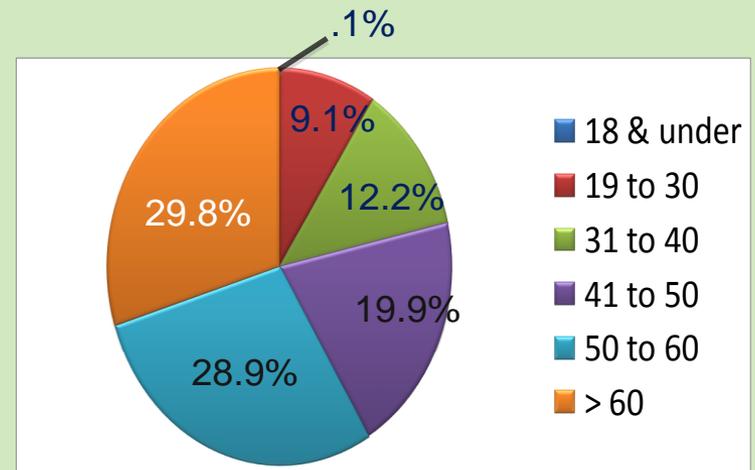
2010 Give to the Max Day donors who completed the survey were primarily female and most were over 50 years old

DONOR DEMOGRAPHICS

Gender



Age

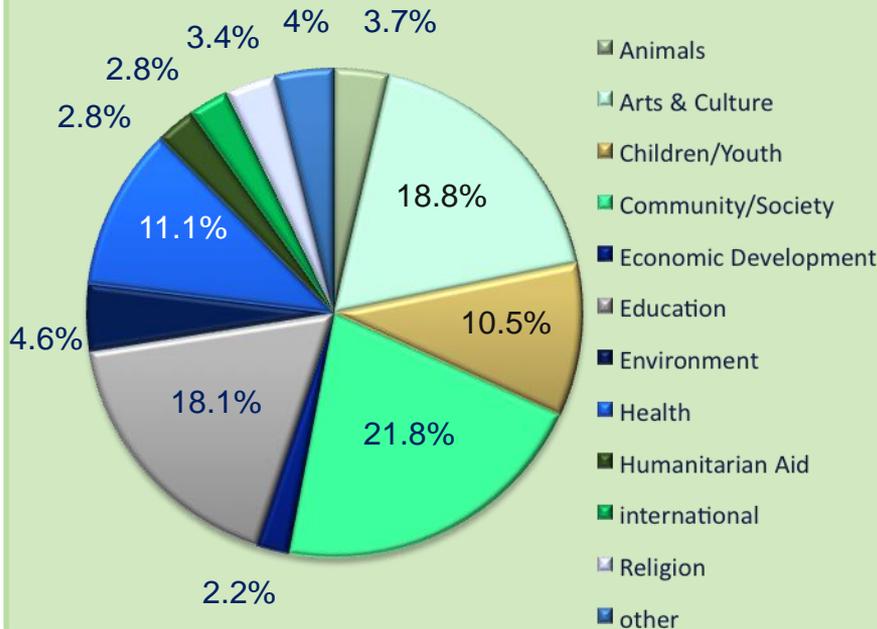


2010 participant nonprofits that completed the survey were from a range of sectors and most have organizational budgets under \$500K

NONPROFIT DEMOGRAPHICS

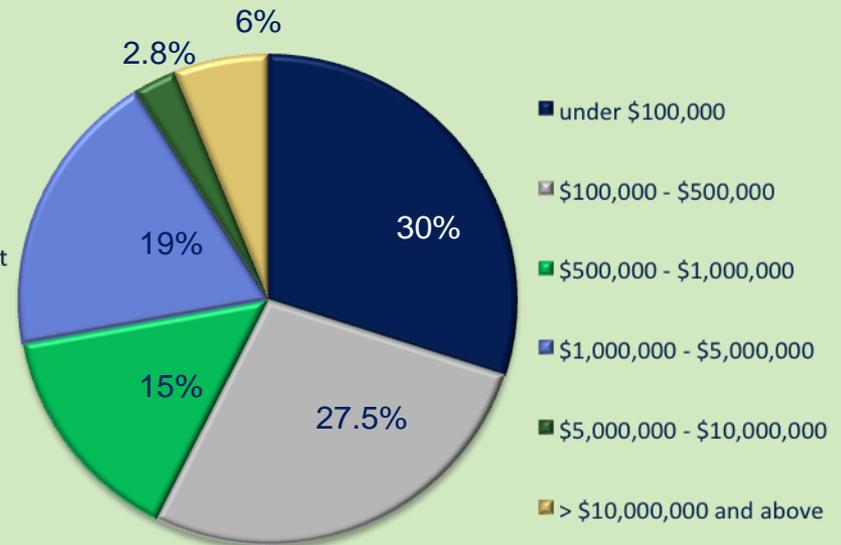
Sector

n = 376



Budget

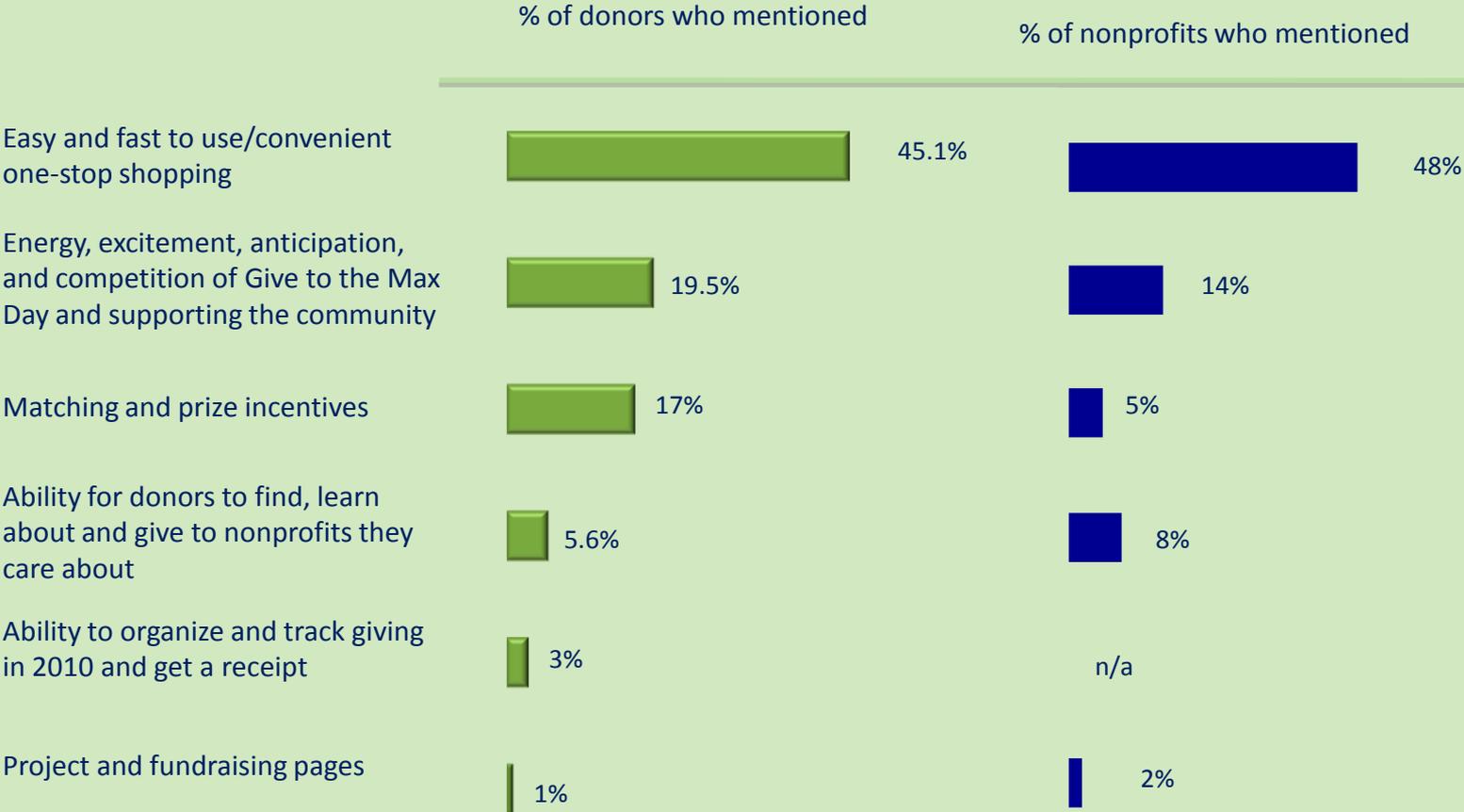
n = 370



“What did you like most about GiveMN?”

Most Frequent Responses

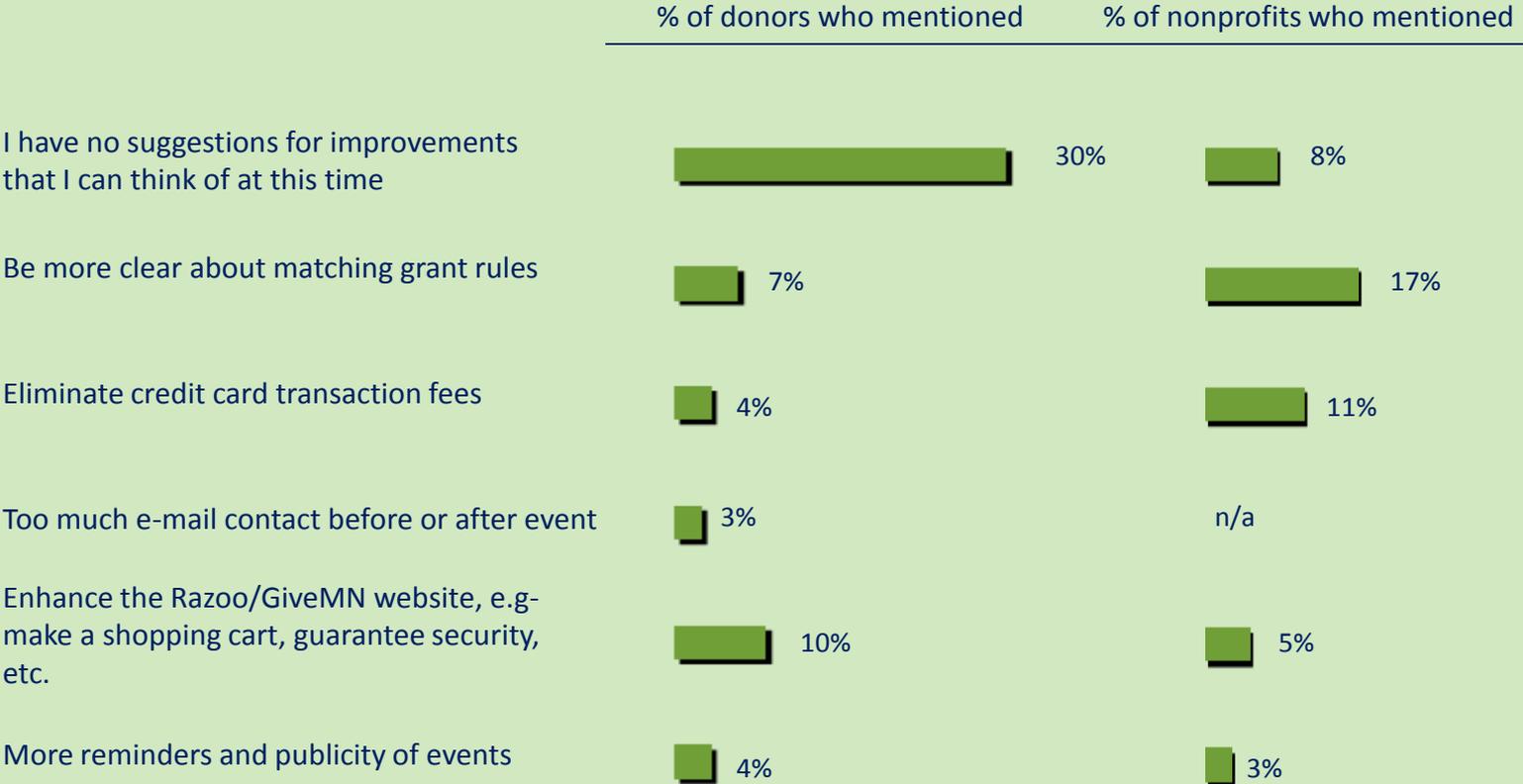
(Response was optional and free form)
n = 1,036 donors, 347 nonprofits



“How can we improve GiveMN to serve you better?”

Most Frequent Responses

(Response was optional and free form)
n = 807 donors, 314 nonprofits



Give to the Max Day was sponsored by:



With contributions from other GiveMN partners.

GiveMN is a 501c3 supporting organization of



For more information, contact:

Dana Nelson, executive director
(651) 325-4240
dana@givemn.org

Other Promotions: Bremer Foundation “Give to the Kids” Challenge (October 2010)



The goals of the Challenge:

- build on the momentum of Give to the Max Day
- increase the fundraising capacity of youth-serving nonprofits in Greater Minnesota
- help grow giving in rural, isolated, and emerging communities

- 50 current and past youth-serving grantees participated
- Bremer Foundation provided a \$6000 match for each participating nonprofit
- GiveMN partnered with MAP for Nonprofits to provide specialized training for participating organizations on how to run an online campaign. *For most organizations this was their first attempt at online fundraising.*

RESULTS

Raised over **\$209,000!** With matching funds, over **\$400,000** was invested in **youth-serving organizations** in Greater MN!

Other Promotions: Ripple Effect - The \$25,000 Lakes Area Giving Challenge (August 2010)



- In August 2010, an anonymous family selected **five** nonprofits in the Brainerd Lakes Area and put up a match on all online donations up to \$5,000 per organization.
- As an extra incentive, the Initiative Foundation awarded another \$1,000 to the nonprofit that ended the challenge with the most individual donors.

RESULTS

Raised over **\$53,000** for Kinship Partners Inc, Salem Lutheran Church, Bridges of Hope, Lakes Area Habitat for Humanity, and Salvation Army Northern Division.

4 of 5 organizations met the \$5,000 match, with the fifth organization coming within \$500 of meeting the full match.

Other Promotions: Disaster response & recovery

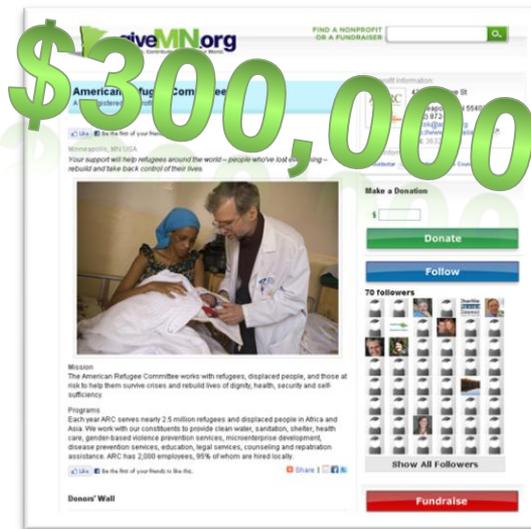
January – Cheyenne River Sioux

A severe ice storm knocked out power and water to more than 9,000 people on the **Cheyenne River Sioux reservation**. The **Bush Foundation** and the **Northwest Area Foundation** provided \$70,000 in matching funds for donations. In total, the cause generated more than \$328,000 in online donations.



January - Haiti

In the days after the devastating earthquake struck **Haiti**, donors logged on to GiveMN.org and Razoo.com to give more than \$300,000 to organizations like the **American Refugee Committee**, **American Red Cross** and the **Delivering Hope in Haiti Fund of The Saint Paul Foundation**.



Other Promotions: Disaster response & recovery

Wadena Disaster Relief
A project of Initiative Foundation

On June 17, a devastating F4 tornado struck the rural community of Wadena. Please donate now to help residents with disaster relief efforts!

According to Wadena County sources, the tornado touched down at 5:10 p.m. and left a 10-mile path of destruction in both residential and commercial areas. (Wadena, population 4,300, is located about 45 miles west of Brainerd in central Minnesota.)

Thankfully (and amazingly), only minor injuries were reported. However, the Wadena-Deer Creek High School, Wadena Community Center, Minnesota State Community College, Wadena County Fairgrounds, the city cemetery and other areas all suffered severe damage. At least 230 homes were either damaged or destroyed.

7.9.10 UPDATE:
THANK YOU once again for your continued generosity. The Initiative Foundation continues to work with Wadena and Otter Tail County leaders to develop a plan for distributing the funds via a volunteer advisory committee. We will use this site and e-mail to communicate all funding decisions as they are made.
We have just posted a video interview with Mayor Wayne Wolden who provided

\$39,965 raised to date

Donate

Follow

81 followers

Show All Followers

Fundraise

Other projects by Initiative Foundation

June - Wadena

When a tornado struck the small Minnesota community of **Wadena** in June, the **Initiative Foundation, Minnesota Power Foundation and West Central Initiative** announced matching grants totaling \$17,500 and created a fundraising page on GiveMN. GiveMN helped raise \$11,935 in the first 24 hours, and within a week the fundraiser exceeded the fundraising goal of \$25,000 with a total of nearly \$40,000 raised.