

GO BIG GIVE

MAY 3



Welcome!

GO BIG GIVE 

THANK YOU!!!

GO BIG GIVE



Total Raised in 2018:

\$676,066

3,789 donations to 111 organizations

GO BIG GIVE

MAY 3

Thank you for having Go Big Give.
And Because of you we raised
\$36,805. Thank you for supporting
us. We appreciate everything you
have done for us. We are hoping
to get a school in 2019.

GO BIG GIVE

MAY 3

5/4/18

Dear Go Big Give,

Thank you for supporting our school. Thank you for hosting Go Big Give. I donated twenty-two dollars. We got 36,805 dollars for our new school. May the Fourth be with you.

Your friend,
Noah

GO BIG GIVE

Each contribution was

Matched by 7.6%!

EX. Gift of \$100.00 – \$4.80 (4.8% processing fee) =
\$95.20 + \$7.60 (match pool) = \$102.80

*Therefore, a \$100.00 gift actually resulted in the
nonprofit receiving \$102.80*

GO BIG GIVE



<u>Go Big GIVE Stats</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Amount Raised In 24 Hours	\$251,984	\$511,737	\$510,695	\$603,429	<u>\$676,066</u>
New Donors To Go Big GIVE	38%	25%	34%	35%	<u>41%</u>
Match Pool Funds and Incentive Prizes	\$64,250	\$69,000	\$86,832	\$73,900	<u>\$80,000</u>
Donors Who Gave To More Than One Organization	17%	24%	25%	23%	<u>20%</u>

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<u>All Donations by Category</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Animal Welfare	3%	10%	4%	5%	<u>4%</u>
Armed Forces	N/A	3%	< than 1%	1%	<u>< than 1%</u>
Arts & Culture	17%	11%	11%	8%	<u>16%</u>
Community Improvement	1%	3%	16%	10%	<u>6%</u>
Education	42%	32%	42%	39%	<u>45%</u>
Environment	4%	< than 1%	< than 1%	1%	<u>< than 1%</u>
Health	5%	8%	9%	13%	<u>8%</u>
Human Services	22%	30%	10%	16%	<u>10%</u>
Recreation & Fitness	N/A	< than 1%	3%	2%	<u>1%</u>
Youth Development	6%	4%	4%	5%	<u>7%</u>

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<u>Pre-Give Prizes 201</u>	<u>ORGANIZATION</u>	<u>PRIZE AMOUNT</u>
Most Pre-Give Unique Donors – <i>1st PLACE</i>	Edgerton Explorit Center	\$1,000
Most Pre-Give Unique Donors – <i>2nd Place</i>	GI Central Catholic Development Foundation	\$500

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<u>May 3rd Prizes 2018</u>	<u>ORGANIZATION</u>	<u>PRIZE AMOUNT</u>
Most Unique Donors May 3 rd – <i>1st PLACE</i>	Merrick County Health & Fitness Center	\$1,000
<u>Most Unique Donors May 3rd –</u> <i>2nd Place</i>	Central Nebraska Humane Society	\$750
<u>Most Unique Donors May 3rd –</u> <i>3rd Place</i>	Grand Island Area Habitat for Humanity	\$500

GO BIG GIVE



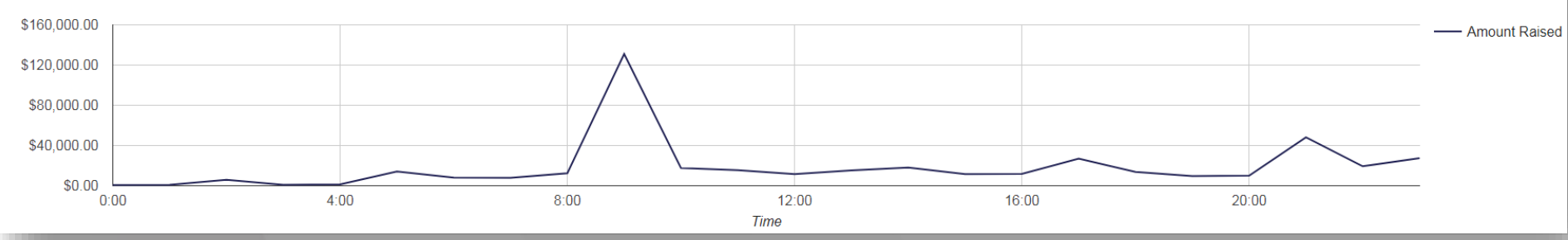
<u>NEW Incentive Prizes for 2018</u>	<u>ORGANIZATION</u>	PRIZE AMOUNT
Match Minute (5:50 AM – 5:5 AM)	29 NPO's Benefitted	\$5,000 MATCH
Record Setter	Grand Island Little Theatre	\$500
Social Media Star	Crisis Center	In-Kind
Give A-Latte Prizes <i>(1st Place: Highest Per Capita)</i> <i>(2nd Place: Most Gifts)</i>	1st – Edgerton Explorit Center 2nd – TeamMates St. Paul	\$1,000 \$500
Give S'More Prizes <i>(1st Place: Highest Per Capita)</i> <i>(2nd Place: Most Gifts)</i>	1st – Nebraska State Fair 1868 Foundation 2nd – Merrick County Health and Fitness Center	\$1,000 \$500
Match Minute (5:50 PM - 5:55 PM)	39 NPO's Benefitted	\$5,000 MATCH

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- GO BIG GIVE MAY 3RD STATS -

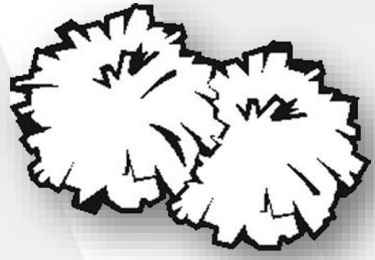
Max Donations / 5 Minutes 117	Max Active Users 139	Most Raised in an Hour \$131,087	Amount Scheduled \$106,974
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GO BIG GIVE

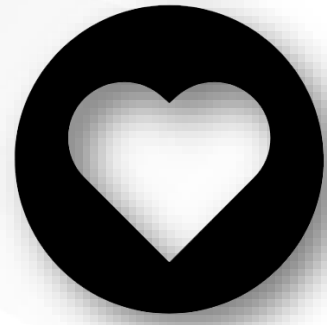


-AM/PM MATCH MINUTE STATS -



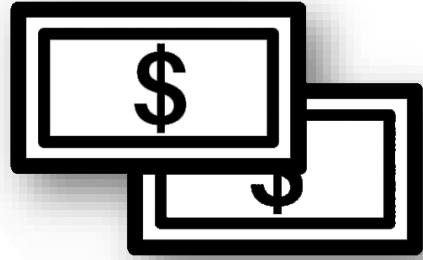
29 organizations
received funding

39 organizations
received funding



\$12,649 raised in
5 minutes

\$14,074 raised in
5 minutes



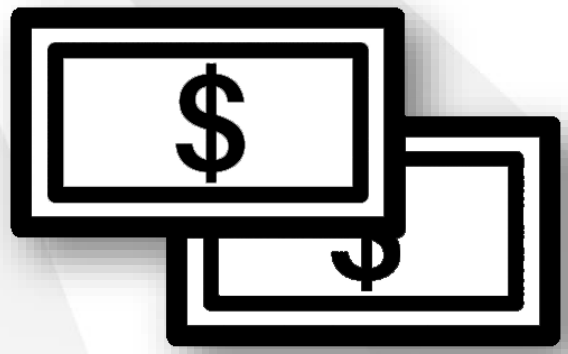
66 donations
qualified for Match

80 donations
qualified for Match

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- GIVE A LATTE STATS -



\$138,652 raised

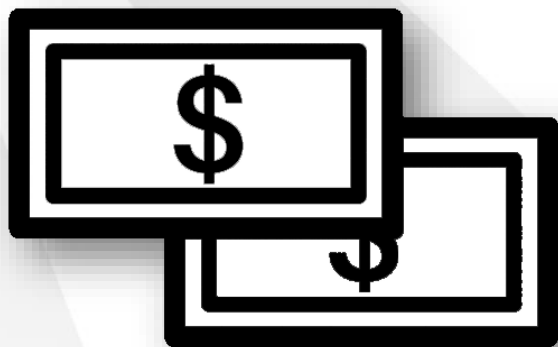


**184 donors
gave during
9:00 AM – 10:00 AM**

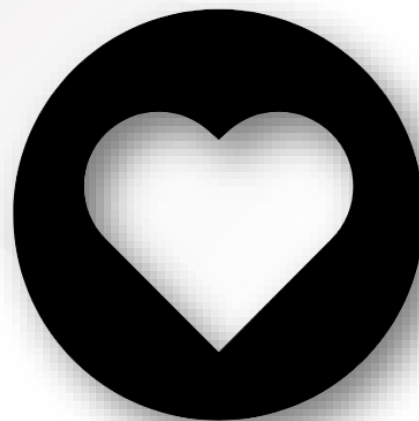
GO BIG GIVE

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- GIVE S'MORE STATS -



\$48,150 raised

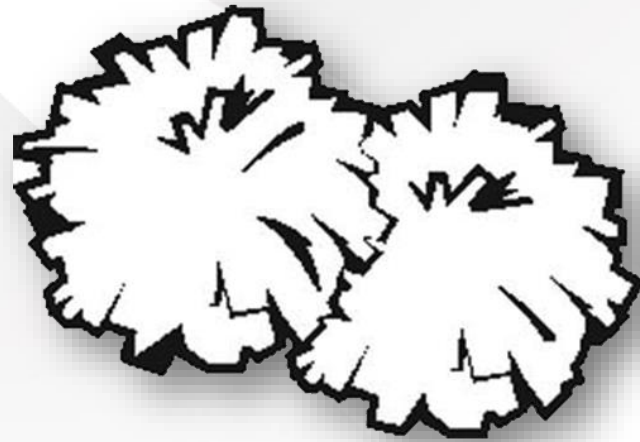


135 donors
gave during
9:00 PM – 10:00 PM

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- FEE COVER -



Donors generously gave \$6,410 to cover fees

GO BIG GIVE

- IN HONOR / MEMORY OF -

Organizations need to decide how to recognize
In Honor/In Memory Of donations

***Information is on the back-end of Go Big GIVE site. Via Excel Sheet**

GO BIG GIVE

- SURVEY RESULTS -
Nonprofit Organizations

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Check EACH box by the statements you AGREE with:

Answer	0%	100%	Number of Response(s)	Response Ratio
GBG was an effective fundraising effort for our organization.			83	88.2 %
GBG was an effective public awareness & education effort for our organization			66	70.2 %
Our organization raised more money this year.			40	42.5 %
Our organization utilized social media more this year.			40	42.5 %
Totals			94	100%

What is your level of satisfaction with Go Big GIVE? Please explain.

Answer	0%	100%	Number of Response(s)	Response Ratio
Very satisfied			56	58.3 %
Somewhat satisfied			26	27.0 %
Neutral			11	11.4 %
Somewhat dissatisfied			3	3.1 %
Very dissatisfied			0	0.0 %
No Response(s)			0	0.0 %
Totals			96	100%

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There were sufficient meetings held in order for me to prepare adequately for Go Big GIVE.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			86	89.5 %
No			5	5.2 %
No Response(s)			5	5.2 %
Totals			96	100%

Please rate the event prize structure.





1 = Very Satisfied, 2 = Satisfied, 3 = OK, 4 = Dissatisfied, 5 = Very Dissatisfied

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Most Unique Donors (Pre-Give & Event Day)						87	2.2
Match Pool Funds						88	1.9
1/2 Hourly Incentive Prize (\$250)						87	1.7
Record Setter						88	2.1
Social Media Star						87	2.3
Give A'Latte Prize & Give S'More Prize						87	2.1
Match Minute (AM & PM)						87	2.0

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How likely are you to participate in Go Big GIVE 2019? Please explain.

Answer	0%	100%	Number of Response(s)	Response Ratio
Very likely			78	81.2 %
Somewhat likely			6	6.2 %
Neutral			0	0.0 %
Somewhat unlikely			1	1.0 %
Very unlikely			0	0.0 %
No Response(s)			11	11.4 %
Totals			96	100%

GO BIG GIVE



- SURVEY RESULTS -
Go Big GIVE Donors

GO BIG GIVE

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How did you hear about Go Big GIVE? Click all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
TV or Radio Ad			22	30.9 %
Through a local Community Organization			42	59.1 %
Social Media (Facebook, Twitter, Instagram)			31	43.6 %
Newspaper Ads			21	29.5 %
Promotion around town			22	30.9 %
From a friend or co-worker			19	26.7 %
Other			10	14.0 %
Totals			71	100%




Why did you choose to give during Go Big GIVE?

Answer	0%	100%	Number of Response(s)	Response Ratio
My gift GROWS through Go Big GIVE's Match Pool Funds			46	65.7 %
I can give to more than one organization			24	34.2 %
The Incentive Prizes			9	12.8 %
It's a fun, community wide event			35	50.0 %
Other			5	7.1 %
Totals			70	100%




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Did you feel the Go Big GIVE website is user friendly?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			65	91.5 %
No			4	5.6 %
No Response(s)			2	2.8 %
Totals			71	100%



Was the checkout process on the Go Big GIVE website user friendly?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			69	97.1 %
No			1	1.4 %
No Response(s)			1	1.4 %
Totals			71	100%



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Did you give to more than one organization during Go Big GIVE 2018?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			46	64.7 %
No			25	35.2 %
No Response(s)			0	0.0 %
Totals			71	100%

Do you plan to donate through Go Big GIVE in 2019?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			68	95.7 %
No			0	0.0 %
No Response(s)			3	4.2 %
Totals			71	100%



Additional Feedback?

2018 Feedback:



UPDATED CHECK POLICY

*In order for checks to be used during
Go Big GIVE, they must be **dated**
April 1st – Go Big GIVE Day*



2019 Website Updates

Updates to Go Big GIVE (organization profiles) 2019:

Organizations can list a fundraising goal for Go Big GIVE

Will include thermometer on each organization page for reaching goal

Organizations can list specifics for Challenge Grants

What ever your Challenge Grant is: match for match, etc.

GO BIG GIVE



Go Big GIVE 2019...

Items to think about:

- Organization Booth (contact someone soon)
- Challenge Grants (start thinking of who to contact)
- 2019 Go Big GIVE Goal

***Proceeds to be counted for Go Big GIVE from events should be held during pre-give and Go Big GIVE day.**

GO BIG GIVE 

Go Big GIVE 2019:
Thursday, MAY 2nd

*Date will always be the “first Thursday in May”

GO BIG GIVE

MAY 3

MARK YOUR
CALENDAR!



2019 CALENDAR

NONPROFIT PARTICIPANT PLANNING SCHEDULE

JANUARY 14, 2019

9:00 a.m. - Intro to Go Big GIVE - New Nonprofit Organization

Registration opens for all nonprofits

FEBRUARY 21, 2019

Registration Deadline for *Returning & New NPO's (no later than midnight)*

MARCH 12, 2019

9:00 a.m. - GROUP PHOTO - Goals & Strategies, Panel, Go Big GIVE Updates & Prizes

MAY 2, 2019

Go Big GIVE 24-hour Event - Thursday, May 2nd

JUNE 11, 2019

9:00 a.m. - Nonprofit Organization Wrap-Up & Pay-Out Meeting

** All meetings held at Tom Dinsdale Automotive Community Room - 3312 W Stolley Park Road*

GO BIG GIVE 

**PRIZE
DRAWING**