

Roanoke Valley Gives

a 24-hour day of online giving

2016 Evaluation

Prepared by:

Carly Oliver, Associate Director

Foundation for Roanoke Valley

June 2016

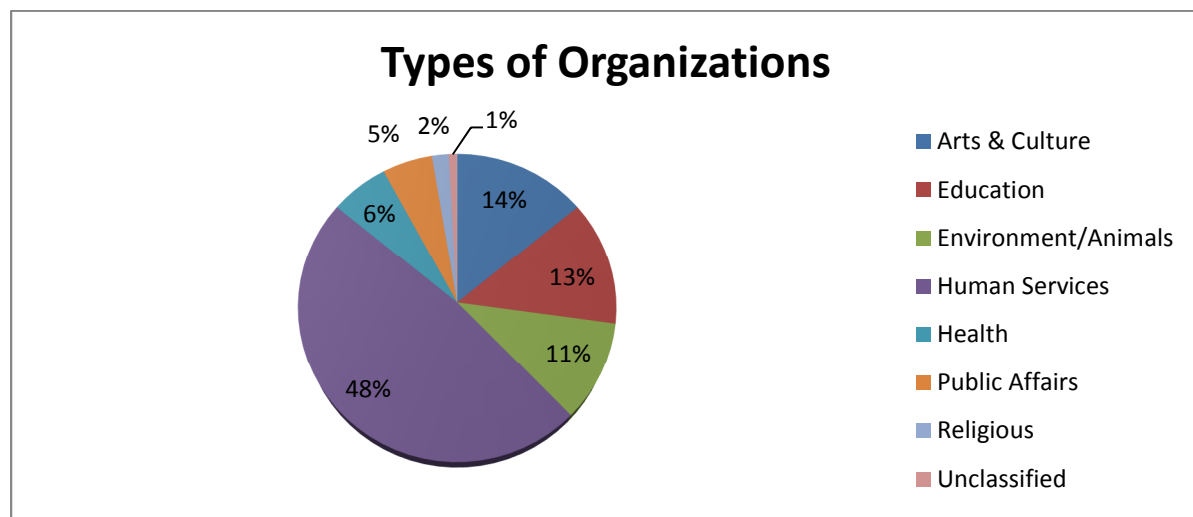
Foundation for Roanoke Valley (FRV) held its first giving day, Roanoke Valley Gives, on Wednesday, March 16, 2016 with the goals of:

- Having at least 50 Roanoke Valley nonprofits participating in the day of giving
- Generating \$150,000 for participating Roanoke Valley nonprofits in a 24-hour period
- Raising \$50,000 in sponsorships to provide incentive prize monies for participating nonprofits
- Raising awareness about Foundation for Roanoke Valley to a new audience
- Raising awareness of nonprofits and philanthropy in general
- Engaging new donors
- Building the capacity of participating nonprofits, including helping nonprofit organizations increase online giving capacities and market their organization and the services provided.

Foundation for Roanoke Valley conducted a post-evaluation survey among all Roanoke Valley Gives nonprofit participants. Out of 125 participating organizations, FRV received 82 responses from 62 unduplicated organizations. The results from the post-evaluation show Roanoke Valley Gives did reach its goals. It raised much more money and engaged many more nonprofit organizations than it set out to do. To some degree it also raised awareness about nonprofits, philanthropy and FRV; engaged new donors; and built the capacity of many participating nonprofits.

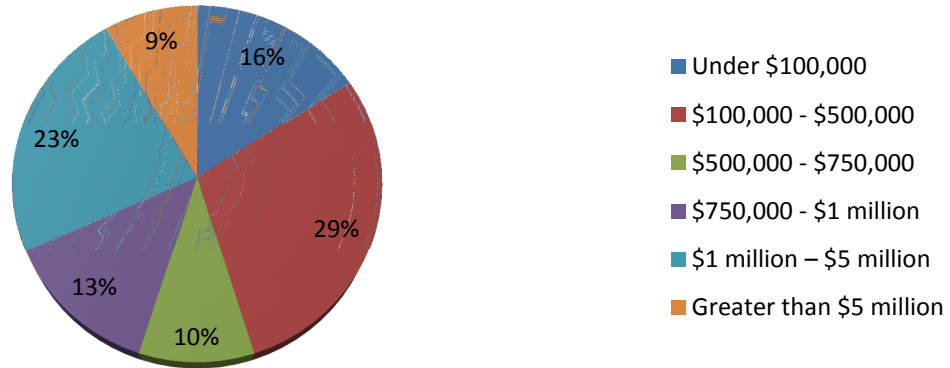
Who participated?

A total of 125 nonprofit organizations (including FRV) participated in Roanoke Valley Gives, far exceeding the goal of 50 nonprofit participants. Organizations that participated had to be a qualified 501(c)3 nonprofit based in the Roanoke Valley and serving the Roanoke Valley (the cities of Roanoke and Salem, the counties of Roanoke, Botetourt, Craig, and Franklin). By categorizing participant registration information into NTEE (National Taxonomy of Exempt Entities) categories, a great percentage of the organizations identified as human services; about an equal percentage of arts and culture, education, and environments/animals; and a lower percentage of health, public affairs and religion.



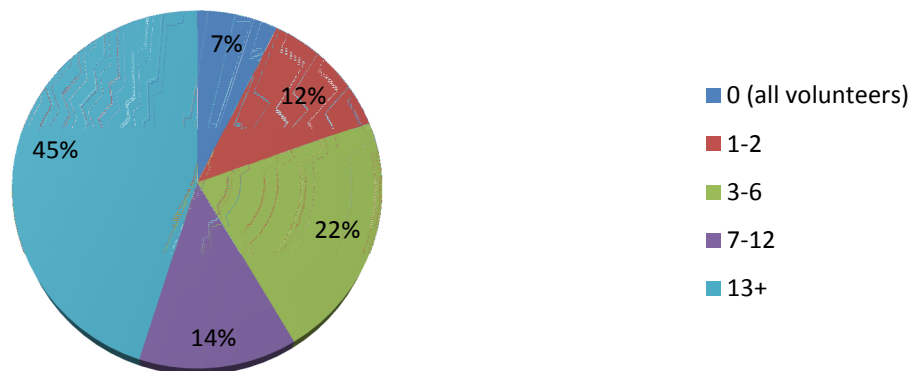
A little less than half of the nonprofit participants had budget sizes of under \$500,000.

Participating Organizations by Annual Budget



According to responses on the post-evaluation survey, the largest percent of participating organizations employ 13+ employees, with a small percentage of participants employing zero employees (all volunteers).

Participating Organizations by Staff Size



Although the Foundation far exceeded its nonprofit participation goal with 125 organizations, anecdotal information was received by FRV staff as well on why some nonprofits did NOT participate in Roanoke Valley Gives.

- Organizations **did not hear about the event or were too late in hearing about the event** to register
- Organizations started the registration process but **did not complete all necessary steps to become a participant**
- Organizations **had respective annual events happening at the same time** as Roanoke Valley Gives
- One board member felt their respective organization **did not have the capacity** to participate
- One organization **did not want to create a merchant account** with TransFirst and the organization **did not want to pay the respective credit card processing/transaction fees on any potential donations received**

How much was raised and by whom?

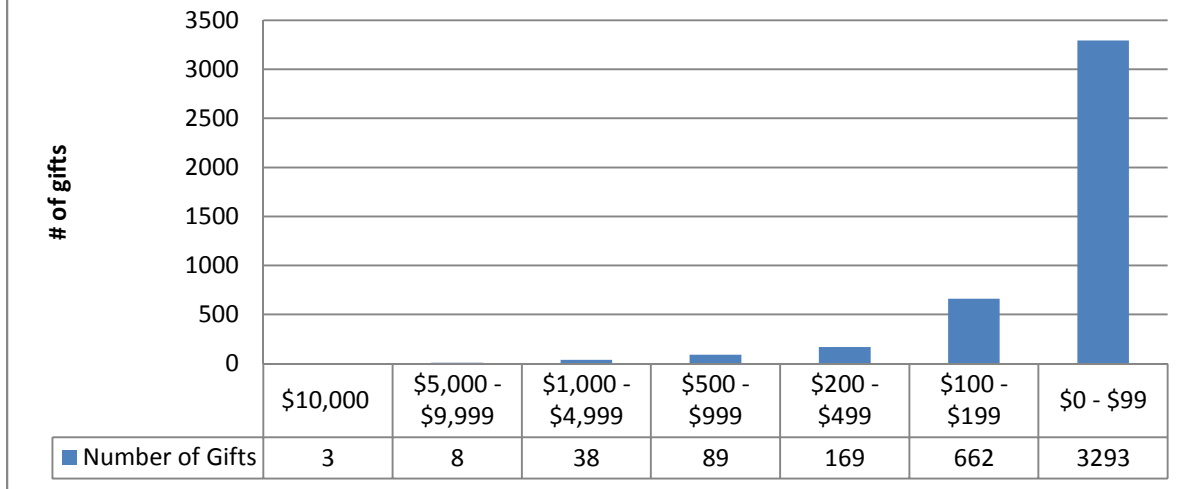
Roanoke Valley Gives raised \$366,541 in addition to \$50,500 in incentive prize funds. Based on the post survey responses additional funds were raised by a few participant organizations.

- One organization challenged their staff for \$1,000 to be matched by the CEO
- One donor added local restaurant gift cards for the organization to raffle among respective donors
- One organization received a \$10,000 match and a local restaurant donated 10% of food sales for the day
- One organization raised matching funds from former board members
- One organization leveraged Virginia DSS NAP credits to help incentivize donors to make larger donations
- One organization received two challenge matches totaling \$15,000

The average gift size was \$86. Gifts ranged from \$10 to \$10,000 and the majority of gifts (77%) were under \$100. Roanoke Valley Gives received 4,262 total gifts from 4,107 unduplicated donors.

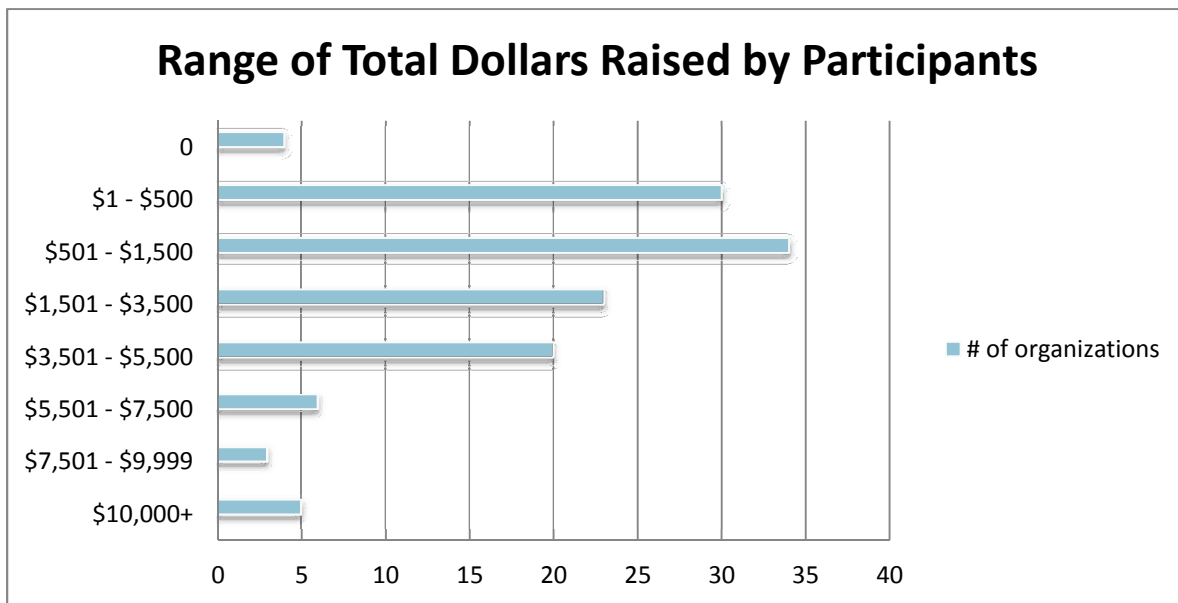
Gift Categories	Number of Gifts	Number of Gifts - %	Total of Gifts
\$10,000	3	Less than 1%	\$ 30,000.00
\$5,000 - \$9,999	8	Less than 1%	\$ 47,600.00
\$1,000 - \$4,999	38	1%	\$ 49,549.00
\$500 - \$999	89	2%	\$ 45,375.00
\$200 - \$499	169	4%	\$ 40,573.09
\$100 - \$199	662	16%	\$ 68,569.80
\$0 - \$99	3293	77%	\$ 84,874.33
	4262		\$ 366,541.22

Number of All Gifts by Range in Gift Size



Based on the 125 participating nonprofits, the average dollars raised per organization totaled \$2,932 and the average number of donors per organization totaled 36.

Range of Total Dollars Raised by Participants



The top 10 organizations for most dollars raised were diverse in areas of service: one was arts-related; two were education; two were environmental / animal; one was health; and four were human services. Additionally, the top 10 organizations for most unique donors included the following areas of service: one was arts-related; four were education; four were environmental / animal; and one human service.

Top 10 Nonprofit Participants by Most Dollars Raised

Nonprofit Participant	Total Amount Raised	Budget Size	Program Service Classification (NTEE Code)
The Rescue Mission of Roanoke	\$56,175	\$1 million - \$5 million	Human Services
Roanoke Catholic School	\$38,200	\$1 million - \$5 million	Education
Pathfinders for Greenways, Inc.	\$19,193	Under \$100,000	Environmental/Animals
Roanoke Outside	\$10,190	\$100,000 - \$500,000	Human Services
Roanoke Valley SPCA	\$9,868	\$750,000 - \$1 million	Environmental/Animals
Habitat for Humanity in the Roanoke Valley	\$9,165	\$1 million - \$5 million	Human Services
Child Health Investment Partnership (CHIP)	\$8,223	\$1 million - \$5 million	Health
West End Center, Inc.	\$7,500	\$100,000 - \$500,000	Education
Franklin County Family YMCA	\$7,420	\$100,000 - \$500,000	Human Services
Center in the Square	\$7,260	\$1 million - \$5 million	Arts, Culture & Humanities

Top 10 Nonprofit Participants by Most Unique Donors

Nonprofit Participant	# of Donors	Budget Size	Program Service Classification (NTEE Code)
Roanoke Valley SPCA	325	\$750,000 - \$1 million	Environmental/Animals
Roanoke Catholic School	313	\$1 million - \$5 million	Education
Pathfinders for Greenways, Inc.	265	Under \$100,000	Environmental/Animals
Blue Ridge Autism and Achievement Center	162	\$750,000 - \$1 million	Human Services
The Rescue Mission of Roanoke	160	\$1 million - \$5 million	Human Services
Roanoke College	105	Greater than \$5 million	Education
West End Center, Inc.	98	\$100,000 - \$500,000	Education
Angels of Assisi	86	\$1 million - \$5 million	Environmental/Animals
Roanoke Ballet Theatre	82	\$100,000 - \$500,000	Arts, Culture & Humanities
Franklin County Human Society, Inc.	80	\$750,000 - \$1 million	Environmental/Animals

(Data gathered from post-survey responses, Guidestar and Roanoke Valley Gives Platform)

Impact of Incentive Prize Funds

The incentive prize funds were an important aspect of the event. Thanks to the generous support from the corporate community, individuals and fund donors, the Foundation slightly exceeded its \$50,000 goal and raised \$50,500.

Incentive prizes are funds that can be used during a giving day to:

- build excitement among the participants and donors;
- encourage participation and help incentivize giving; and
- create a healthy competition among participants.

Roanoke Valley Gives offered four opportunities to receive incentive prizes.

Most Dollars Raised Leaderboard

This leaderboard tracked all donations received through the RVG platform during the 24 hour period and the top three organizations that raised the most money received additional prizes in the form of grants from the Foundation. First place received \$10,000, second place received \$5,000, and third place received \$2,500.

Prize	Organization	Total Dollars Raised	Sponsor
First Place (\$10,000):	The Rescue Mission of Roanoke	\$ 56,175.00	Poe & Cronk Real Estate Group
Second Place (\$5,000):	Roanoke Catholic School	\$ 38,200.09	HomeTown Bank
Third Place (\$2,500):	Pathfinders for Greenways, Inc.	\$ 19,193.00	First Team Auto Mall
Fourth Place (\$1,250):**	Roanoke Outside	\$ 10,190.00	Corrugated Container Corp.

Most Unique Donors Leaderboard

This leaderboard tracked the total number of unique donors that made an online donation via the RVG platform during the 24 hour period. A unique or distinct donor is defined as a single individual or entity that made his/her donation online via the rvgives.givebig.org website and is identified via a unique email address. Additionally, multiple donations from one donor to the same nonprofit counted as one gift. First place received \$10,000, second place received \$5,000, and third place received \$2,500.

Prize	Organization	Most Unique Donors	Sponsor
First Place (\$10,000):	Roanoke Valley SPCA	322	Foundation for Roanoke Valley
Second Place (\$5,000):	Roanoke Catholic School	302	Advance Auto Parts
Third Place (\$2,500):	Pathfinders for Greenways, Inc.	263	Member One Federal Credit Union
Fourth Place (\$1,250):**	Blue Ridge Autism & Achievement Center	162	Corrugated Container Corp.

***Foundation staff decided to create a fourth place Leaderboard winner because it received a third Silver Sponsor.*

Power Hours

Power Hours rewarded the nonprofit with the most unique donors or the nonprofit that received the most donations in any given hour with a \$1,000 grant. The Power Hour prizes were not counted towards the final total dollars raised by any nonprofit that received the enhancement.

Prize	Description	Winner	Sponsor
Midnight Madness (12:00 – 1:00 a.m.)	Most number of unique donors	Roanoke Ballet Theatre	Davis H. Elliot Company
Night Owl (2:00 – 5:00 a.m.)	Most dollars raised	Greenvale School	Musselwhite & Associates
Sunrise Special (6:00 – 7:00 a.m.)	Most number of unique donors	Blue Ridge Autism & Achievement Center	Dixon, Hubard, Feinour & Brown
Lunch Break (12:00 – 1:00 p.m.)	Most dollars raised	Rescue Mission	Excel Truck Group
Raise the Bar (3:00 – 4:00 p.m.)	Most number of unique donors	DePaul Community Resources	Cox Communications
Dinner Bell Prize (5:00 – 7:00 p.m.)	Most dollars raised	Roanoke Catholic School	Merrill Lynch
Primetime Prize (8:00 – 9:30 p.m.)	Most number of unique donors	Roanoke Valley SPCA	Brown Edwards & Company LLP
Finish Line Prize (11:00 – 11:59 p.m.)	Most dollars raised	The Rescue Mission of Roanoke	Blue Mountain Fund of Foundation for Roanoke Valley

Golden Tickets

Golden Tickets were awarded on an hourly basis to spur more giving. During specified times, as outlined below, a donor was randomly selected during that hour and that donor's gift to a nonprofit was enhanced by \$500. The Golden Ticket prizes were not counted towards the final total dollars raised by any nonprofit that received the enhancement.

Prize	Winner	Sponsor
3:00 – 4:00 a.m.	Lutheran Family Services	John T. Morgan Roofing & Sheet Metal
7:00 – 8:00 a.m.	League for Animal Protection	First Citizens Bank
8:00 – 9:00 a.m.	Roanoke College	Martin, Hopkins, Lemon PC
9:00 – 10:00 a.m.	Jefferson College of Health Sciences	Permatile Concrete Products Company
10:00 – 11:00 a.m.	Straight Street	Deborah Oehlschlaeger
11:00 a.m. – noon	Children's Trust	Roanoke Valley Orthodontics
2:00 – 3:00 p.m.	Franklin County YMCA	ABC Supply Company
4:00 – 5:00 p.m.	Girls on the Run	BNC Bank
6:00 – 7:00 p.m.	Roanoke Area Brain Injury Connection	Anonymous Donor
10:00 – 11:00 p.m.	Big Brothers Big Sisters	United Way of Roanoke Valley

Impact of Roanoke Valley Gives on FRV

One goal was to increase the awareness of the Foundation throughout the community. Months leading up to Roanoke Valley Gives day, staff utilized traditional marketing methods (i.e. television, radio, email) as well as social media. The Foundation was sponsored by Red Velocity who produced a high-quality PSA for local media outlets. This PSA was aired on WDBJ7 multiple times per day leading up to Roanoke Valley Gives. Foundation staff appeared *at least once* on each of the following media outlets:

- WDBJ7
- WSLS
- Daytime Blue Ridge
- Living in the Heart of Virginia (WSET)
- Round Roanoke – Cox 9
- The Music Place 101.5
- WFIR

The Foundation was also sponsored by Wheeler Broadcasting and a pre-recorded Roanoke Valley Gives PSA by Foundation staff was aired at least 363 times on the following stations:

- K92
- 94.9 Star Country
- 100.1 Vibe
- Q99
- WFIR
- 97.3 Sports Radio.

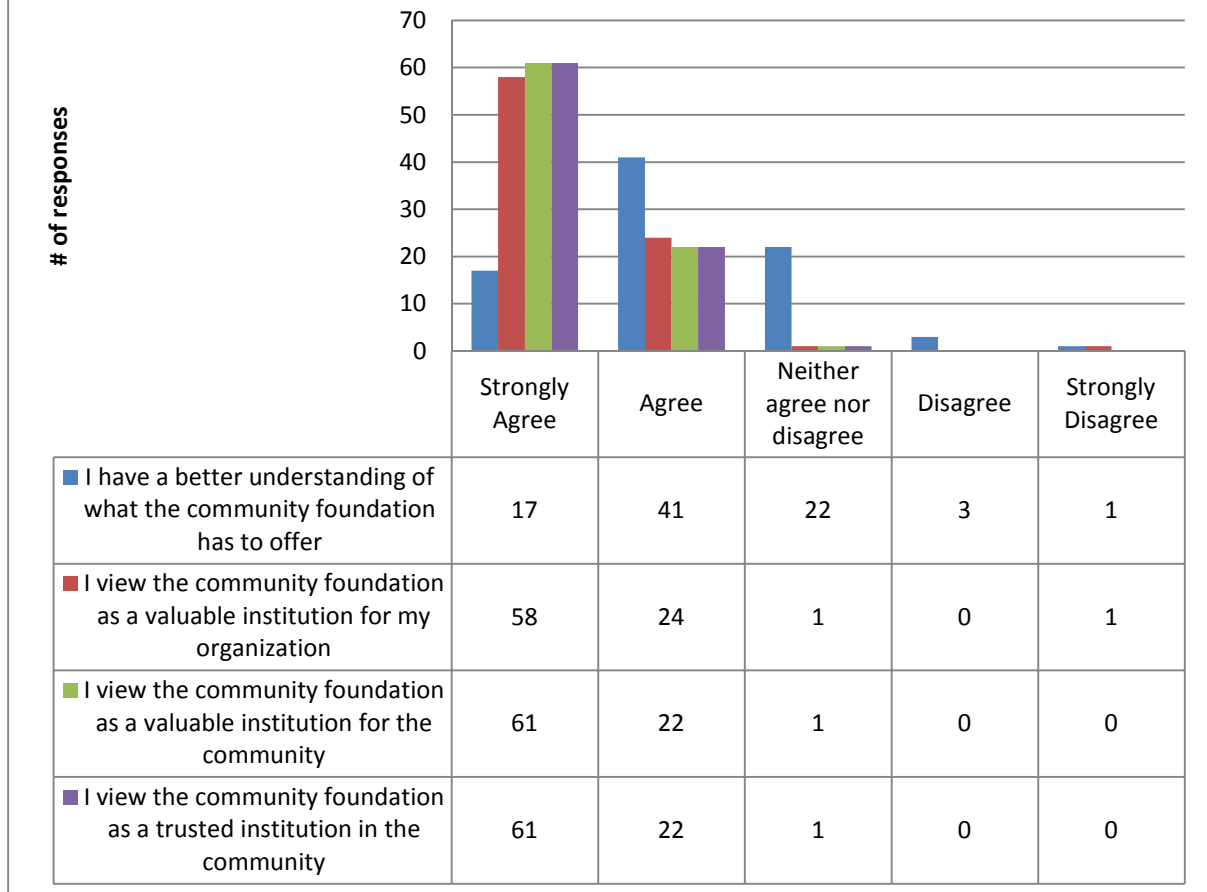
Additionally, a number of radio hosts from Q99, K92, and 94.9 Star Country created pre-recorded PSAs as well as provided “live” mentions three days leading up to Roanoke Valley Gives.

Social media also played a huge role in raising awareness about FRV and Roanoke Valley Gives. Since 2009, the Foundation had been regularly using Facebook as its sole social media platform and had approximately 500 “likes.” At the conclusion of Roanoke Valley Gives, FRV had gained over 400 new “likes” and expanded its online presence to include Twitter which also gained 115 new “followers.”

As indicated in the post-survey to nonprofit participants, a large majority (96.3%) of responders had heard of Foundation for Roanoke Valley prior to Roanoke Valley Gives. After Roanoke Valley Gives, more than half of the responders strongly agreed or agreed that they have a better understanding of what the community foundation has to offer. Additionally, more than 75% of responders strongly agreed or agreed that they:

- view the community foundation as a valuable institution for my organization;
- view the community foundation as a valuable institution for the community; and
- view the community foundation as a trusted institution in the community.

After participating in Roanoke Valley Gives, participating organizations said the following about Foundation for Roanoke Valley

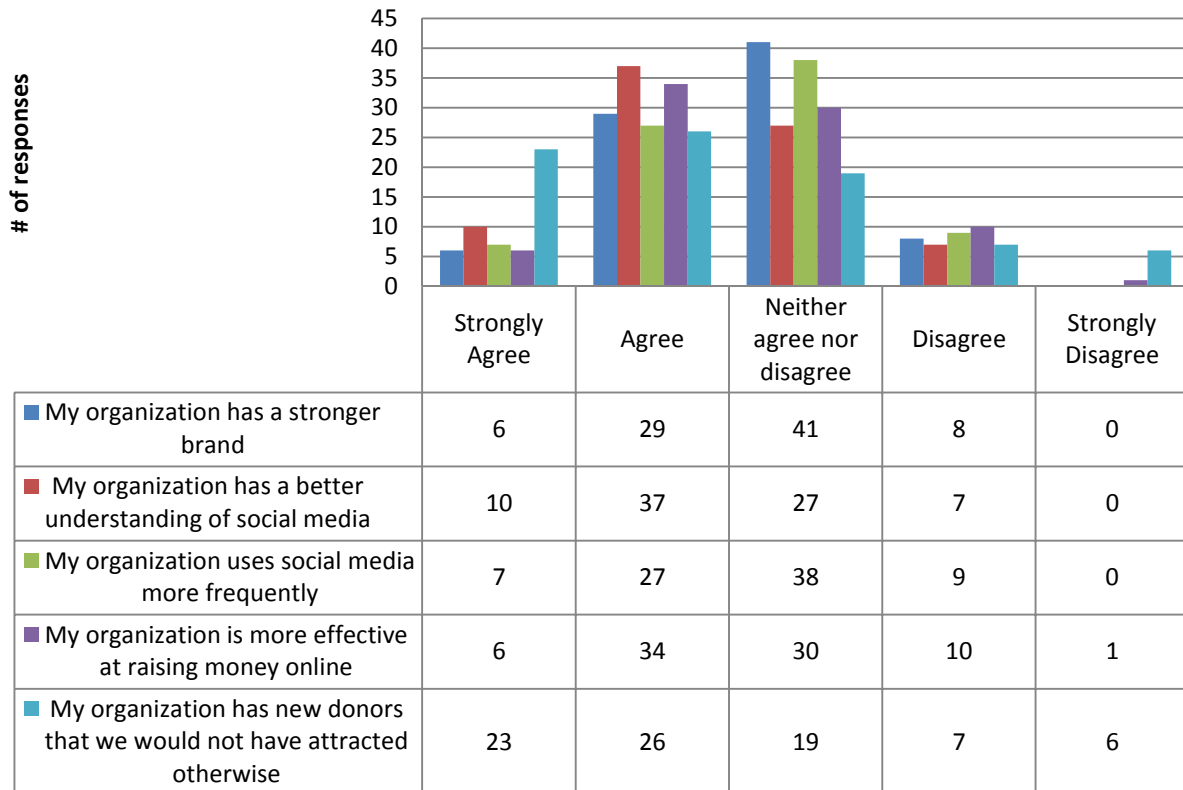


Based on post-survey responses and anecdotal information received from board members, RVG donors, and many others, the Foundation believes it definitely increased its awareness throughout the community.

Impact of Roanoke Valley Gives on Participating Nonprofits

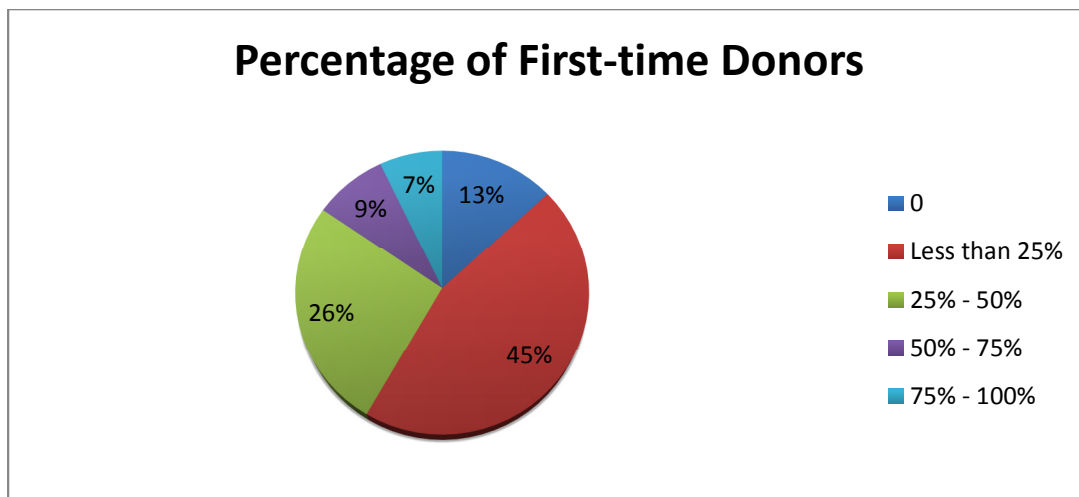
Roanoke Valley Gives provided an opportunity for participating nonprofits to experiment with online fundraising while raising awareness about philanthropy and each participant’s respective organization. Roanoke Valley Gives also seemed to encourage participants to either create or expand their online presence. As indicated in the post-survey results, a large majority of responders strongly agreed or agreed (41%) that their organization had a better understanding of social media, (55%) used social media more frequently, (47%) are more effective at raising money online, and (58%) attracted new donors. Additionally, a vast majority (79%) of participants felt Roanoke Valley Gives increased public awareness about their organization.

After Participating in Roanoke Valley Gives, participating organizations said the following about their respective organization.



Engaging New Donors

In addition to raising awareness about participating nonprofit organizations, the Foundation also wanted to provide an opportunity to engage new donors. Based on post-survey responses, 45% of the nonprofit participants noted less than 25% of gifts were from first-time donors. As Roanoke Valley Gives becomes more prominent throughout the Valley, Foundation staff is hopeful that the amount of new donors will increase.

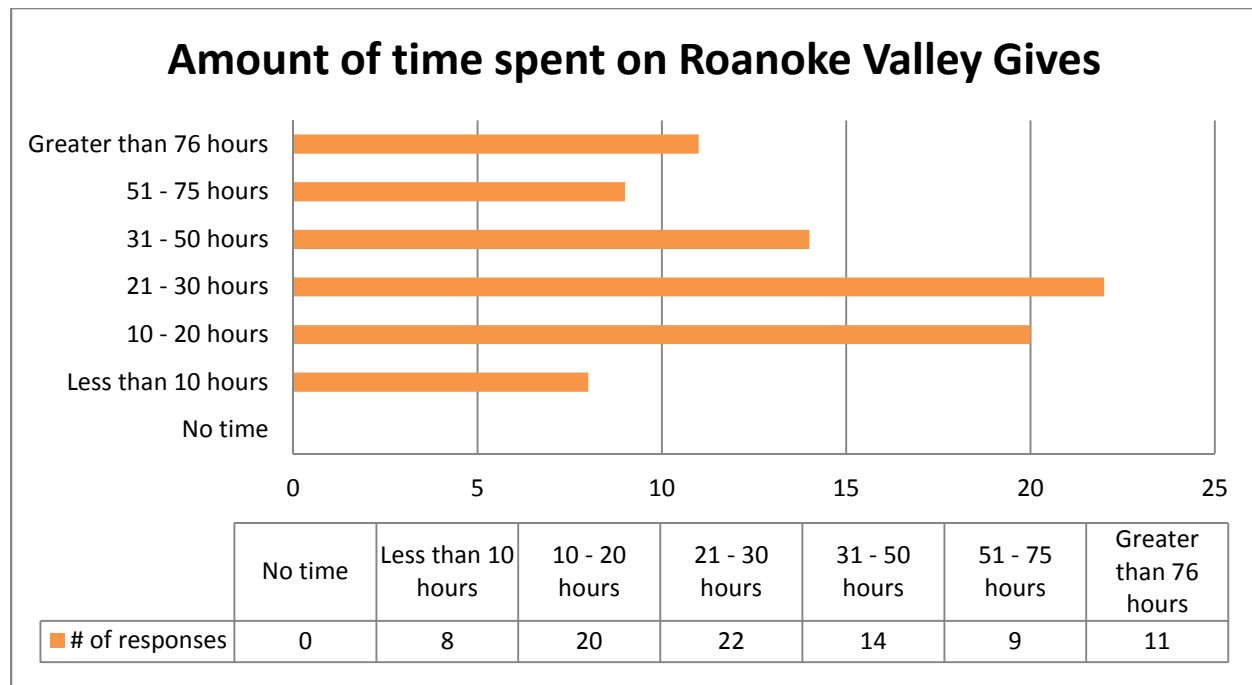


Communication and Strategy

This section focuses on the implementation of the event and the experience of the nonprofit participants. Based on the post-survey results, 97.5% of responders plan to participate in 2017 and 65.4% of responders met or exceeded their respective Roanoke Valley Gives goal(s).

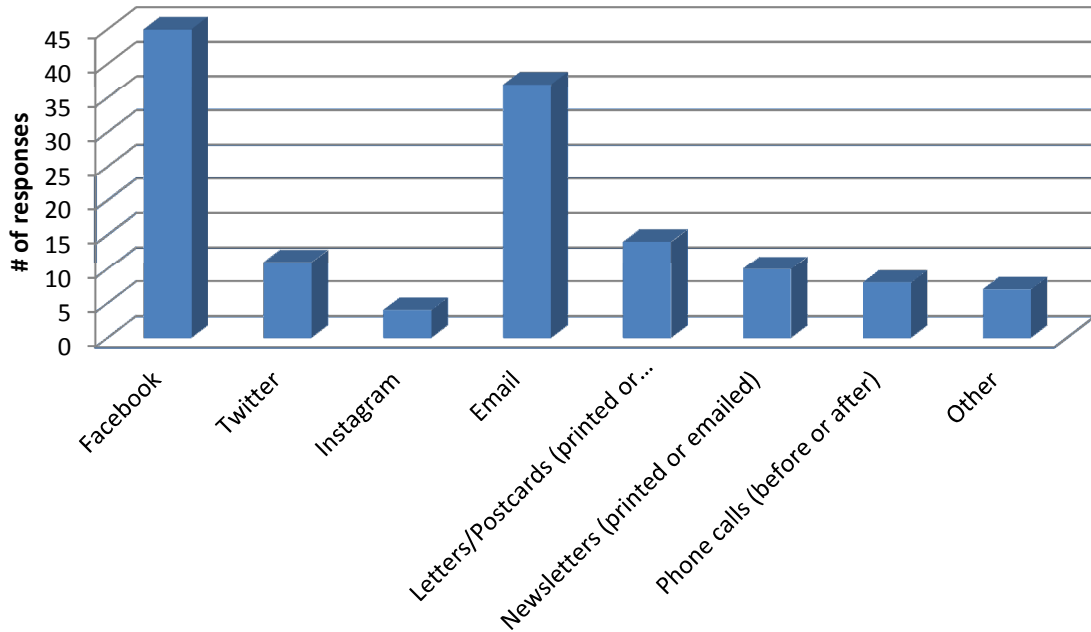
Foundation for Roanoke Valley provided each participating nonprofit organization with the same tools and tips on how to successfully market Roanoke Valley Gives. How the tools and tips were implemented and used was completely in the hands of each participant. Over the course of four months, Foundation staff provided over 1,040 hours of large group and small group trainings. This does not include the time spent answering phone calls and emails. Additionally, all participants had access to a two-day social media workshop solely focused on how to use social media effectively and give day strategies. Post-survey responses showed that 79% of participants agreed that Roanoke Valley Gives Training adequately prepared their respective organization for the giving day.

Based on survey respondents, a little over one-fourth of participants (26%) spent 21-30 hours on Roanoke Valley Gives, less than 10% spent less than 10 hours, and 11% spend more than 76 hours on the event. Common themes among respondents included earlier planning and spending more time prior to the event preparing.



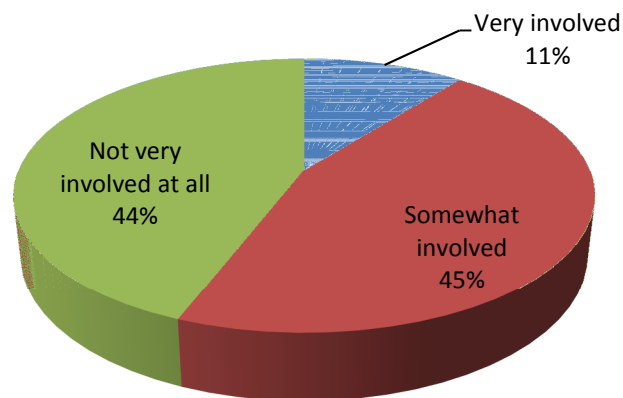
Roanoke Valley Gives focused on online giving strategies with the use of social media. However, the methods of communication used by participants to engage the community and donors were a mix of traditional marketing and social media. Foundation staff actively encouraged all participants to use social media throughout the event. However, survey respondents showed fifty-four percent (54%) of participants used Facebook, forty-four percent (44%) used email, and thirty-two percent (32%) used letters. The least used methods of communication included Instagram (51%), Twitter (64%), and newsletters (36%).

Most Used Communication Methods by Participants



Another common theme among responders was the lack of board engagement and board buy-in throughout the process. Only 11% of participating nonprofit board members were very involved in the giving day and a little less than half (44%) were not very involved at all.

Participating Nonprofit Board Member Involvement



However, despite efforts to train participants adequately, many responders indicated that they would get involved earlier and invest more time into the event, engage their board members more, increase more individualized/personalized outreach to donors, and secure matching donors.

Foundation staff then asked responders to describe what Roanoke Valley Gives meant to their respective organization. The following statements were received:

“Roanoke Valley Gives not only allowed us the opportunity to raise additional funds in one day, it allowed us to share our message with more people. The new people who learned about us are now following us on Facebook, staying in touch! That has been one of the best parts!”

“This event brought our organization into the media world of the 21st century.”

“RVG was an awesome opportunity to work collaboratively with other area non-profits to raise funds and awareness of each organization. We made some exciting contacts with other non-profits and are now looking to join efforts in other fundraising events!”

“Roanoke Valley Gives was a game changer for Choices Recovery Center!”

“Roanoke Valley Gives allows our organization to set and meet realistic funding goals without expending a lot of funds or manpower. We were looking to find a way to beef up our social media presence and become savvier in that department. RVG provided excellent social media training and resources that we have now implemented in our development strategies.”

Improvements for the Future

Post-survey participants and foundation staff provided several recommendations for improving the event in the future.

Technology

Many survey respondents and donors noted the need to improve the Click and Pledge GiveBig platform. In particular, adding a “shopping cart” function to make it easier to give to multiple organizations and not have to enter contact information in every time a donor makes a gift. Others suggested that the GiveBig platform be better suited for mobile platforms, provide better instructions on how to set up fundraiser pages, have more customizable options for automatic donor receipts.

Communication

Post survey responders also had suggestions for better communication and outreach. This included earlier promotion of the event; clarifying information about incentive prizes; spotlight participants leading up to the event; offer more training via webinars; and provide enhanced graphics for marketing materials.

A few respondents suggested that the Foundation provide a list of best practices from top earners and allow new nonprofit organizations an opportunity to be mentored by this year’s participants.

Additionally, one respondent suggested the Foundation:

“Share best practices with participating non-profits for how to communicate with donors without bombarding them; perhaps institute a policy that communication on Give Big Day reminding donors to give will be made by the Foundation and will be focused on getting donors to the site; facilitate more co-communication and/or co-branding campaigns.”

Charities & Fair Competition

Several survey respondents had suggestions for making the competition fairer. Fifteen survey respondents wanted to see more prizes or support for small and/or medium-sized organizations, noting the unfair competition with the “big” organizations. Additionally, a few survey respondents suggested that Power Hour prizes and Golden Ticket prizes be limited to one per organization.

Conclusion and Recommendations

The results from this evaluation suggest the Roanoke Valley Gives did reach its goals. It raised more money and engaged more nonprofit organizations. Additionally, Roanoke Valley Gives helped raise awareness about participating nonprofits, philanthropy and Foundation for Roanoke Valley. It also helped reach new donors and increase the online giving capacities for many participating nonprofits. Although it is very clear that the event was successful, there is more opportunity to improve it in the future.

Staff Recommendations

- Continue to seek out more sponsors to help underwrite RVG events, training, and provide more incentive prize opportunities.
- Implement new incentive prize structure to include more opportunities for small to medium-sized nonprofit organizations.
- Limit Power Hour prizes and Golden Ticket prizes to one per agency during the 24 hour period.
- Research free to low cost technology to help provide more webinars for participants unable to attend “live” events.
- Provide more recorded training sessions where applicable.
- Provide enhanced graphics for marketing materials.
- Provide a list of best practices for all participants (to include an opportunity for participants to discuss ideas with top earners)