Meanwhile, the learning about online giving days continues! Giving days such as Give Miami Day and Silicon Valley Gives are increasing in popularity across the United States. How to Make Your Giving Day a Success

1. **Understand Your Goals:** Clearly define what you want to achieve with your giving day. Whether it's raising funds, increasing visibility, or building relationships, your goals will guide your strategy.

2. **Engage Your Community:** Build and strengthen relationships with your colleagues about your Giving Day ideas and experiences. This group is for community foundations, nonprofits, and other stakeholders to share insights and best practices.

3. **Plan Your Campaign:** As mentioned in the introduction, this report is not the definitive study on giving days. Rather, it is a collection of insights and recommendations from various projects. Use these findings to inform your planning.

4. **Evaluate Your Impact:** Increase your visibility in the giving day space and track your progress. Learn from the success and challenges of others to improve your own campaign.

5. **Incentivize Giving:** Increase your incentives and respond to donor inquiries. This can include matching pools, prize contests, and targeted fundraising efforts.

6. **Communicate Effectively:** Create catchy messages. The communications and messaging training highlighted nonprofits that used creative and engaging communication strategies.

7. **Prepare for the Unexpected:** Contingency planning is crucial for a successful giving day. Community foundations should consider having a plan in place for unexpected events or technical issues.

8. **Monitor Your Results:** Use a sequenced multi-session model to engage participants and monitor your progress. This can help you identify areas for improvement and adjust your approach as needed.

9. **Seek Feedback:** Give your colleagues and participants feedback on your Giving Day ideas and experiences. This can help you refine your approach for future campaigns.

10. **Celebrate Your Success:** Recognize the success of your giving day. Publicizing your results can help you build momentum for future campaigns and attract new participants.

**Conclusion**

Giving days have garnered extensive enthusiasm over the past five years by raising increasingly large sums of money. As the field continues to evolve, community foundations and nonprofits are learning even more about their experiences with these campaigns. We will continue using the Knight Giving Day Initiative and other data to learn and improve our understanding of giving day trends and best practices.
Giving days have garnered extensive enthusiasm over the past five years by raising increasingly large sums of money for nonprofits. In total, these giving days raised $31.8 million for 3,437 nonprofit organizations from 79,886 donors.

As mentioned in the introduction, this report is not the definitive study on giving days. Rather, it is a collection of insights and best practices gathered from community foundations that participated in the Knight Giving Day Initiative. The report highlights successful strategies and offers recommendations for others to consider.

In 2015, organizers of the Knight Giving Day Initiative launched a peer learning Facebook group for all 2014 GiveBIG nonprofit participants. Since then, the group has grown to over 200 members and continues to share tips on how to prepare for and manage a crisis. Community foundations have also used this platform to run webinars, conduct coaching sessions, and share resources. These efforts have helped community foundations build stronger relationships and access coaching and training opportunities.

In 2014, the Silicon Valley Community Foundation was watching; less than six months later, it established its own peer learning Facebook group for 2014 GiveBIG nonprofit participants. The group has since grown to over 200 members and continues to provide resources and support for community foundations. The group now hosts monthly webinars, coaching sessions, and a wiki with additional giving day resources. Knight Foundation provides additional support for this group through coaching and training opportunities.

Giving days also require nonprofits to create online profiles, which can provide the community foundation with valuable information about the organization. In 2014, the Community Foundation of Greater Fort Wayne ran a public campaign and community foundation grants. Silicon Valley Community Foundation said that Silicon Valley Gives improved local nonprofit activity, with the goal of improving the quality of donor advice and services. The foundation wants to continue to expand this partnership to build relationships between new donors and the community foundation itself.

Silicon Valley Community Foundation leveraged its giving day for staff to learn more about local nonprofits and donors. The foundation used the data collected on the giving day to improve its donor services and grantmaking strategy. The Community Foundation of Greater Fort Wayne also used the data collected on the giving day to improve its donor services and grantmaking strategy.

The Miami Foundation created a relatively sophisticated training program, providing support in areas such as fundraising, social media, and crisis prevention and management. The program also includes a checklist and other resources to help community foundations prepare for giving days.

In addition, every giving day should have a contingency plan in place in case of a crisis on the day-of. The Miami Foundation recommends that a number of community foundations have opted to cover, fearing that donors and nonprofits might not participate in the giving day if they are not fully prepared.

By sharing the lessons and recommendations presented in this report, we hope to help move giving days toward longer-term goals. What has worked in your experience? What hasn’t? What lessons are we missing?
The Giving Day Playbook, an extensive online how-to guide for giving day organizers.

The giving days generated at least $587,444 for nonprofit organizations.

Community foundations should consider the sustainability of the giving days. Organizers of successful campaigns are doing just that.

To incentivize specific donor behaviors, community foundations can use skills and contacts gained through the giving days to benefit their other programs.

The giving days can serve as a catalyst for long-term fundraising with donors. Giving days also offered donors an opportunity to try out philanthropy through giving days.

Community foundations can use the experience and expertise from running successful campaigns to implement a campaign to raise funds for endowment funds held by the community foundations.

Expenses primarily fall into the following three categories: hard costs, such as print materials, paid staff time and equipment; marketing expenses; and management expenses.

During Silicon Valley Gives, hours that had matching incentives raised 153% more dollars and had a higher return than hours that did not.

The donors who participate in online giving days tend to be demographically different—younger, less wealthy—than the donors typically engaged by community foundations. Giving days thus provide community foundations a chance to interact with a new audience of potential supporters.

Why Run a Giving Day

Increasing community foundations' visibility and credibility in their communities.

Engage new and existing donors.

Increase donor engagement.

Proportional matches, which award nonprofits a share of the match pool equal to the proportion they raise during the campaign, were successful in motivating the desired behaviors and resulted in a higher amount of dollars and attention for a single, short-term campaign. But the benefits that giving day activities bring to communities, are leading the charge. They do so because running giving days inspires the local nonprofit communities, are leading the charge. They do so because running giving days inspires the local nonprofit community.

The giving day was successful in this instance because of a well-planned campaign. Both the Knight Foundation and the Silicon Valley Community Foundation prepared in case something went wrong. The giving days were successful in this instance because of a well-planned campaign. Both the Knight Foundation and the Silicon Valley Community Foundation prepared in case something went wrong.

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In addition to helping nonprofits be more effective on the giving day, running training sessions online, running webinars, and creating online toolkits with tips and resources for participating nonprofits were successful the previous year, inviting them to come in and talk about the specific strategies that worked.

The Knight Giving Day Initiative community foundations should consider the sustainability of the giving days.

Community foundations should also build giving day-related programming beyond the campaign so that they can access on the Web.

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Giving days require intense, time-consuming preparation. The planning process includes what is most critical to running an effective giving day.

1. **Identify your target audience and key messages**
   - Develop training sessions and secure nonprofit participation.
   - Plan and execute a multi-stage strategy.
   - Define your branding and messaging.

2. **Engage new and existing donors**
   - Understand and address donor needs through community feedback.
   - Engage key local leaders.
   - Use nonprofit information gathered through social media.

3. **Create specific opportunities for new nonprofits**
   - Identify and reach out to new nonprofit partners.
   - Leverage social media platforms like Facebook.

4. **Engage your community at large**
   - Use social media platforms like Twitter.
   - Encourage community engagement.
   - Leverage local champions like United Ways.

5. **Plan ahead and be prepared**
   - Think about potential challenges.
   - Leverage online resources like the Giving Day Exchange.
   - Learn from previous campaigns.

6. **Leverage your giving day**
   - Leverage social media platforms like Instagram.
   - Use local media to promote your giving day.
   - Engage donors through social media.

7. **Maximize matching dollars**
   - Use direct 1-to-1 and 2-to-1 matches.
   - Use power hours and golden tickets.
   - Consider the value of prize dollars.

8. **Maximize donor and nonprofit interest**
   - Use social media to communicate about your giving day.
   - Leverage partnerships with local champions.
   - Leverage the power of giving days to communicate about your giving day.

9. **Gain more donors and more support**
   - Gain more donors and more support through social media.
   - Use social media to reach more donors.
   - Leverage social media to gain more support.

10. **Increase visibility for your community foundation**
    - Increase visibility for your community foundation through social media.
    - Leverage social media to increase visibility.
    - Use social media to increase visibility.

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Giving Days 101: Connecting Local Communities to Longer-Term Impact

1. **Leverage Prizes and Matches for Potential Challenges.**
   - Giving days can incentivize specific donor behaviors by offering prizes and matches to encourage participation and engagement. This strategy not only boosts overall donations but also helps community foundations attract a wider range of donors, including younger and more diverse groups.

2. **Connect to Longer-Term Efforts.**
   - By integrating giving day initiatives into existing community projects, nonprofit organizations can enhance their long-term capacity. The Community Foundation Serving Boulder County connected Colorado Gives to a longer-term community initiative, which helped to sustain the impact of the giving day.

3. **Start Your Campaign Well Before the Event.**
   - Effective giving days require robust planning. Community foundations that ran giving days in the spring of 2014 were well-prepared due to the time spent planning and strategizing. This included community foundations that used their giving days to establish relationships with local businesses and organizations.

4. **Ensure Intervention Strategies.**
   - In the Knight Giving Day Initiative, all community foundations had an intervention strategy in place to handle unexpected situations. This included having a contingency plan in place in case of a crisis on the day of the event. The Silicon Valley Community Foundation's use of Facebook for giving days was successful in engaging the community and promoting the giving day.

5. **Focus on Giving Day Recipient Prizes.**
   - Giving days are powerful because they harness communities' philanthropic energy. The Blue Grass Community Foundation created the Endow the Blue Grass Challenge, which raised $0.50 for each online donation to local nonprofits.

6. **Consider the Exit Survey.**
   - After the giving day, it's important to conduct an exit survey to understand what participants enjoyed and what could be improved. This feedback can help community foundations refine their strategies for future giving days.

7. **Engage in Continuous Learning.**
   - Community foundations can learn from each other through sharing case studies and best practices. The Knight Foundation has compiled tools, case studies, and lessons learned from the giving days. These resources can help community foundations that are just starting to implement giving day initiatives.

8. **Use Technology to Enhance Digital Engagement.**
   - In today's digital age, leveraging technology is crucial for engaging donors. Community foundations can use software to track donations, analyze donor behavior, and encourage repeat giving.

9. **Prepare Your Personnel.**
   - Community foundations need to ensure that their personnel are well-prepared for the giving day. This includes training staff on how to handle donor inquiries, preparing for crisis situations, and ensuring that there is a clear understanding of the goals and objectives of the giving day.

10. **Engage in Continuous Learning.**
    - Community foundations should continue to learn from each other and from the experience of running giving days. This includes participating in giving day initiatives and forums, such as the Giving Day Exchange, to share insights and best practices.

11. **Increase Nonprofit Capacity.**
    - Giving days are not just about raising funds; they also provide opportunities to build nonprofit capacity. The Community Foundation of Greater Fort Wayne connected Let's Give Allen County with a four-year community visioning project, during which the community foundation got to know the participating nonprofits better.

12. **Operate with Fund Holders.**
    - Many community foundations have fund holders who can support giving day initiatives. As an example, the Community Foundation of Grand Forks, East Grand Forks and Region used Facebook to engage the public in selecting which five organizations would receive a donation to Midlands Gives.

13. **Leverage Donor Fund Holder Data.**
    - Effective giving days require knowledge of donor fund holders. As the Good Giving Guide Challenge saw, donors who received a prize were more likely to increase their commitment to the campaign.

14. **Implement a Campaign to Raise Funds.**
    - Community foundations can use the giving days to raise funds for specific projects or initiatives. The Knight Giving Day Initiative recommended implementing a campaign to raise funds for a community foundation's endowment.

15. **Ensure Public Engagement.**
    - Engaging the public is crucial for the success of a giving day. Community foundations can use social media platforms, such as Facebook, to connect with the community and increase engagement.

16. **Use the Giving Day Playbook.**
    - The Giving Day Playbook provides valuable resources and guidance for community foundations planning giving day initiatives. It includes best practices, case studies, and recommendations for success.

17. **Stay Informed.**
    - Community foundations should stay informed about the latest trends and best practices in giving day initiatives. The Giving Day Playbook is a great resource for this purpose.
Many questions remain about the long-term value of giving days. As you embark on your own giving day journey, we hope you will determine whether to run a giving day, how to run one effectively, and how to make it more sustainable for your institution.

Giving days are exciting events that can significantly benefit the community, but executing them fad. Here are four ways we believe your giving day can become more effective and sustainable. Community foundations should consider the sustainability of the giving day effort, with one third of the donors under the age of 40, the creation of the Young Leaders of America Foundation.

Seven community foundations in the Knight Giving Day Initiative increased their funds under management, raising money for endowment funds held by the community foundations, donor advised funds, and served as incentives for community foundations and nonprofits to promote the giving days. The Knight Giving Day Initiative found that it can use this information in its future grantmaking decisions. The Miami Foundation had a similar experience with its board members, holders and board members were proud to be associated with the community foundation and the foundation programs. The Community Foundation of Greater Fort Wayne ran a public campaign and Twitter to connect with younger donors and link them to both Give Grand and other community foundation programs. The Community Foundation of Grand Forks, East Grand Forks and Region used Facebook and Twitter to connect with younger donors and link them to both Give Grand and other community foundation programs.

Recommendations

1. Change the format of your giving day to try to avoid common issues and be more effective.

2. Use the Giving Day Exchange to checklists and other resources to help nonprofits with your giving day at least.

3. Start your plan and consider discontinuing donor fee.

4. Consider changing the time allocated for your giving day to more than one hour.

5. Increase the amount allocated for your giving day.

6. Use a sequenced multi-session model.

7. Build marketing channels through the giving day.

8. Consider building partnerships to increase engagement.

9. Use marketing channels to increase engagement.

10. Consider changing the purpose of your giving day.

11. Consider changing the time allocated for your giving day to more than one hour.

12. Use a sequenced multi-session model.

Conclusion

Success of the giving day. The Miami Foundation had a similar experience with its board members, holders and board members were proud to be associated with the community foundation and the foundation programs. The Community Foundation of Greater Fort Wayne ran a public campaign and Twitter to connect with younger donors and link them to both Give Grand and other community foundation programs. The Community Foundation of Grand Forks, East Grand Forks and Region used Facebook and Twitter to connect with younger donors and link them to both Give Grand and other community foundation programs.
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Recent Giving Days in Action

In this report, we share the results of the Knight Giving Day Initiative, which took place in 2013 and 2014. The Knight Giving Day Initiative is a national effort to increase awareness and support for community foundations through community-wide giving days. The initiative involved 34 community foundations across the country, and each foundation hosted a giving day that focused on different aspects of the community.

One of the goals of the Knight Giving Day Initiative was to raise awareness and support for community foundations. To achieve this, the community foundations hosted giving days that focused on different aspects of the community, such as education, health, and social services. The giving days were designed to engage new and existing donors and to raise awareness about the critical work that community foundations do.

The giving days were also designed to strengthen relationships with local nonprofits. By partnering with local organizations, the community foundations were able to leverage their networks and maximize the impact of the giving days. In addition, the giving days provided an opportunity for community foundations to connect with numerous organizations, and in the process to develop and strengthen broader relationships in the nonprofit community.

In addition, every giving day should have a contingency plan in place in case of a crisis on the day-of. Learning from the technical difficulties experienced by a number of the fall 2013 Knight Giving Day Initiatives, community foundations were advised to prepare in case something goes wrong.

Community foundations are considering not offering a match pool in the future (and offering only proportional matches, which award nonprofits a share of the match pool equal to the proportion they raised). This is based on the expected increase in giving day-related expenses, hard costs (including donation fee processing), and the potential for a high volume of traffic.

The giving days also generated interest in new donor advised funds at the community foundations. Some community foundations ended the subsidization of donation processing fees. In 2013, the Blue Grass Community Foundation levied a $500 participation fee for the Good Giving Guide in order to cover the costs associated with the giving day. The fees were offset by the $50 match pool offered to charities that raised $5,000.

Beach and Martin Counties partnered with two local United Ways and the Martin County Community Foundation to host a giving day. The Blue Grass Community Foundation and the Legacy Foundation opted not to cover the fees. Despite these expenses, community foundations in the Knight Giving Day Initiative have begun to implement a campaign to raise funds for the matching pool.

The giving days also required a lot of planning, time and resources. Community foundations should seek ways to reduce expenses associated with giving days, such as the costs of marketing and public relations.

In conclusion, the Knight Giving Day Initiative was a success in raising awareness and support for community foundations. The results of the giving days demonstrated the potential for community foundations to increase community giving and strengthen their relationships with local nonprofits. However, on the whole, giving days still have a ways to go to fully deliver these substantial benefits.
Observing that many community foundations have been grappling with the same types of questions about their giving days, Knight rallied 677 nonprofits to raise an astonishing $11.4 million in one day through the first-ever Silicon Valley Giving Day. On November 20, 2013, 382 Miami nonprofits united to raise $3.2 million, nearly tripling the amount they had raised in the previous year.

In Florida, Knight’s giving day sparked a wave of giving among community foundations throughout the state. Many of the foundations were new to running giving days, and some had never engaged in such a large scale campaign. The giving days generated at least $587,444 for nonprofit endowment funds they hold. Some limited giving day participation to nonprofits raising $1,000 or more, while others offered participation fees ranging from $50 to $200.

In other cases, the community foundations had a bigger ratio of nonprofits participating, yet large enough to increase their visibility and credibility in their communities. This had the effect of attracting additional donations, bringing in new donors, and increasing the amount of endowment funds raised.

Be a part of the conversation by joining our community foundations in the Knight Foundation Giving Day Initiative and should not be viewed as a definitive reflection of other community foundations. The giving days provided some benefits to community foundations. Here are three top reasons that you may want to consider in running a giving day.

1. **Increase community foundations’ visibility and credibility in their communities.**

   During the giving days, community foundations had the opportunity to connect with new donors, increase donations, and grow community foundation assets. This was particularly true for those community foundations that had not previously participated in giving days. Some community foundations have charged nonprofit organizations a giving day participation fee. This was particularly true for those community foundations that had not previously participated in giving days. Some community foundations have charged nonprofit organizations a giving day participation fee. This was particularly true for those community foundations that had not previously participated in giving days.

2. **Strengthen relationships with local nonprofits.**

   Giving days provided community foundations with an opportunity to build relationships with local nonprofits. Some community foundations have offered match pools to nonprofits with particular interests or connections with specific community needs. Others have offered incentives and responding to donor inquiries.

3. **Grow community foundation assets.**

   The giving days generated at least $587,444 for nonprofit endowment funds they hold. Some limited giving day participation to nonprofits raising $1,000 or more, while others offered participation fees ranging from $50 to $200.

4. **Promote the community foundation’s work.**

   Giving days provided community foundations with a platform to promote their work and programs. Many community foundations used social media to promote their giving day activities. Some community foundations used their giving days to promote specific programs or initiatives.

5. **Provide community foundations a chance to interact with a new audience of potential supporters.**

   Giving days provided community foundations with an opportunity to interact with a new audience of potential supporters. Many community foundations used social media to promote their giving day activities. Some community foundations used their giving days to promote specific programs or initiatives.

6. **Create a plan for the giving day.**

   It is important to have a clear plan in place for the giving day. This includes setting goals, selecting a date, and determining the scope of the campaign. It is also important to establish clear goals for the giving day. This includes setting a budget, selecting a date, and determining the scope of the campaign.

7. **Use a variety of distribution ideas.**

   It is important to use a variety of distribution ideas to reach the target audience. This includes using social media, email, and direct mail. It is also important to reach out to potential donors and garner support from them.

8. **Create a list of donors.**

   It is important to create a list of donors to keep track of who has agreed to participate in the giving day. This includes using a database or spreadsheet to keep track of donors.

9. **Use the Giving Day Exchange.**

   The Giving Day Exchange is a powerful tool that can be used to promote giving days. It includes a community board where you can post updates, share successes, and ask for support. It also includes a search tool to help you find donors and match them to giving day programs.

10. **Offer Match and Prize Pools.**

    Offering match and prize pools can be a powerful way to incentivize giving to community foundations. This includes offering a match to donations or prizes for the highest dollar amount.

11. **Select a date for the giving day.**

    It is important to select a date for the giving day that is convenient for the community foundation and its supporters. This includes selecting a date that is convenient for the community foundation and its supporters.

12. **Engage local nonprofits.**

    Engaging local nonprofits is important to ensure the success of the giving day. This includes engaging local nonprofits to promote the giving day and to encourage their supporters to participate.

13. **Use the Giving Day Exchange.**

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    It is important to create a list of donors to keep track of who has agreed to participate in the giving day. This includes using a database or spreadsheet to keep track of donors.
This report, "How Giving Days Can Work for Your Community Foundation: 10 Lessons from the Knight Foundation Giving Day Playbook," an extensive online how-to guide for giving day organizers.

With this question in mind, Knight Foundation has experimented with online giving days by testing whether giving days could be used to:

1. **Raise more money.** Some community foundations received exceptional results, such as raising $7.4 million in 10 hours and $16.1 million in 24 hours. However, on the whole, giving days still have a ways to go to fully deliver these substantial benefits.

2. **Create a culture of giving.** The Knight Giving Day Initiative community foundations reported having a better donor advised fund holder recommendations and grantmaking decisions. The large number of nonprofits in most communities makes it difficult for community foundations to maintain strong ties to many local organizations. Giving days create an opportunity for community foundations to interact with a new audience of potential supporters. The donors who participate in online giving days tend to be demographically different—younger, wealthier, more online-savvy and more likely to support causes they learn about online.

3. **Leverage existing relationships.** As a result of the giving days, all of the participating community foundations increased their use of local nonprofits to fundraise online and use social media more effectively, among other worthy reasons. Giving days do provide some benefits to community foundations. Here are four ways we believe your giving day can become more sustainable and create even more impact:

   - **Add a new dimension to your face-to-face solicitations.**
   - **Increase your visibility in the community.**
   - **Engage your top donors.**
   - **Create a culture of giving.**

4. **Create a culture of giving.**

   - **Plan your giving day strategically.**
   - **Learn from your mistakes.**
   - **Get help from other community foundations.**
   - **Use community foundations in a coordination role.**

5. **Get help from other community foundations.**

6. **Use community foundations in a coordination role.**

7. **Plan your giving day strategically.**

8. **Learn from your mistakes.**

9. **Get help from other community foundations.**

10. **Use community foundations in a coordination role.**

For more recommendations, please contact us. We'd love to hear about your experience and what you learned along the way.

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**Why Run a Giving Day Initiative**

How Giving Days Can Work for Your Community Foundation: 10 Lessons from the Knight Foundation Giving Day Playbook, an extensive online how-to guide for giving day organizers.

With this question in mind, Knight Foundation has experimented with online giving days by testing whether giving days could be used to:

1. **Raise more money.** Some community foundations received exceptional results, such as raising $7.4 million in 10 hours and $16.1 million in 24 hours. However, on the whole, giving days still have a ways to go to fully deliver these substantial benefits.

2. **Create a culture of giving.** The Knight Giving Day Initiative community foundations reported having a better donor advised fund holder recommendations and grantmaking decisions. The large number of nonprofits in most communities makes it difficult for community foundations to maintain strong ties to many local organizations. Giving days create an opportunity for community foundations to interact with a new audience of potential supporters. The donors who participate in online giving days tend to be demographically different—younger, wealthier, more online-savvy and more likely to support causes they learn about online.

3. **Leverage existing relationships.** As a result of the giving days, all of the participating community foundations increased their use of local nonprofits to fundraise online and use social media more effectively, among other worthy reasons. Giving days do provide some benefits to community foundations. Here are four ways we believe your giving day can become more sustainable and create even more impact:

   - **Add a new dimension to your face-to-face solicitations.**
   - **Increase your visibility in the community.**
   - **Engage your top donors.**
   - **Create a culture of giving.**

4. **Create a culture of giving.**

   - **Plan your giving day strategically.**
   - **Learn from your mistakes.**
   - **Get help from other community foundations.**
   - **Use community foundations in a coordination role.**

5. **Get help from other community foundations.**

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Meanwhile, the learning about online giving days continues! Benefit from our findings and discover opportunities to create a campaign that best serves your community foundation and communities' giving day experiences.

Playbook, an extensive online how-to guide for giving day organizers.

But what about the community foundations—does hosting giving days also help them?

Community foundations should also build giving day-related programming beyond the campaign so community foundation goals are linked to specific giving day activities. Identifying the target audience is a good first step. For instance, if your community foundation is known for supporting arts and culture, you might target the arts community.

For community foundations, the giving day can also be an opportunity to raise awareness about and offer programming related to community foundation goals. Prior to the giving day, the community foundation might develop and promote a special community foundation endowment fund. Community foundations also have the opportunity to better position themselves as vital capacity builders for their community's nonprofit sector. This can be done through coaching and training opportunities, and a wiki with additional giving day resources.

Knight Foundation created a relatively sophisticated training program, providing support in areas such as marketing, legal issues, and partnerships.

We found that other community foundations had varying strategies to incentivize specific donor behaviors. For example, the Central Carolina Community Foundation reported that Midlands Gives resulted in inquiries about endowment funds held by the community foundation.

Other community foundations shared expenses and staff time with giving day partners, such as local government. For instance, Blue Grass Community Foundation and the Legacy Foundation opted not to cover the fees. Despite this, they still saw an increase in donations during the giving day. Expenses primarily fall into the following three categories: hard costs, such as print materials, paid staff time, and consulting fees; soft costs, such as marketing communications; and technology costs, such as website development and hosting.

In all cases, community foundations provided some level of training to nonprofits. Nonprofit training is critical to running an effective giving day, as it better prepares participating organizations to use the online platform, add content, and raise funds. Many nonprofits are not familiar with online giving tools or may lack the staff and capacity to run a campaign.

During the giving day, nonprofits must have someone dedicated to managing the online giving platform. This can be a challenge, especially for small and mid-size organizations. However, many community foundations have implemented different strategies to incentivize specific donor behaviors.

Vanishingly small additional incentives did not lead to increased donations, as expected. For example, the South Dakota Community Foundation found that matching incentives did not influence specific donor behaviors and appear to have been unsuccessful in energizing the community foundation.

In contrast, the Community Foundation of Sarasota County reported that its Giving Challenge energized DAF holders and provided community foundations a chance to interact with a new audience of potential supporters. Giving days can also help community foundations provide better donor advised fund holder recommendations and grantmaking decisions.

Engaging with nonprofits during a giving day is also essential. Community foundations need to build relationships with nonprofits and help them integrate their giving day efforts into their overall philanthropic ecosystem. One community foundation used a social media campaign to encourage nonprofits to use their networks and ask their donors to participate.
As mentioned in the introduction, this report is not the definitive study on giving days. Rather, it is a snapshot of the Knight Foundation Giving Day Initiative and should not be viewed as a definitive reflection of other giving day programs. The report, titled "More Sustainable and Nonprofit Behaviors," distills findings from an analysis of the 2013 and 2014 giving days and is intended to help community foundations understand how to make giving days more effective.

One of the key insights from the report is that giving days can be a powerful tool for community foundations to increase their visibility and credibility in their communities. By participating in giving days, community foundations can encourage people to give online and use social media more effectively. In addition, giving days can help community foundations build stronger relationships with their nonprofit partners and to create a more sustainable nonprofit community.

On November 20, 2013, 382 Miami nonprofits united to raise $3.2 million, nearly tripling the amount raised in the previous year. Silicon Valley Community Foundation saw similar success, generating 14,330 donations and $5.9 million in revenue on its Giving Day. The report highlights how community foundations can use giving days to incentivize giving to nonprofit endowment funds they hold. Some limited giving day participation to nonprofits raising less than $5,000. Giving days thus provide community foundations a chance to interact with a new audience of potential supporters.

The donors who participate in online giving days tend to be demographically different—younger, less wealthy—than the donors typically engaged by community foundations. Giving days thus offer an opportunity for community foundations to connect with a new audience of potential supporters. The report recommends that community foundations should make giving days more sustainable and nonprofit behaviors.

The report also highlights the importance of leveraging prizes and matches to encourage giving. By offering rewards for reaching certain milestones, community foundations can incentivize giving and encourage participation. These prizes can be used to support the development of a nonprofit endowment fund or to support specific programs.

Plan ahead and be prepared by creating catchy messages. The communications and messaging training highlighted nonprofits that focused on other valuable skills such as storytelling, mobile fundraising and media relations.

Leverage prizes and matches that it can use this information in its future grantmaking decisions. The foundation also provided resources for tips on how to prepare for and manage a crisis. Give to the Max Day was the most successful giving day of the year, generating 6,100 tweets, 375 Facebook “likes” and 65,000 livestream viewers. Silicon Valley Community Foundation said that Silicon Valley Gives improved local relations with their nonprofit community. This is particularly true during the outreach and training what is most critical to running an effective giving day.

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1. **Leverage prizes and matches**: Prizes that incentivize desired donor behaviors. For instance, matches that doubled donations made during GiveBIG increased fundraising by 30%, while prizes resulting in the most unique donors tripled GiveBIG fundraising.

2. **Plan ahead and be prepared**: The day before and during the event, you receive phone calls, emails, and press inquiries. In addition, every giving day should have a contingency plan in place in case of a crisis on the day—such as having one of the highest amounts raised per organization.

3. **Grow community foundation endowment funds**: Community foundations are now seeing the fruits of their labor. Midlands Gives increased fundraising by 8%, while the Knight Giving Day Initiative increased community foundation endowment funds.

4. **Designate your community foundation as a go-to source of philanthropy knowledge**. Establishing your community foundation as the “go-to” resource for philanthropic information and resources is a strategic investment in your organization's long-term success.

5. **Consider discontinuing subsidies**: It’s important to consider discontinuing subsidies for giving days. Although they can appear to be a way to incentivize participation, they can negatively impact the overall fundraising efforts and the community's perception of the event.

6. **Develop programming that promotes community organizing**: Community foundations are increasingly looking to give away money. For example, community foundations are increasing their funds under management.

7. **Contact your local media**: Contacting your local media can help increase awareness of the giving day and encourage participation. For instance, Silicon Valley Community Foundation said that Silicon Valley Gives improved local community impressions on Facebook and Twitter on Give Miami Day, while GiveMN generated over 11,000 community impressions.

8. **Offer better donor advised fund holder recommendations and grantmaking decisions**: Providing better donor advised fund holder recommendations and grantmaking decisions can help increase the success of the giving day. The Miami Foundation had a similar experience with its board members, holders and community foundation board members about philanthropy. They found that the DAF best fit for different purposes.

9. **Establish a peer learning Facebook group**: Establishing a peer learning Facebook group can help encourage participation and sharing of best practices. For example, the Central Carolina Community Foundation reported that Midlands Gives resulted in inquiries about matches for endowment funds, while others leveraged prize and match pools to incentivize giving to endowment funds.

10. **Increase community foundation visibility**: Increasing community foundation visibility can help attract more donors and increase fundraising. For instance, the Knight Giving Day Initiative increased community foundation visibility through various marketing strategies.

11. **Address the fad**: Addressing the fad is important for the success of the giving day. Here are four ways we believe your giving day can become more sustainable: 

   - **Direct 1-to-1 and 2-to-1 matches**: Successful at encouraging nonprofit and donor participation.
   - **Crisis prevention and management**: Establishing a crisis plan can help increase the success of the giving day.
   - **Grow community foundation assets**: Leverage prizes and matches to increase community foundation assets.
   - **Increase community foundation endowment funds**: Establishing a peer learning Facebook group can help encourage participation and sharing of best practices.

12. **Thank you in advance for helping make this tool valuable and relevant for every community**: By sharing the lessons and recommendations presented in this report, we hope to help move giving days from a fad to a sustainable practice.