

Give Miami Day 2013 Case Study: Success in Leveraging Partnerships



What Happened

The Miami Foundation leveraged the Knight Foundation grant for Give Miami Day 2013 by seeking out additional strategic partners to both bolster the match pool and increase awareness of the Giving Day. Additional contributions to the match pool came from The Miami Foundation Board of Trustees, Stearns Weaver Miller Weissler Alhadeff & Sitterson, P.A. (Stearns Weaver Miller), the Hector Family Fund at The Miami Foundation, and a “Just Give” match pool donation option on the Give Miami Day website. In addition to these sources, The Miami Foundation solicited additional sponsors, creating partnerships with the Miami Marlins Foundation and Miami HEAT Charitable Fund. These efforts paid off significantly, generating a match pool of more than \$350,000 and unprecedented awareness for Give Miami Day that led to contributions from over 40 countries around the world. Each partner was vital to the success of Give Miami Day, and this case study highlights the value of partnerships in a Giving Day.

Give Miami Day was truly a team effort. Staff and board members leveraged their individual networks leading up to and during the event, getting the word out both verbally and through social media. Board of trustees members, at the suggestion of the Development Committee chair, dedicated their annual \$7,500 board commitment to Give Miami Day. The Hector Family Fund made a \$25,000 contribution to The Miami Foundation for the event and an additional \$75,000 to organizations they supported on the Giving Day. Stearns Weaver Miller, one of whose partners is on The Miami Foundation Board of Trustees, made a contribution to the match pool and hosted an evening event on the day-of. In addition, the firm encouraged donations throughout Give Miami Day by matching all donations from their attorneys with a \$25 contribution. Because the firm has a philanthropic fund with The Miami Foundation, donations were facilitated internally and no fees were applied.

The Miami Foundation continued to seek out Giving Day partnerships by thinking strategically about its existing network. The Miami Foundation has long-standing relationships with both the Marlins Foundation (one of The Miami Foundation’s board members serves as president of the baseball team) and the Miami HEAT Charitable Fund (The Miami Foundation manages the fund through fiscal sponsorship). Because the foundations support specific causes, Miami Foundation Development Officer Janell



Kaplan phrased the ask to emphasize the impact the matching dollars would have on helping the city of Miami as a whole, highlighting the organizations within each cause area that were participating. She made the point that if a foundation was interested in education, contributing to the match pool meant potentially supporting hundreds of education nonprofits.



The Marlins Foundation donated \$20,000 for incentive prizes and \$5,000 to the match pool. The Miami Heat Charitable Fund donated \$15,000 to the match pool, promoted Give Miami Day to millions of followers through its social media channels, and advertised the event at two NBA games the night before and on Give Miami Day. Both organizations are excited about the new partnership and the ability to broaden the Miami

Marlins and Miami HEAT's brand in the community.

The Result

Leveraging partnerships to generate awareness and grow the match pool significantly increased the amount of money raised through Give Miami Day and created added incentive for both nonprofit and donor participation. The Miami Foundation sought to empower others to get the word out for Give Miami Day, and their board and partners helped to make this effort a success. Give Miami Day 2013 more than doubled the previous year's total by raising



over \$3.2 million for 400+ nonprofits through 12,306 donations. According to Matthew Beatty, director of communications for The Miami Foundation, "Give Miami Day 2013 made history as the most active day of philanthropic giving in South Florida."¹ Strategic partnerships played a big role in this success and will only continue to grow in importance. The Miami Foundation has already received inquiries from other local professional sports teams, such as the Miami Dolphins, wanting to know how they can get involved in future years!

Lessons Learned

Here are some key takeaways from the success of Give Miami Day's strategic partnerships:

1. Think big: try to partner with institutions that have a large public reach, such as local sports teams, to increase awareness of the Giving Day. Listen to what

impact your partners are hoping to achieve and structure your ask around the causes that are important to them.

2. Leverage your network: look for partners among your own donor base and board of directors. Donor advised fund holders can be great partners.
3. Build up your match pool: nonprofits and donors respond to match incentives, so bigger is better! Remember to let match pool donors know that their contributions will incentivize philanthropy on the Giving Day.

¹ <http://www.kimbia.com/give-miami-day-2013-powered-kimbia-sets-new-record-raising-3-million-24-hours/>