



IMPACT FUNDRAISING:

SKY'S

the limit

DAY OF GIVING

LESSONS LEARNED, SUSTAINING GROWTH AND THE FUTURE

Shaun B. Keister, Ph.D.

Vice Chancellor, Development & Alumni Relations

President, UC Davis Foundation

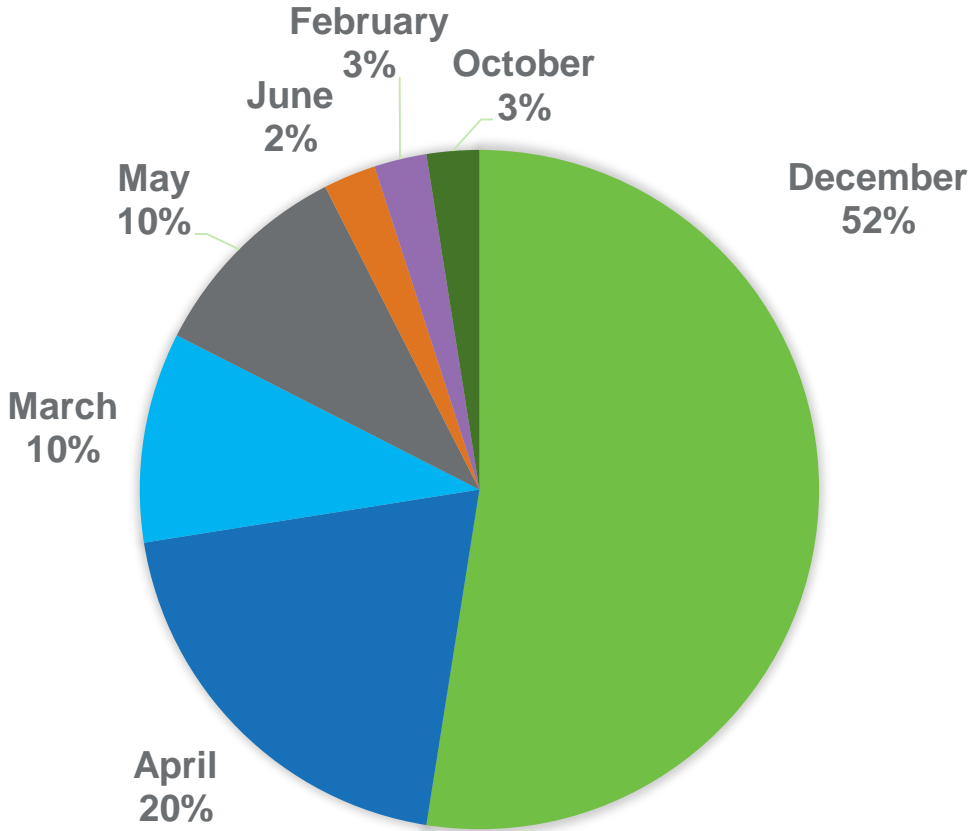
UC Davis



Giving Day by the Numbers

- Started reporting on Giving Day in 2016. Based on coding, data is still somewhat limited.
- Currently, only 41 US Public Institutions (out of 83) either are conducting giving days or (more likely) coding it in the fundraising system.
- Future reports (analyzing FY2017) will have enhanced metrics to better understand the impact of days of giving across Higher Education

When is Giving Day? (public)

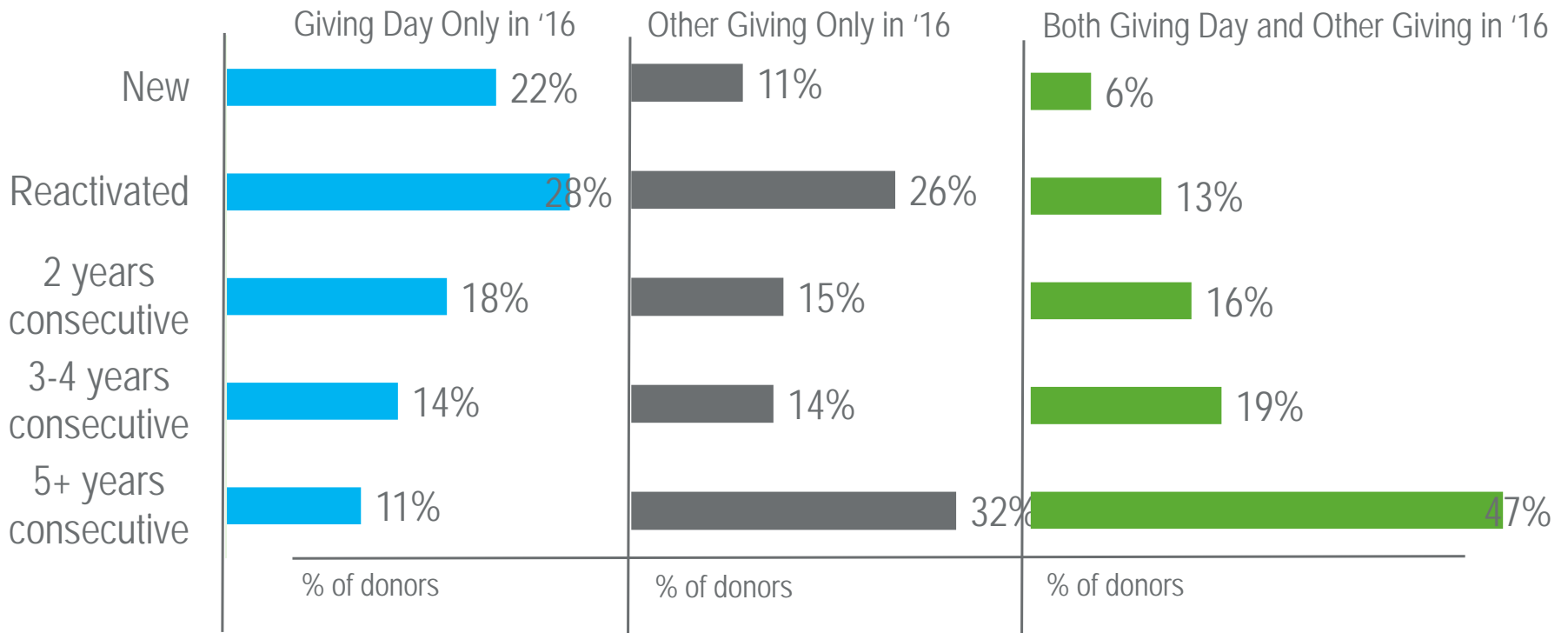


December led for Giving Day (likely in conjunction with Giving Tuesday in many cases)

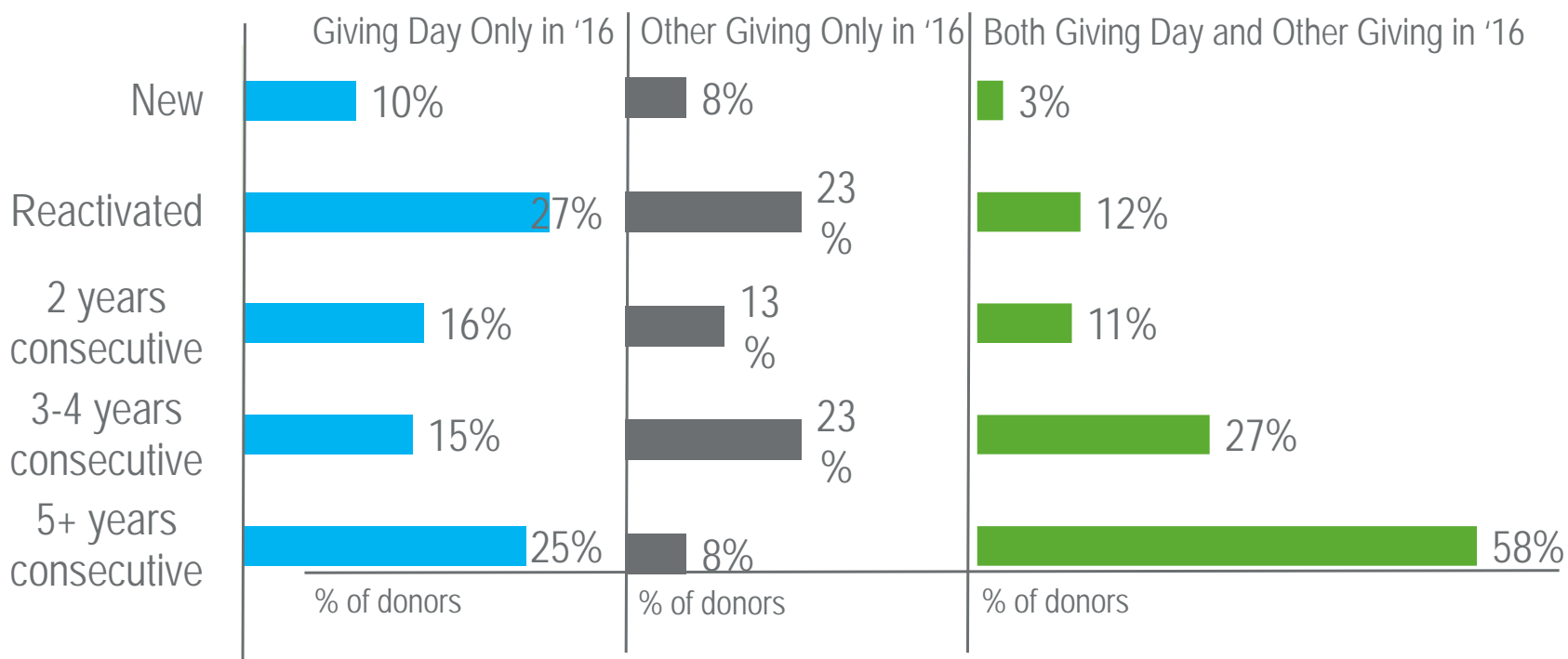
The vast majority of other Giving Days occurred in the second half of the fiscal year, between March-May

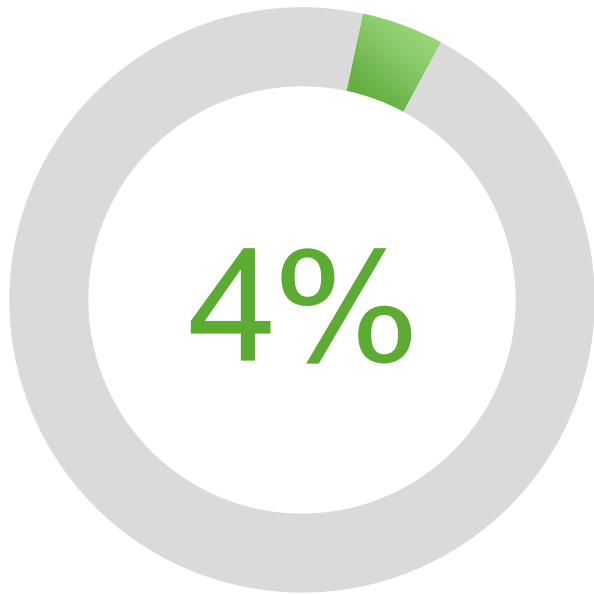
Source: FY16 donorCentrics Benchmarking Groups

Public Institutions: Days of Giving – % of donors by Loyalty



Private Institutions: Days of Giving – % of donors by Loyalty





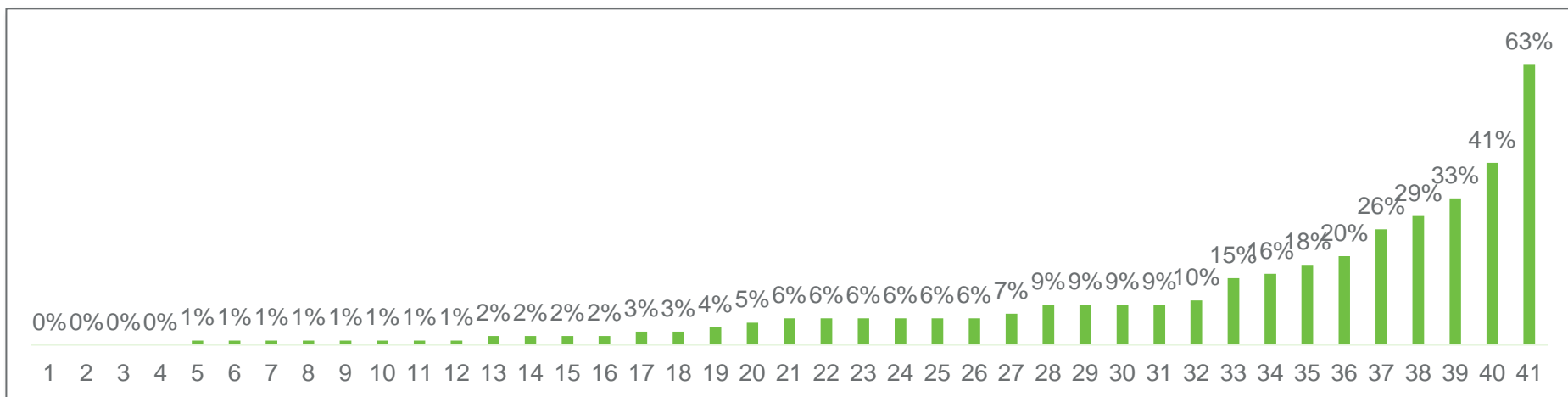
As a median overall, 4% of donors **gave as part of a giving day initiative** to public institutions during FY16 (based on coding). They accounted for 1% of all revenue generated in 2016.

Of the 41 schools, the minimum was **less than 1%** while the maximum was **29%**

Source: FY 2016 donorCentrics Benchmarking Groups

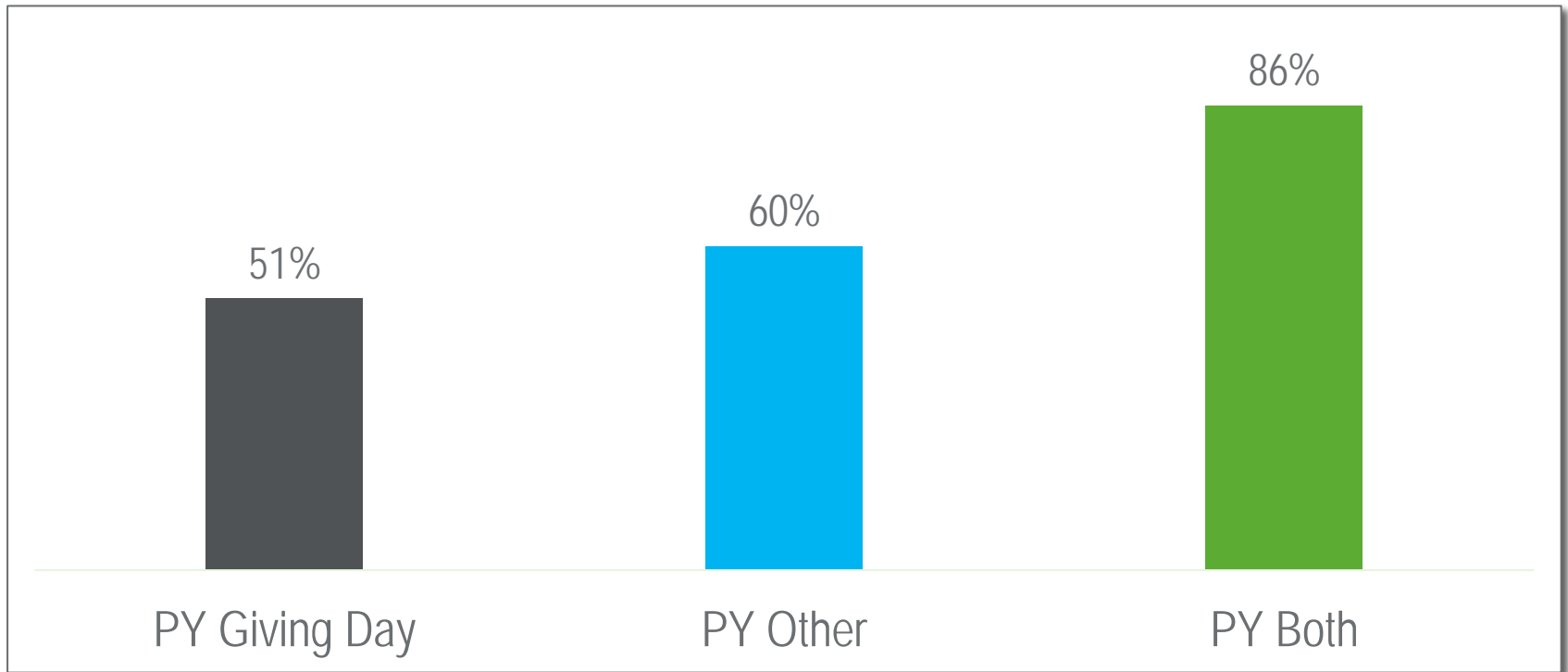


Day of Giving – Distribution % of New Donors (Public)

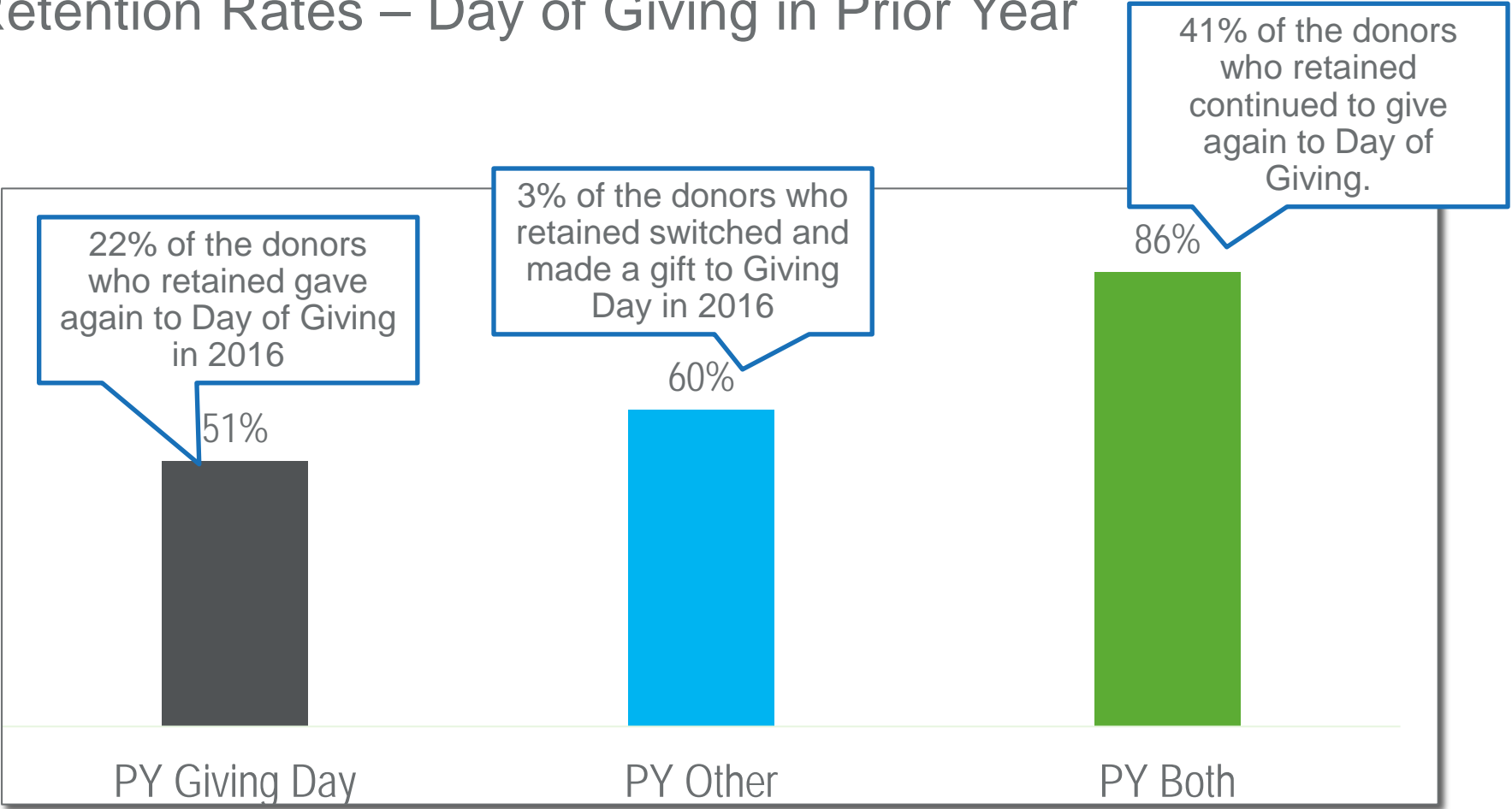


- Median: 6% of new donors gave as part of a Day of Giving initiative.
- Double-digit programs have really focused on using this tool to acquire new donors. In some cases, this is student-driven as well.

Retention Rates – Day of Giving in Prior Year



Retention Rates – Day of Giving in Prior Year



Best Practices

- Challenge gifts
- Competitions between units
- Social ambassadors
- Extensive marketing
- Aggressive outreach during 24-hour period
- Stewardship (part of something bigger)

DISCUSSION