How Giving Events Are Driving Community Change
What is a Giving Event?

Focused Generosity
01

Community driven giving events bring multiple nonprofits who operate either in that geographic region or around a specific cause together under one website that handles donations to each nonprofit.

Streamlines donor experience
By having one central location, it makes discovery of new nonprofits and support for existing nonprofits easier for the donor themselves.

#NeonNonprofitTip
Adding filters and tags to help donors find causes that they relate to will make donors feel empowered.
What is a Giving Event?

Acting Now
02

One of the points of a giving event is that there is a specified period of time where donations can be made on the platform.

Urgency, down to the minute
Many community days will create periods of time during the day where donations will be matched or certain prizes are unlocked for participating nonprofits. These lead to increased results.

#NeonNonprofitTip
Use countdown timers in the lead up to your giving event to drive a sense of urgency and excitement.
What is a Giving Event?

Make It Social

03

Especially during COVID-19, digital giving has seen an increase in adoption as well as in comfort across all ages and income groups.

Create community

Successful giving events are starting to add live streaming and peer to peer fundraising as part of their events to help drive engagement. Community days need to feel like there’s a collective conversation happening around the good happening around that day.

#NeonNonprofitTip

Empower the nonprofits and donors to participate by creating dedicated hashtags for social media around the day itself.
Giving Event Impact in 2020
Giving Events in 2020

Big Gains

Across nearly every single spring giving event that Neon One helped host in 2020, we have seen impressive gains in a wide variety of key performance metrics. Neon One is working to formally debut the industry’s first focused Key Performance Metrics analysis framework to assist community giving events continue these gains.

<table>
<thead>
<tr>
<th>Average Rate of Change</th>
<th>Median in 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Donations</strong></td>
<td><strong>54.57%</strong></td>
</tr>
<tr>
<td>Processed Online</td>
<td><strong>119.92%</strong></td>
</tr>
<tr>
<td><strong>Total Processed</strong></td>
<td><strong>333</strong></td>
</tr>
<tr>
<td>Through Peer to Peer</td>
<td></td>
</tr>
<tr>
<td>Donation Pages</td>
<td></td>
</tr>
<tr>
<td>Number of Nonprofits</td>
<td></td>
</tr>
<tr>
<td>Participating in Event</td>
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</tbody>
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Giving Events in 2020

How to be successful?

Through our KPI framework, we have been able to identify vital pieces that lead to success around community giving events.

01 | Increasing the number of participating nonprofits
02 | Solid buy in from the larger community (e.g. businesses)
03 | Enabling leaderboards and prizes
04 | Suggesting other nonprofits that donors can support
05 | Creating a sense of urgency in the lead up to the event
Arizona Gives Impact Story
Arizona Gives

A major decision

The Arizona Gives team had big decisions to make in the wake of the coronavirus pandemic. Postpone? Cancel? Or continue?

After a survey to the nonprofits they support, 84% reported decreased revenue from cancelled events and contracts. Arizona Gives was now more important than ever to their community.
Arizona Gives

Big gains

In the lead up to the event, a new Nonprofit Emergency Relief Fund was established to collect additional funds from donors.

Other key features were implemented, such as peer to peer fundraising, scheduled donations, corporate and employee giving, and more.

The day was a great success.
By the numbers

The Arizona Gives team put in a superhuman amount of work in order to make their day a success and helped set the tone for the forthcoming giving events coming throughout the spring.

- **2020 Success**: $6.1m Total Donations for AZGives
- **Average Rate of Change**: 77% Increase in individual gifts
- **Volunteer Hours Pledged**: 81,862 Equal to 300 FTE employees
Neon One Resources

Content

Neon One has created a wide range of resources that have focused around our expertise in running the world’s largest and most successful community giving events.

01 | How To Create a Giving Day Communications Plan
02 | Adding a Relief Fund To Your Giving Event
03 | How Businesses Can Amplify Giving Events
04 | Moving Your Big Event Online
05 | Why You Need To Attend The Generosity Exchange
Neon One Resources

Technology

01 Giving Day Platform
Need to provide your community a central platform to help power your own giving event while allowing them to grow? We can help.

02 Community Platform
Year round engagement is key to creating capacity for change and gaining the trust of donors for your day. Let us help.

03 Peer to Peer Fundraising
Want to extend your campaign with powerful peer to peer fundraising tools? Then extend our tools out for either your day or as an offering for individual nonprofits. We’re ready.
#NPOsRise Campaign

We have created an entire resource hub that provides resources that are addressing Black Lives Matter, coronavirus, and much more.

[Connect with the campaign here](#).