



# GIVINGTUESDAY

## FY25 CAMPAIGN REPORT & ANALYSIS OVERVIEW

**Goal and Strategy:** Our goal was to raise \$250,000, or enough money to provide 750,000 meals to neighbors. We leveraged a matching gift (\$30,000 from an anonymous couple) to create a sense of urgency and deployed messaging across multiple channels (emails, social media, digital ads, traditional media, postcard, and word of mouth).

	2023 Comparison	2024 Results	Difference
Number of Donors	945	873	-8%
Number of Gifts	887	900	+1.5%
Gift Value	\$207,694	\$236,495	+14%
Average Gift	\$220	\$271	+23%
Matching Gift Pledge	\$50,000	\$30,000	-40%
<b>TOTAL RAISED</b>	<b>\$257,694</b>	<b>\$266,495</b>	<b>+3%</b>
Number of New Donors	63	308	+389%
Number of New Sustainers	7	21	+200%

**Discussion of Results:** We exceeded our GivingTuesday campaign goal and raised \$266,495 (+3% YOY), helping to provide 799,485 meals to our neighbors. This is a positive change after seeing gradually decreasing campaign performance in the years following the pandemic. We were able to meet and exceed our goal despite having a smaller (but still very generous) matching gift!

This campaign highlights the generosity of our donors. The average gift was \$271 (+23%). The increase in average gift helped us achieve our goal despite having fewer donors (873, -3%) give during the campaign. We had incredible gains this year in the number of new donors (308, +389%) and new monthly donors (21, +200%).

This is due in part to a major expansion of ad strategy and successful donor acquisition campaigns organized by Donor Voice, plus the dedicated work of our Dev team members to acquire and steward new supporters of our mission. Thank you!

## Results by Channel

	2024 Results	Difference YOY
E=appeals Revenue	\$67,356	-26%
Digital Ads Impressions	1,184,317	+165%
Digital Ads Clicks	936	+71%
Digital Sources Total Revenue	\$113,369	+25%
Total Number Website Users	3,200	+38.5%
Facebook Post Reach	82,488	+76%
Facebook Post Engagement	2,390	+36%
Instagram Post Reach	5,008	+449%
Instagram Post Engagement	115	-3%
Offline Pledges / Gifts Received	\$32,419	-20%

## Key Recommendations

- Campaign Length and Data Collection:** In the future we should determine campaign timeline parameters and create the report and campaign hierarchy used to track donations earlier in our campaign planning process. Each email and outreach channel should have its own separate landing page in Classy, well in advance.
- E-appeals:** The declining email results are consistent with what's happening to email across the industry. We should continue to grow our digital advertising program while also exploring other avenues for reaching donors.
- Digital Ads:** Our digital ad program has grown significantly in the last year. We should continue to work with Donor Voice to explore new ad spend opportunities and continue to tailor our messaging for the digital audience.
- Digital Sources Revenue:** One thing that was different this year was that with our new website, we were unable to have a lightbox widget. If we want to try again next year, we should give ourselves plenty of time to install and test the new tool. We should also look at other web tools like a countdown clock or fundraising thermometer.
- Website Users:** Most of our success on web this year can be attributed to our new website and Donor Voice's work to accurately track UTMs and increase our digital advertising program. We should continue to grow on this next year.
- Social Media:** Next year we should do another #WhyIGive campaign and increase our boosted post budget. We should also look in to Classy Social Sharing to make it easier for our donors to give and share about their donation. We should not try an influencer campaign next year -- this would be a better tactic for smaller, issue-based campaigns.

- **Traditional Media:** The Food Bank had solid media coverage this year across radio, web articles, and TV. Next year, we should make a TV PSA to increase coverage.
- **Word of Mouth:** The frontline fundraising team did a wonderful job of reaching out to donors and asking them to give online or in person on GivingTuesday. The team used ThankView to steward donors who gave more than \$500 to the campaign. We want to replicate these efforts next year and research other ways that we can use ThankView as a prospecting and stewardship tool.
- **Staff Involvement:** We hosted another GivingTuesday “Friendsgiving” snack potluck to encourage more staff members to join us in the Big Apple on GivingTuesday. We had snacks and we updated a fundraising thermometer that other staff members could access across the region. It would be a good idea to ask someone from each branch to champion this effort so that we can make sure it happens (we heard it didn’t really take off in Cville this year).