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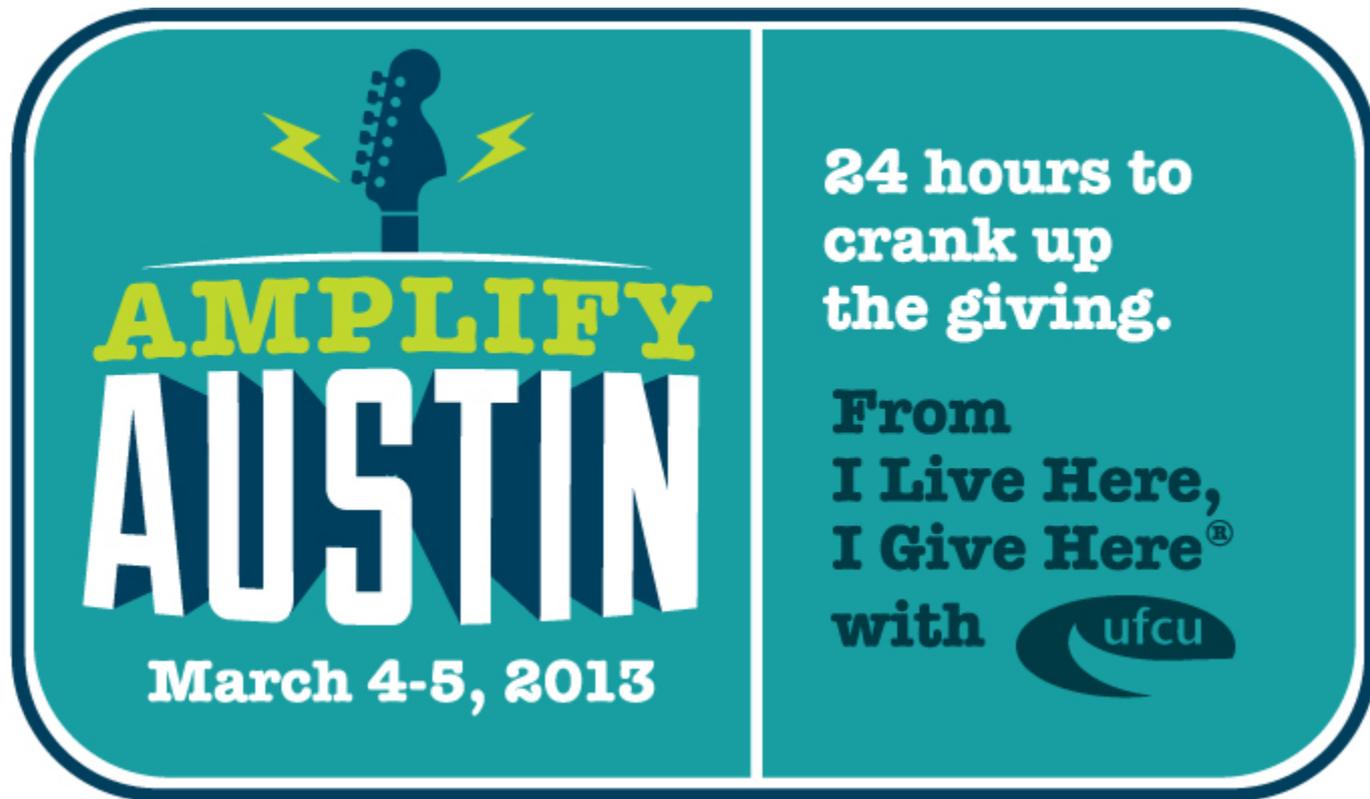
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FROSTMEDIA.COM KFROST@FROSTMEDIA.COM 512.451.7770 AUSTIN, TEXAS

# **The Art in Giving Days**

Presented by Karen Frost

As one of the key architects of:





# Board Research, 2011:

## First Year Giving Day Success in Other Cities

City	Money Raised	Metro Population	Nonprofits
Minneapolis/ St. Paul	\$14 million	3.3 million	3,434
Denver	\$8.7 million	2.5 million	530
Dallas/Ft. Worth	\$4 million	6.3 million	353
Seattle	\$3.5 million	3.4 million	900
Pittsburg	\$3.3 million	2.3 million	434

# Critical Success Factors

- Engaging, effective website: [www.amplifyatx.org](http://www.amplifyatx.org)
- Incentive Funds & Gamification



- Nonprofit community engagement
- Strategic marketing plan



# Engaging & Effective Website

## What to look for in an internet service provider:

- Website traffic – confirm that the website won't crash
- Donor data – who owns it?
- Determine reasonable fees/percentages
- website – is it fun and easy to navigate?



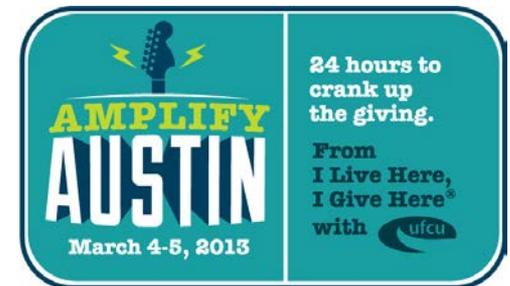
# Incentive Funds & Gamification

- **Lead Vocalist**
  - \$100,000 gift by UFCU to amplify gifts made on Amplify Austin Day
- **Incentive Pool**
  - \$370,000 gift by the St. David's Foundation to amplify donations made to 30 nonprofit participants they support
- **4 Guitar Soloists**
  - \$5000 Most gifts before Midnight 3/4
  - \$5000 Most gifts in 24 hours
  - \$5000 Most Volunteer "Fundraisers"
  - \$5000 Most \$ raised
- **48 Bass Boosters**
  - \$1000/hour for most donors
  - \$1000/hour for most dollars



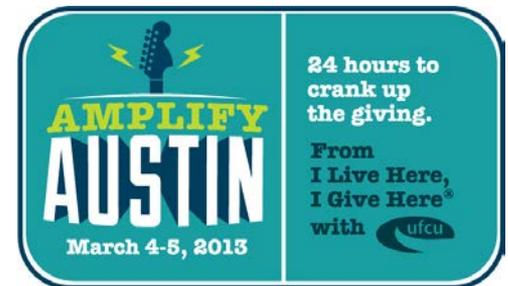
# Nonprofit Community Engagement

- Nonprofit training
- Traditional donor outreach/cultivating relationships
- Simple, yet effective, splash pages
- Social media



# Strategic Marketing Plan

- Create the brand
- Identify the best day/time of year
- Identify media sponsors
- Create a [video](#) / PSA
- Design a social media toolkit for sponsors, nonprofits & media
- Identify news peg/media event

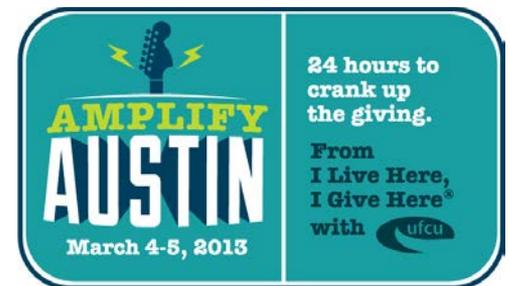


# Amplify Austin 2013

Goal: \$1 Million

Actual: \$2.8 Million

Nonprofits: 320



# Amplify Austin 2014

Goal: \$4 Million

Actual: \$5.7 Million

Nonprofits: 498



# Amplify Austin 2015

Goal: \$7 Million

Nonprofits: over 500



# Giving Days Dedicated to:





# Sacramento, California

- April 29, 2013
- Sacramento Arts Commission partnered with Sacramento Region Community Foundation and GiveLocalNow
- 78 arts nonprofits
- 24 hours

**\$500,000 raised**



# Pittsburgh, Pennsylvania

- May 11, 2011
- Pittsburgh Arts Council partnered with The Pittsburgh Foundation
- 147 nonprofits
- 24-hour giving window

**\$1.4 Million**

- October 2, 2014
- Pittsburgh Arts Council partnered with The Pittsburgh Foundation
- 150 nonprofits
- 18-hour giving window

**\$1.5 Million**

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Thank you!

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The Power Behind the Thank You!