

Arizona Gives Day has raised more than \$7.4 million for Arizona nonprofits since 2013.

Arizona Gives Day 2016

2016 Total Raised: \$2.84 Million 30% Increase over 2015
Includes day-of online donations and offline donations, donations made up to one week before and after April 5, and incentive prizes.

Numbers within 24 hour period on April 5:

Average raised per nonprofit:	\$3,185	
Total number of Donations:	21,129	
Average donation size:	\$114	25% increase over 2015
Total number of Donors:	16,450	
Average Gift per Donor:	\$147	29% increase over 2015
Nonprofits Receiving Donations:	759	25% increase over 2015

Donor Survey Findings:

Donors Prompted:	70% of donors stated Arizona Gives Day prompted them to give a gift they wouldn't have otherwise give.
First Time for Arizona Gives Day:	48% said it was their first time giving on Arizona Gives Day.
First Time Donating:	35% gave to an organization they'd never given to before.
Likely to Give Again:	87% are very or extremely likely to donate again next year.

Nonprofit Survey Findings:

Additional Money:	91% of nonprofits said Arizona Gives Day helped them raise additional money they wouldn't have otherwise raised.
Campaign Strategy:	70% of nonprofits said they used an email campaign strategy. 75% used a social media campaign strategy

Results By Region:

Central Arizona:	Dollars: 39.7%	Donations: 46.7%
	<i>Maricopa, La Paz</i>	
Southern Arizona	Dollars: 51.2%	Donations: 43.4%
	<i>Cochise, Graham, Greenlee, Pima, Pinal, Santa Cruz, Yuma</i>	
Northern Arizona	Dollars: 8.9%	Donations: 9.8%
	<i>Apache, Coconino, Gila, Mohave, Navajo, Yavapai</i>	

Incentive Prizes: \$175,000 in incentive prizes awarded to 38 nonprofits in the categories of Small , Mid-Size, Large, Rural, Alliance and Random.

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Arizona Gives Day was featured in a robust combination of local and state media. Individual nonprofits and general information was featured in over 60 print, television and radio features.

Over 1 million impressions from digital advertising were acquired with over 6,500 users clicking through to the Arizona Gives Day Facebook page (campaign CTR of 0.62%)

Facebook: ArizonaGivesDay

Friends:	11,000					
Gender:	74% Female, 26% Male					
Locale:	50% Phoenix, 15% Tucson					
Most Engaged:	Women 45+ are most engaged at 14.5%					
Age Breakdown:	18-24	25-34	35-44	45-54	55-64	65+
	5%	21%	21%	19%	16%	17%
On Page Reach:	325,939					
Digital Advertising:	520,987 impressions					
	April 2 – April 4:	1,849 website clicks			204,620 reached	
	On April 5:	918 website clicks			125,733 reached	

Twitter: @azgives

Followers:	2,000		
Gender:	71% Female, 29% Male		
HH Income:	\$60k - \$75k	\$75k - \$125k	\$125k - \$150
	10%	30%	10%
Interests:	Business, News, Politics, Current Events		
Occupation:	38% = Professional/Technical		24% = Self-employed
	22% = White-collar worker		18% = Management
	18% = Homemaker		
March 17 – April 13:	On page reach: 157.7k impressions (139.9k the week of Gives Day)		
	1.2% engagement rate		
	238 link clicks	221 retweets	
	415 likes	49 replies	
April 4 – April 6:	100.5k promoted impressions		20.5k organic impressions
	176 tweets		200+ mentions

Instagram:

April 3 – April 5:	94,649 users reached via digital advertising	
Followers:	1,006 posts used #AZGivesDay	47 posts used #AZGivesDay2016