



Give Big Kern 2018:
To date, our BIGGEST
‘One day to celebrate the
giving spirit of Kern County.’

A Nonprofit Strengthening Initiative of

KERN COMMUNITY
F O U N D A T I O N

Growing community.
Growing philanthropy.

Give Big Kern 2018: To date, the biggest celebration of Kern County's giving spirit.

They say third time is charm.

That proved true for Give Big Kern 2018: In its third year, this online crowd funding event hosted by Kern Community Foundation via the website givebigkern.org, and held on the first Tuesday in May (5/1 this year) broke records for:



- Most dollars raised: \$231,000
- Most agencies participating: 119
- Most donors engaged: 1,778
- Most volunteer hours pledged: 52,000
- Donations received from the farthest away ever: Uganda (9,200+ mi.), Thailand (8,000+ mi.), New Zealand (6,700+ mi.)

Known as *"One day to celebrate the giving spirit of Kern County,"* Give Big Kern 2018 was, indeed, a celebration of a generous community pulling together for its hard-working nonprofits.

Just what did we do right in 2018?

What was different about this year's Give Big Kern that allowed us to well surpass the \$200,000 mark for the first time, exceeding 2017's fundraising total of close to \$148,000 by 56%?

Theme:

"Giving can be creative and fun!"

Each year, Give Big Kern is given a theme, which becomes a sort of challenge or goal for participating nonprofits. In launch year 2016, the theme was visibility—making nonprofits better known to potential new donors. In 2017, the theme changed to donor and volunteer

engagement. For 2018, we chose a qualitative theme (goal): ***Giving can be creative and fun.*** The idea was that if we made Give Big Kern's crowd funding effort enjoyable and imaginative, greater visibility for participating nonprofits and greater engagement by donors and volunteers would follow. It worked!

Mascot:

Billy the Give Big Goat says:

This year saw the introduction of Billy the Give Big Goat (who bleats "Give B-I-I-I-G!") as Give Big Kern's official mascot. In a largely rural county where goats are familiar and lovable to children and adults



alike, Billy quickly became a good rallying point for nonprofits who utilized him in his many forms—downloadable graphics, coloring sheets, banner, knitted three-dimensional photo prop—to promote their fundraising efforts. Agencies got creative in Give Big Kern's friendly competition for cash prizes for fundraising, volunteer recruitment, and donor and board member engagement.



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Business community engagement: New fun & interactive sponsorships

A slew of in-kind and interactive sponsorships from local businesses added funding AND great exposure to the Give Big Kern effort. The public and our nonprofits loved it!

- Local graphic designer **Raul Gallardo** created mascot Billy the Give Big Goat free of charge.
- **The Padre Hotel** donated the use of its facilities for Give Big Kern's official Press Conference and Countdown Mixer.
- **Sequoia Sandwich Company, Temblor Brewing Company,** select **Papa Murphy's Pizza** locations and **Rusty's Pizza Parlor** featured "Give Big Kern" items on their menus, with a portion of sales donated to Kern County Nonprofits as prizes and marketing support.



- Local bakery **Gimnee Some Sugar Sweet Co.** created a popular Billy cookie.
- Printing company

Deprigo Media offered largely discounted prices on Give Big Kern printed marketing materials for nonprofits.

- **California Living Museum (CALM)** hosted a Meet & Greet the Nonprofits Day on April 28, to help the community become more familiar with participating agencies and possibly donate to them.
- In conjunction with the Meet & Greet event at CALM, **Jim Burke Lincoln** held a "Driven to

Give" test drive event in the CALM parking lot, with \$20 per test drive donated to Give Big Kern.



- **Trifecta DJ** provided music in kind at two events, including the May 1 Give Big Kern After Party at **Temblor**.
- **The Petroleum Club of Bakersfield** donated a gift certificate as a prize for the agency with the donation from farthest away on the planet.
- Finally, media partners **KGET-TV 17 & Telemundo, TBC Media, iHeartMedia, El Popular News** and **The Bakersfield News Observer**, all provided extensive advance and day-of coverage, giving Give Big Kern 2018 much visibility.



ALL these sponsors have expressed a keen interest in supporting Give Big Kern again, and in an even bigger way, in 2019.

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Give Big Kern BIG sponsorships: Providing the "BIG money muscle"

While in-kind and interactive sponsorships afforded this year's Give Big Kern much more visibility than in past years, the big money muscle, without which the costs of the givebigkern.org website, as well as free marketing materials and cash prizes for participants could not have been covered, was provided by:



Silver (\$2,500 Level) Sponsors

*The Patricia C. Brown Foundation · PG&E ·
Pastoria Energy Facility*

Bronze (\$1,000 Level) Sponsors

*Dr. Kate Q. Tandy Organizational Consulting ·
Greater Bakersfield Chamber of Commerce
Chain Cohn Stiles · Tejon Indian Tribe · Valley
Republic Bank*

\$500 Level Sponsors

Self-Help Federal Credit Union · S.A. Camp Co's.

Those who shared their talents: Social media-savvy CSUB students

Thanks to a unique and generous partnership with **California State University, Bakersfield**, Assistant Professor of Communications **Kyung Jung Han** and 60 of her public relations students provided capacity-building support at no cost for two months to 55 (46%) of participating nonprofits that expressed the need for assistance with their communications and PR efforts. This was a big help for agencies working on a shoestring budget. After completing a needs assessment survey, agencies were paired

up with students who helped with social media marketing, graphic design and flyer/brochure layout, media relations and event planning.



Students benefited too, as they applied book and classroom learning to real-world situations for their class grade, and learned about community philanthropy in the process.

GiveGab.com's strong partnership: Improved Giving Day platform

For the second year in a row, **GiveGab.com**, whose mission is "More Happy Nonprofits," provided the responsive givebigkern.org donation platform. Improvements this year included easier agency search and website navigation features; a convenient online volunteer pledge form with downloadable/printable option; a user-friendly events calendar page; an entire Spanish language page; and a greatly expanded Nonprofit Toolkit with training aids and videos, Kern-specific downloadable marketing



materials, tips, and ideas to help participants make the best of their Give Big Kern experience.

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The Results: More engaged nonprofits & donors than in 2017

Number of	2017	2018	Difference
Agencies registered to participate	101	138	+37%
Agencies receiving donations	90	119	+32%
Total dollars raised	\$147,839	\$231,187	+56%
Total donors	1,469	1,778	+21%
Most dollars raised by an agency	\$9,490	\$20,158	+112%
Most individual donors engaged by an agency	155	252	+63%
Total volunteer hours pledged	14,844	51,786	+249%
Total volunteers engaged	327	217	-34%
Most volunteer hours pledged to an agency	5,386	44,312	+723%
Most volunteers engaged by an agency	155	180	+16%

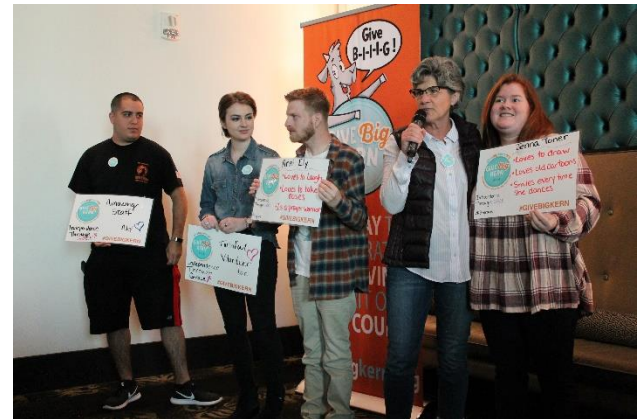
Lesser numeric value Greater numeric value

Prizes/Incentives: 2018 Winners

Most Donors
Marley's Mutts Dog Rescue:
 252
 Prize: \$1,500



Most Dollars Raised
Independence Through GRACE: \$20,158
 Prize: \$500



Most Volunteers
Volunteer Center of Kern County: 217
 Prize: \$1,000



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**Prizes/Incentives:
2018 Winners (Continued)**

Most Volunteer Hours Pledged

*Bakersfield
Play*

Center:

4,886

*hours**

Prize: \$500

** Bakersfield*

Play Center

was a runner

up to the Volunteer Center of Kern County (44,312 hours), but nonprofits may only receive only one competitive prize each.

This rule does not apply to the 100% Board Engagement Opportunity Drawing.



**Give Big from Far, Far
Away**

*Foundation for
Movement:*

*Received Donations from
Uganda (9,200+ mi.) and
Thailand (8,000+ mi.)*

*Prize: \$200 Gift Certificate
from the Petroleum Club
of Bakersfield*

**100% Board Engagement
Opportunity Drawing**

Prize: \$1,000

*20 out of 33 agencies that
took this challenge—which
involved demonstrating
that all of their board
members had donated at
least \$5 to them through
Give Big Kern—were
eligible for this drawing.*

*Winner: Independence
Through GRACE*



**What donors said online about the
winning agencies they helped:**

**Anonymous, about Marley's Mutts Dog
Rescue:**

*"My husband and I rescue here in Texas. Love
what you guys do with rescuing and with
Pawsitive Change! You guys are an inspiration."*

**Marty Roberts, about Independence Through
GRACE:**

*"It's exciting to see all the amazing and
inspirational ways that Independence Through
GRACE is ministering to our dear friends with
Special Needs."*

**Trevor Waldon, also about Independence
Through GRACE:**

*"I like attending GRACE. It's cool and my mom
said I could donate."*

**Brenda Ratliffe, about Volunteer Center of
Kern County:**

*"The Volunteer Center serves as the 'hub of the
wheel' in Kern County's nonprofit community,
sending out volunteers to assist agencies in
serving others!"*

**The Mills Family, about Bakersfield Play
Center:**

*"Bakersfield Play Center has been giving
parents an opportunity to participate in their
children's early education for decades. This
school is truly parent-owned, parent-funded
and can use all the help available. We love
BPC!!"*

**Kelly Lawrence, about Foundation for
Movement:**

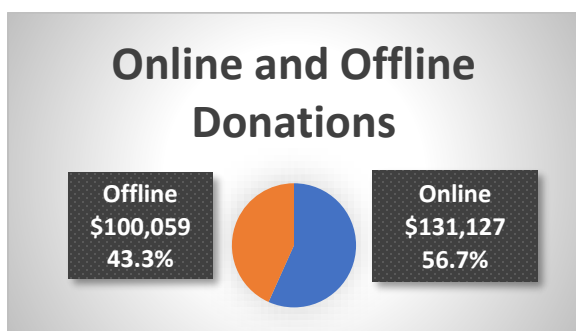
*"I think of the group so much and I hope to see
you all soon."*

Give Big Kern 2018: To date, the biggest celebration of Kern County's giving spirit.

Online/Offline choices in giving: Plastic/Check/Cash – All OK!

Donors could give to their favorite charities online, or via check or cash; and if the gift was made between April 1 and May 1, it counted toward agencies' cash prize competition.

Give Big Kern Donations	Donations	% of Total	Average Gift
Online	\$131,128	56.70%	\$77.73
Offline	\$100,059	43.30%	\$261.93
Online + Offline	\$231,187	100%	\$130.02



Counting online and offline donations toward the nonprofit cash prize competition appears to have energized both agencies and donors in fundraising and giving. This year's total in offline donations represents a 253% increase over 2017. In fact, because we made it easier to give, overall online and offline fundraising increased, as did the average amount each donor gave.

Online/Online Donations	2017	2018	Year-Over-Year
Online	\$119,499	\$131,128	+9.7%
Offline	\$28,340	\$100,059	+253%
Online Donors	1,230	1,399	+13.7%
Average donated by individual	\$100.16	\$129.80	+29.6%
Total dollars	\$147,839	\$231,187	+56.37%

Hi-tech + Hi-touch approach to volunteer recruitment a BIG win!

Many Give Big Kern participants are nonprofits birthed out their leaders' passion to serve, and are largely staffed by volunteers. Because Give Big Kern is a nonprofit strengthening initiative, it is important to help nonprofits use the high visibility of this effort to recruit potential volunteers who can help with an agency's sustainability. This year, with help from GiveGab, we created a Volunteer Pledge Form on givebigkern.org that could either be completed online, or downloaded in PDF format, then printed and handed out to potential volunteers to fill out by hand.



Why? While we live in a world of hi-tech, there are many still among us, especially in our local senior community, who prefer to interact with humans when navigating transactions—including signing up to volunteer for an organization. **The results were nothing short of AMAZING!**

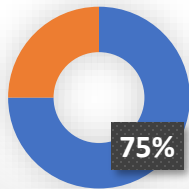
Volunteer Pledges	2017	2018	Year-Over-Year
Volunteers	327	217	-34%
Hours pledged	14,844	51,786	+249%
Average Pledged Hours Per Volunteer	45.4	238.6	+426%

By making the sign-up process easier for all, we were able to secure 3.5 times more pledged volunteer hours from fewer volunteers overall than in 2017. Furthermore, the average number of pledged hours from each volunteer was more than five times that achieved in 2017.

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It pays to ask donors to cover online fees: Most of them do!

75% of Donors Covered Online Fees



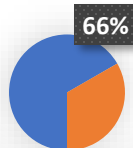
This was possible thanks to language on GiveGab's donation platform that encourages donors to cover fees.

The result for participating agencies? The average amount paid in fees per agency was a mere \$12.62.

Give Big Kern is, indeed, a most cost-effective way for local nonprofits to fundraise.

Give Big Kern on the go: Mobile devices used for 66% of donations!

Two-thirds of Online Gifts: Made from a Mobile Device



Online Donations	Gifts	%
Made from a Mobile Phone/Tablet	\$86,268	65.79%
Made from a Desktop Computer	\$44,860	34.21%
Total	\$131,128	100%

We are, indeed living in the new age of "Philanthropy on the Go." The responsive platform provided by GiveGab made it easy for donors to give from where they live, work, play or travel—anywhere in the world.

Social Media: A BIG advantage

With regard to Giving Days, social media plays the role that television played in the telethons of old in engaging donors. But television was just one medium. With social media, there are Facebook, Instagram, Twitter, and—new in a BIG way to the Give Big Kern effort this year—Instagram Stories, which lets users post photos and videos that vanish after 24 hours.

April 1 through May 3, 2018

Facebook - Drove 74% of Traffic

Instagram Drove 14% of Traffic

Instagram Stories Drove 10% of Traffic

Twitter did its share with 2%

Social Network	Sessions	%
Facebook	4,778	74%
Instagram	918	14%
Instagram Stories	640	10%
LinkedIn	6	0%
Twitter	101	2%
YouTube	2	0%
goo.gl	1	0%
Total	6,446	100%

Predictably, Facebook was the primary social media channel driving traffic to givebigkern.org. The big surprises were Instagram and Instagram Stories: Together, they accounted for close to one-fourth of Give Big Kern social media traffic—compared to just 1% in 2017.

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The social media Tagboard: Agencies were creative and prolific!

In keeping with our theme for 2018 ("Giving can be creative and fun!") the steady stream of posts hash tagged #GiveBigKern on the givebigkern.org home page Tagboard was a testament to many agencies' and their supporters' engaging use of social media to gain visibility and inspire donors to give.



Tabatha Mills
2 months ago

#GiveBigKern fun with my new friend Josiah who helped raise more than \$3,300 for Habitat for Humanity!!! ❤️❤️❤️ Donate your time or money on this [GIVE BIG KERN](https://www.givebigkern.com) Day!!! www.givebigkern.com



WarmLine
2 months ago

Get ready to donate to the programs you love!
Your money stays right here in Kern County.
CALL TO ACTION! DO IT.
[#GiveBigKern](https://www.givebigkern.com) May 1



GIVE BIG KERN
2 months ago

Mothers know how to "Give Big"! Happy Mother's Day from the [#GIVEBIGKERN](https://www.givebigkern.com) Team at [Kern Community Foundation](https://www.givebigkern.com).

Like Comment Share

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Give Big Kern by the numbers - DONOR surveys:
1,778 donors; 145 responses (8% response rate).



- **How did donors hear about Give Big Kern?**

As expected, **personal connections** and **networking** were key: **3/4** heard about it through social media or e-mail vs. **1/4** who heard about it through traditional print or broadcast media.

- **What agencies did they support?**

More than **3/4** of donors supported agencies they already support or had supported in the past, and **1/4** of those said



they also supported agencies they either discovered or gave to for the first time through Give Big Kern.

- **How many agencies did they support?**

A little more than **2/3** said they supported one agency.

Almost **1/3** supported more than one agency.

- **Did donors tell someone about Give Big Kern?**

More than **2/3** said they did.

- **Were they new or returning donors?**



- **Overall Impression: Positive!**

- **92%** found the nonprofits they wanted to support were represented in Give Big Kern.
- On a 10-point scale, **71%** rated their donation experience a **9 or 10**, and **95%** rated it a **7 or higher**.
- **90%** said Give Big Kern is an important annual event in the community.
- **93%** said they would participate in Give Big Kern again!



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Give Big Kern by the numbers - NONPROFIT surveys: 119 agencies; 41 responses (34% response rate).

- **88%** of agencies said their Give Big Kern 2018 experience helped them increase their presence on social media.
- **80%** believe their organizational capacity for, or knowledge of, online fundraising increased, with **39%** saying it increased *significantly*.
- **66%** report acquiring new donors.
- **66%** plan to use the online tools provided through trainings and the Give Big Kern Nonprofit Toolkit to support their work going forward.



HABLAMOS
ESPAÑOL!

- **49%** found Spanish-language marketing materials (offered for the first time in 2018) helpful.

- **80%** reported some type of

engagement from their Board of Directors in their Give Big Kern efforts.

- **76%** participated in one or more Give Big Kern events or promotions.
- On a 10-point scale, **76%** rated their Give

Big kern experience a **7 or higher**, with **44%** rating it a **9 or 10**.



- **90% said they would participate in Give Big Kern again!**



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Give Big Kern: Beyond the Dollars – NONPROFIT TESTIMONIALS

A big part of the nonprofit strengthening initiative that is Give Big Kern cannot be measured in dollars: capacity building through the acquisition of online marketing and fundraising skills; exposure; networking with other agencies that are also working hard to create positive impact in our community while raising money to remain sustainable.

Our 2018 Give Big Kern Nonprofit Survey suggests that more than three-fourths of participating agencies are small- (annual operating budget of \$250,000 or less: 54%) or medium-sized agencies (annual operating budget of \$251,000 - \$1.5 million: 24%). These agencies, many of which cannot afford to have a marketing or event budget, are the ones that benefit the most from a FREE fundraising and volunteer recruitment effort like Give Big Kern. We are encouraged, therefore, to share a couple of testimonials that let us know that Give Big Kern's impact extends well beyond the dollars.

Independent Living Center of Kern County (ILC) empowers people with disabilities to live independently while educating the community about disability-related issues. Its Resource Development Manager, Jan Lemucchi, gained



much from her first-time Give Big Kern experience. At the Give Big Kern Press Conference, she discovered **Independence Through GRACE (GRACE)**, a relatively new, faith-based agency serving adults with intellectual disabilities. She learned how the two agencies complement each other in their service delivery, which can help

streamline client referrals. In networking with another nonprofit, **Bike Bakersfield**, which promotes bicycling as a safe, fun and environmentally friendly means of everyday transportation, Jan learned of a way for one of her homeless clients who lacks transportation to earn a bicycle by volunteering his time with Bike Bakersfield. "This was a great connection!" she said.



Writers of Kern (WOK), the all-volunteer local chapter of the California Writers Club, brings together professional and novice writers to help them gain experience and get published. WOK's Give Big Kern goal was a noble one: to raise money for its Young Writers of Kern (YWOK) Essay Competition, which every year awards monetary prizes to up to 20 winning middle and high school writers, and publishes their essays in an annual anthology. Dennis VanderWerff, who chairs the YWOK competition, met some leaders from the **Bakersfield Ivy Legacy Foundation (BILF)** during the Give Big Kern Nonprofit Meet & Greet at **California Living Museum (CALM)**, our local wildlife zoo and itself a Give Big Kern participant. BILF collaborates with local agencies to secure and manage resources for the programs of the local chapter of African-American sorority Alpha Kappa Alpha. "WOK will participate in BILF's Project Next Step (College Prep) Resource Fair in August," Dennis said, "to promote the essay competition by providing information directly to parents and students, and offering an opportunity to sign up." Recruiting students for the competition has been a challenge in the past, Dennis said. He expects that will no longer be the case, thanks to this newly formed partnership!

What's next for Give Big Kern?

More than a fundraiser for local charities, Give Big Kern is, at its core, a **Nonprofit Strengthening Initiative of Kern Community Foundation**, as it helps **participating community based organizations increase their visibility, capacity and sustainability** through a highly publicized online fundraising effort that allows them to raise unrestricted funds while growing their donor and volunteer support base, and acquiring social media marketing, board development and donor engagement and retention skills. And it is absolutely **FREE: Our gift to the community.**

To continue to make agencies'—and donors'—Give Big Kern experience the best that it can be, **Kern Community Foundation participates in an annual two-day Giving Day Leaders Forum hosted by GiveGab**, our New York-based technology partner and givebigkern.org host. This convening brings together the organizers of at least two dozen Giving Day efforts from across the country (California to Maine, Texas to Montana, and many states in between). The Leaders Forum includes brainstorming and strategy sessions focusing on areas such as peer-to-peer fundraising, community engagement, business sponsor recruitment, the long-term sustainability behind a giving day effort, and diverse approaches to organizing a giving day based on participants' varied experiences in their unique communities.

Give Big Kern is still a young, budding effort compared to giving days in other parts of the country, but with resources like GiveGab's Giving Day Leaders Forum and valuable feedback received from local donors and participating nonprofits, **we hope to continue to improve and deliver a fun and truly engaging countywide celebration of philanthropy and goodwill annually** to our very giving community for many years to come.

Save the date for our next Give Big Kern: Tuesday, May 7, 2019!



Visit us online at www.givebigkern.org

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