

# Give Big Kern

## *Report to the Community*



*2019: The Year B-i-i-i-g Dreams Came True!*

## About Give Big Kern 2019 - Introduction

**Kern Community Foundation**, the host of Kern County's Official Online Day of Giving, **Give Big Kern**, challenged our nonprofit partners to **"Dream B-i-i-g!"** (our Giving Day theme this year) and, with the help of our sponsors, supporters, and a very giving community, we made dreams come true for 114 local agencies on our biggest Give Big Kern yet.



Since its launch in 2016, Give Big Kern has made it possible for hundreds of Kern nonprofits to raise **almost \$1 Million** and receive close to **230,000 pledged volunteer hours**

from **thousands of generous community donors and volunteers**—with about **40% of those amazing results happening in 2019**.

As you read our **Give Big Kern 2019 Report to the Community** in the pages that follow, please consider:

- ✓ Sharing it with nonprofits you know that could benefit from participating in this countywide celebration of giving, which helps nonprofits improve their visibility, capacity and sustainability through a popular online giving campaign that teaches them important fundraising, social media marketing, and donor and volunteer development and retention skills;
- ✓ Giving back by donating or pledging volunteer hours next year to a nonprofit you feel passionate about; or
- ✓ Becoming a Give Big Kern 2020 sponsor to help Kern Community Foundation continue to offer this Countywide Day of Giving FREE to hard-working nonprofits in our community.



**And as our Mascot, Billy the Give Big Goat might say, "Happy R-e-e-e-a-a-d-i-n-g!"**



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## The Results of “Dreaming B-i-i-i-g!”



### Year-Over-Year Achievements

	2018	2019	Increase
• Dollars Raised	\$231,187	\$429,755	86%
• Individual Donors Engaged	1,778	2,808	58%
• Most Dollars Raised by One Agency	\$20,158	\$63,907	217%
• Most Individual Donors Giving to One Agency	252	892	254%
• Average Dollars Raised Per Participating Agency	\$1,943	\$3,770	94%
• Percentage of Donors Covering Online Fees	75%	94%	25%
• Online Donations Made from a Mobile Device	66%	80%	21%
• Volunteer Hours Pledged	52,000	88,600	70%
• Individual Volunteers Recruited	217	399	84%
• Total Prizes Awarded to Nonprofits	\$5,200	\$9,250	78%
• Number of Trainings Offered to Nonprofits	7	12	71%
• Number of Peer-to-Peer Fundraising Campaigns	38	110	189%
• Number of Matching Gift Campaigns	2	19	850%



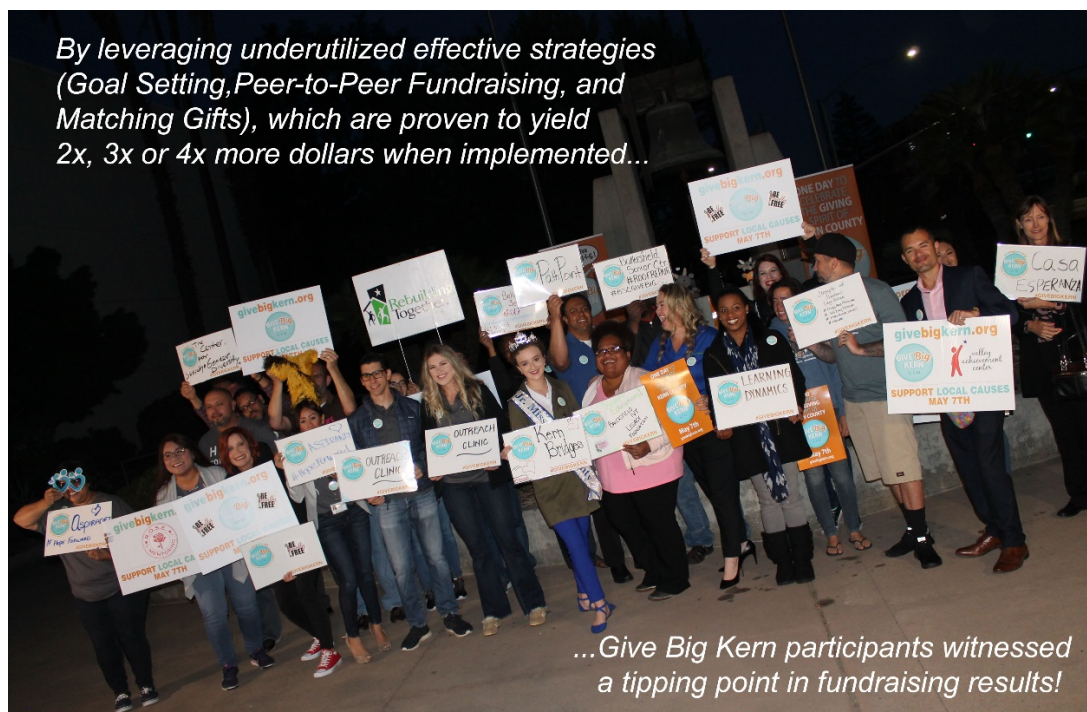
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## What Made Such a B-i-i-i-g Difference in 2019?



### Participating Nonprofits Embraced Goal Setting, Peer-to-Peer Fundraising & Matching Gift Strategies Like Never Before!



Following strategically delivered trainings on these strategies, nonprofits implemented:

- **Clear fundraising goals** (set by more than four out of five participating agencies)
- **110 Peer-to-Peer Fundraising Campaigns** (vs. 38 in 2018—a **189% increase!**)
- **19 Matching Gift Campaigns** (vs. 2 in 2018—an **850% increase!!!**)

Some agencies even implemented multiple Peer-to-Peer or Matching Gift Campaigns (or both!) and **96% of all matching dollars were successfully exhausted**. The power of challenging friends to give and the incentive of seeing one's dollars matched were key!



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## What Made Such a B-i-i-i-g Difference in 2019? (Cont.)



### Product Enhancements Leading to Improved Outcomes



- **One-tiered credit card fee** for online donors—No higher fees for AmEx!

- A new, convenient **“Gift Basket”** option similar to an online shopping cart that allows donors to “browse” around the GiveBigKern.org website, choose several nonprofits to donate to, and check out just once, at the end. For tax purposes, donors receive customized e-mail receipts/acknowledgments from each supported nonprofit.



- An **embeddable donate button** allows nonprofits to link right from their agency’s website to their Give Big Kern donation page. This makes for more convenient, streamlined giving from a web page that is already familiar to donors looking to support an agency they like.

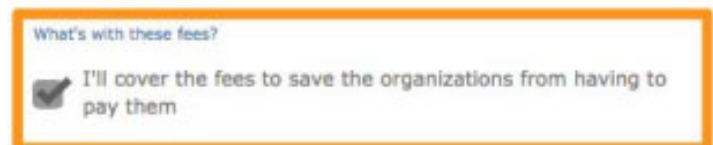


Example of the embeddable button on the kernfoundation.org website.

Support @KernFoundation thru #GIVEBIGKERN!

GIVE B-I-I-I-G NOW!

- Having the **“I’ll cover the fees” checkbox** pre-checked effectively **motivated a whopping 94% of donors to cover online transaction fees.** (Historically, with the “opt in” approach, three-fourths of Give Big Kern online donors have covered transaction fees. The pre-checked option that was implemented this year simply inspired greater generosity.)



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# What Did Nonprofits Say About Give Big Kern 2019?

Capacity for or knowledge of online fundraising increased.

85%

Set a fundraising goal.

84%

GIVE Big KERN

*"Having a goal to work toward gave us a visual to show our supporters and how close we were to reaching the goal."*

- Be Finally Free



Implemented Peer-to-Peer (P2P) Fundraising.

46%



57%

*"Peer-to-Peer fundraising increased our donations by more than double!"*

- Housing & Opportunity Foundation of Kern



*"Asking for money is difficult. This process made it fun and allowed us to designate an activity we wanted to promote for fundraising."*

- California Veterans Assistance Foundation



Identified as a small nonprofit with an annual operating budget of less than \$250,000.



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## What Did Nonprofits Say About Give Big Kern 2019? (Cont.)

34%



Had at least one Matching Gift as part of their fundraising campaign.



*"People are more inclined to give when they know it can be doubled to have a larger impact."*

– Strength of Shadow Dog Rescue

70%

Acquired new donors.

Were a first-time Give Big Kern participant.

25%



82%

Would participate in Give Big Kern again!



- Kern Bridges Youth Homes  
(First-time participant)



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## ***\$9,250 in Cash Prizes Awarded to Some BIG Winners!***



### **Competitive Prizes**

- **\$1,500 for Most Unique Donors (892)** – Marley's Mutts Dog Rescue
- **\$1,000 for Most Dollars Raised (\$49,485)** – Independence Through GRACE\*
- **\$1,000 for Most Volunteers (251)** – Volunteer Center of Kern County
- **\$500 for Most Pledged Volunteer Hours (5,208)** – Bakersfield Play Center\*\*
- **\$1,000 for Most Dollars Raised Online**

during the Noon hour on Give Big Kern Day, May 7 (\$1,050) – Helping Animals Live Tomorrow (H.A.L.T.) Rescue

- **\$1,500 for Most Dollars Raised Online during the Evening Commute, 5 to 6:30 p.m., on Give Big Kern Day, May 7 (\$3,820)** – Marley's Mutts Dog Rescue
- **Plus...**One more on the next page!

### **Opportunity Drawings**

- **\$1,000 Board Engagement Challenge Prize** (100% of Board donated to their agency through Give Big Kern) – MARE Riding Center
- **\$500 EACH for Participating in the Nonprofit Meet & Greet Day at CALM on May 4** – Kern River Conservancy, Bakersfield Police Activities League, Bakersfield Senior Center



\* Independence Through GRACE was a runner up to Marley's Mutts (\$63,907 raised), but nonprofits are only eligible for one cash prize in a like competitive category. \*\*Likewise, Bakersfield Play Center was a runner up to Volunteer Center (66,064 pledged volunteer hours).



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## How Give Big Kern Lit Up the World with People's Giving!



Year after year, Give Big Kern stimulates the local economy with fresh, new dollars that come from outside of Kern County.

Most Give Big Kern donations (86%) are still received online, and ***close to one-third (32%) of online donations come from donors outside of Kern.***

This year, ***Kern Dance Alliance*** won the ***“Give Big from Far, Far Away Prize” (\$250)*** for a donation that came from one of the most distant places on the planet from Kern County: ***South Africa!***

There are no geographic boundaries with an online day of giving, and we aim to continue to engage even more donors from throughout our county, state, nation, and world (and possibly even a space station or two!) to donate through Give Big Kern in the years to come.

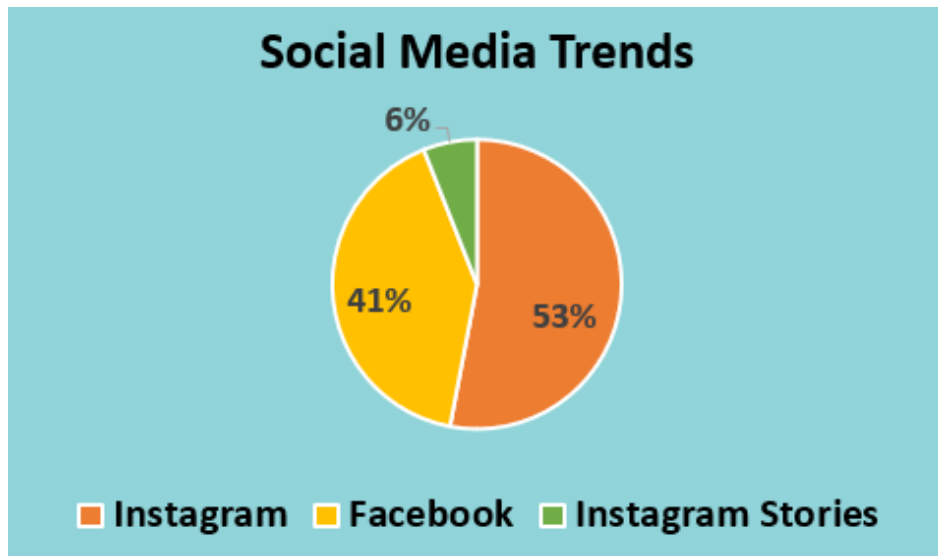


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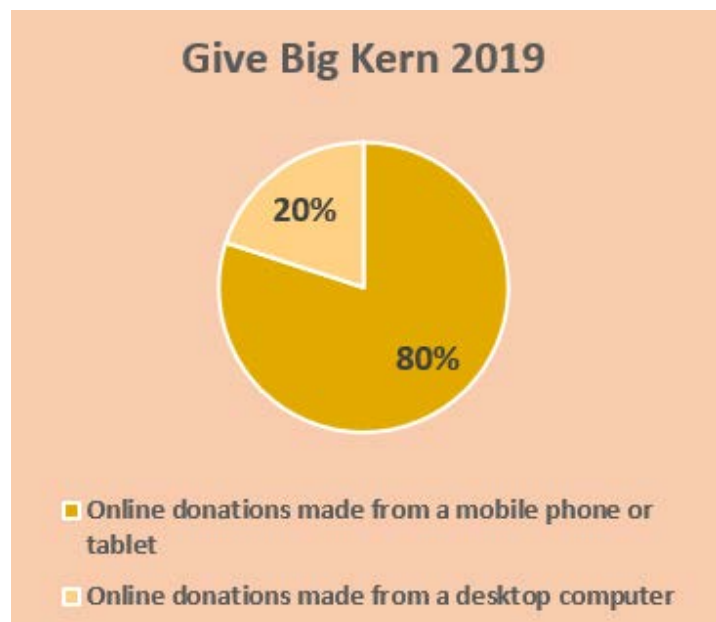
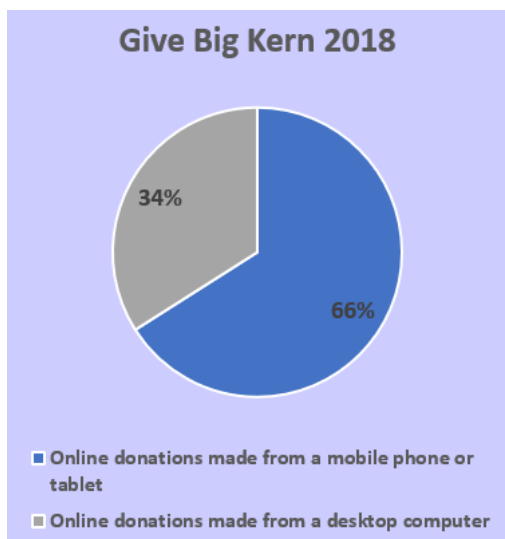
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## Social Media and Technology Trends in Online Giving

The chart immediately following represents 30% of Give Big Kern online giving, which was fueled by social media. The slices of the pie chart detail the social media platforms that were responsible for driving donations to GiveBigKern.org.



For the first time in Give Big Kern history, Instagram (plus Instagram Stories) drove more of the online giving traffic than did Facebook. This development goes hand in hand with the increase in online giving from mobile devices between 2018 (66%) and 2019 (80%).





## What Did Donors Say About Give Big Kern 2019?



Based on a Donor Survey conducted following Give Big Kern:

**54%** of respondents were first-time participants in Give Big Kern

**75%** told others about Give Big Kern **24%** donated to more than one nonprofit

**78%** supported agencies they had supported in the past

**29%** supported agencies for the first time through Give Big Kern

**55%** considered it important they could donate prior to May 7

**41%** considered it important that they could pledge volunteer hours to a nonprofit

On a ten-point scale, **79%** rated their donation experience a 9 or 10, with **97%** rating it a 7 or higher

**95%** believe Give Big Kern is important to the community

**95% would participate in Give Big Kern again!**



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***We couldn't have done it alone!***



***A BIG Thanks to Our Give Big Kern 2019 Sponsors!***



**Platinum:** Patricia C. Brown Foundation

**Silver:** Dignity Health · Walmart  
Calpine-Pastoria Energy Facility



**Bronze:** Grimmway Farms · Sam's Club  
Dr. Kate Q. Tandy Organizational Consulting  
Greater Bakersfield Chamber of Commerce  
DeWalt Corporation · Tejon Indian Tribe  
Valley Republic Bank



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## ***We couldn't have done it alone! (Cont.)***



### **In-Kind and Special Promotions Sponsors and Supporters:**

Tacos La Villa Mexican Grill · Jim Burke Lincoln · California Living Museum (CALM) ·  
 The Padre Hotel · Cornerstone Bakery · Papa Murphy's Pizza · Idea Hive ·  
 Deprigo Media · Raul Gallardo Graphic Design · Temblor Brewing Company ·  
 Trifecta DJ · Camelot Park · Corner Bakery Café · Bakersfield DBA ·  
 CSUB Department of Communications - Dr. Kyung Jung Han



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 El Popular News · Sun Outdoor Advertising



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We are honored to have received the **Beautiful Bakersfield Crystal Camellia Award** for helping to create “**A Better Bakersfield**” by unleashing the power of community members’ charitable giving to benefit Kern’s nonprofit sector through Give Big Kern.

While this year’s award is based on last year’s performance, we are proud of accomplishments that continue to grow from year to year thanks to our giving community, our sponsors, and our very engaged nonprofit partners.



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***What does Give Big Kern have in store for next year?***

***In 2020,  
Give Big  
Kern falls on  
May 5:  
Cinco de  
Mayo!***

***You know  
what that  
means:  
Get ready to  
Give Like  
It's a  
Fiesta!***



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## ***And Because We're Always Looking for Ways to Improve...***

### ***Please Continue to Engage with Us and Cheer Us On!***

We continuously work to make Give Big Kern more engaging for all, in keeping with Kern Community Foundation's Mission: **Growing Community. Growing Philanthropy.**

Since 2017, we have participated in an annual **Giving Day Leaders Forum** hosted by **GiveGab**, the New York-based **designer and host of our givebigkern.org nonprofit giving platform**. This convening brings together scores of organizers of giving days spanning from Alaska to Florida, New Hampshire to California, and many states in between, to learn from one another at GiveGab Headquarters.

Seeing the success of Give Big Kern 2019, **GiveGab has invited Kern Community Foundation to present at this year's Giving Day Leaders Forum!** specifically on how we are able to engage Kern's generous community sponsors in fun and creative ways. It will be an honor to present to leaders of giving days that are much bigger than ours, but we also know that we are a quickly growing effort thanks to the support of our sponsors, donors and nonprofit partners—and we hope to make our community proud!



*Billy the Give Big Goat was a hit at the 2018 GiveGab Giving Day Leaders Forum.*

To stay up to date with all things Give Big Kern, visit [givebigkern.org](http://givebigkern.org) or follow us on **Facebook, Instagram and Twitter @GiveBigKern.**

To learn more about Kern Community Foundation, visit [kernfoundation.org](http://kernfoundation.org).



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