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Table of Contents

Introduction.........................................................................................................................04
Nonprofit Participation........................................................................................................05
Organizational Budget.........................................................................................................07
Giving Insights....................................................................................................................08
Organizational Performance...............................................................................................10
Performance Analysis by Organization Type.....................................................................11
Fundraising..........................................................................................................................22
Prizes.................................................................................................................................23
Partnerships.......................................................................................................................25
Capacity Building..............................................................................................................27
Giving Challenge Capabilities.........................................................................................29
Suggestions.......................................................................................................................30
Introduction

The 2022 Giving Challenge marked the 8th Giving Challenge over a decade of giving hosted by the Community Foundation of Sarasota County. With giving strengthened by The Patterson Foundation, which offered a 1:1 match on all contributions up to $100 without a limit, the 24-hour giving day raised a total of $16.2 million.

Snapshot of Statistics
- 667 Charitable Organizations
- 46,371 Individual Donors
- 83,180 Online Gifts
- $6,088,115 Match from The Patterson Foundation
- $16,204,718 Total Raised

After the 2022 Giving Challenge, participating nonprofit organizations were asked to complete a 44-question survey, providing feedback on their experience fundraising during the community-wide event. We received 324 survey responses, representing 48.58% of participants. This report provides insights on their experiences of participating in the event. Additional data insights were collected through GiveGab, our platform and technology partner since the 2020 Giving Challenge.
Since 2012, the total number of organizations participating in the Giving Challenge has steadily increased most years and grown substantially since the inaugural year.

A significant number of organizations choose to repeatedly participate in the Giving Challenge. More than 30% of survey respondents have participated for their fifth time or more.
2022 saw 243 volunteer-based organizations participate in the Giving Challenge.

Organizations based in Sarasota County had the highest number of participants. Organizations located in counties classified as "other" refer to those with programmatic impact in our four-county area, but their main offices are located outside of those counties.
How critical to your organization's annual budget are the funds raised via the Giving Challenge?

- Very Important: 31.62%
- Important: 44.78%
- Neutral: 4.27%
- Somewhat Important: 11.14%
- Not Important At All: 0.91%

Budget Sizes of 2022 Giving Challenge Participants

- Small: 225
- Medium: 225
- Large: 219

Budget Size Classification:
- Small (Expenses < $65K)
- Medium (Expenses $65K - $600K)
- Large (Expenses > $600K)

*Not all 2022 Giving Challenge participants completed the survey. Therefore, the budget size distribution on the pie chart varies from the survey respondents.

Overall, the majority of survey respondents reported that the funds raised through the Giving Challenge were very important or important to their annual budgets.

- Very Important: 44.75%
- Important: 40.43%
- Neutral: 6.17%
- Somewhat Important: 7.72%
- Not Important at All: 0.93%

The chart illustrates responses of significance of Giving Challenge dollars based on organizational budget size.
Participating in a community-wide giving day generates excitement among givers and draws attention to the importance of the nonprofit sector in enhancing and supporting our community.

46,371 Total Donors
98% Donated Online

83,180 Total Donations
95.5% Were Completed Online

### Average Donations Per Donor

<table>
<thead>
<tr>
<th></th>
<th>Average Online</th>
<th>Average Offline</th>
<th>Average Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.75</td>
<td>3.98</td>
<td>1.79</td>
<td></td>
</tr>
</tbody>
</table>

### Average Individual Donation Amount

*Given by a Donor to an Individual Nonprofit*

<table>
<thead>
<tr>
<th></th>
<th>Average Online</th>
<th>Average Offline</th>
<th>Average Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>$96.47</td>
<td>$653.34</td>
<td>$121.75</td>
<td></td>
</tr>
</tbody>
</table>

### Average Total Donation Amount

*Given by a Donor During the Duration of the Giving Challenge*

<table>
<thead>
<tr>
<th></th>
<th>Average Online</th>
<th>Average Offline</th>
<th>Average Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>$168.63</td>
<td>$2,603.02</td>
<td>$218.40</td>
<td></td>
</tr>
</tbody>
</table>
The following survey questions were asked of participating nonprofit organizations about their donors in relation to the 2022 Giving Challenge.

**Based on feedback from your donors, select the statement that is true for the majority of your donors:**

- Most Do Participate: 31.8%
- About Half Participate: 36.4%
- Most Do NOT Participate: 31.8%

**Provide an estimate of the percentage of 2022 Giving Challenge donors that were new/first time donors:**

- Less than 25%: 181
- 25-50%: 102
- 51-75%: 21
- Greater than 75%: 20

**Does your organization have a donor stewardship plan for these new donors?**

- No: 35.2%
- Yes: 64.8%

**Top 5 Donor Stewardship Plans Among Nonprofits**

1. Personalized Thank You Notes
2. Emails
3. Newsletters
4. Phone Calls
5. Tour/Event Invitations
Organizations that had Peer-to-Peer fundraisers rallying for support raised about 60% more dollars than those without. Organizations with additional matches or challenges outside of The Patterson Foundation match raised about 78% more dollars than those that did not have additional matches.

<table>
<thead>
<tr>
<th>Average Raised with Peer-to-Peer Fundraisers</th>
<th>Average Raised without Peer-to-Peer Fundraisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$26,729.80</td>
<td>$10,822.56</td>
</tr>
<tr>
<td>Average Raised with Additional Matches/Challenges</td>
<td>Average Raised without Additional Matches/Challenges</td>
</tr>
<tr>
<td>$50,080.24</td>
<td>$11,103.11</td>
</tr>
</tbody>
</table>
## Small Organizations Performance Analysis

Number of Small Organizations: 225 | Classification: Expenses < $65K

<table>
<thead>
<tr>
<th>Total Raised by Small Organizations</th>
<th>Total Number of Donations Received by Small Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,298,036.18</td>
<td>13,396</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Greatest Amount Raised by a Small Organization</th>
<th>Greatest Number of Donations Received by a Small Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>$39,473.00</td>
<td>290</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Amount Raised per Small Organization</th>
<th>Average Number of Donations Received per Small Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,769.05</td>
<td>60</td>
</tr>
</tbody>
</table>

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
Medium Organizations
Performance Analysis

Number of Medium Organizations: 219 | Classification: Expenses $65K - $600K

$2,493,687.09 Total Raised by Medium Organizations

23,108 Total Number of Donations Received by Medium Organizations

$78,140.00 Greatest Amount Raised by a Medium Organization

484 Greatest Number of Donations Received by a Medium Organization

$11,386.70 Average Amount Raised per Medium Organization

106 Average Number of Donations Received per Medium Organization

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
## Large Organizations Performance Analysis

Number of Large Organizations: 225 | Classification: Expenses > $600K

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Raised by Large Organizations</td>
<td>$6,335,624.42</td>
</tr>
<tr>
<td>Total Number of Donations Received by Large Organizations</td>
<td>43,390</td>
</tr>
<tr>
<td>Greatest Amount Raised by a Large Organization</td>
<td>$335,403.00</td>
</tr>
<tr>
<td>Greatest Number of Donations Received by a Large Organization</td>
<td>1,793</td>
</tr>
<tr>
<td>Average Amount Raised per Large Organization</td>
<td>$28,158.33</td>
</tr>
<tr>
<td>Average Number of Donations Received per Large Organization</td>
<td>193</td>
</tr>
</tbody>
</table>

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
**Volunteer-Based Organizations Performance Analysis**

Number of Volunteer-Based Organizations: 243

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Raised by</td>
<td>$1,661,636.65</td>
</tr>
<tr>
<td>Volunteer-Based</td>
<td></td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
</tr>
<tr>
<td>Total Number of</td>
<td>17,092</td>
</tr>
<tr>
<td>Donations Received by</td>
<td></td>
</tr>
<tr>
<td>Volunteer-Based</td>
<td></td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
</tr>
<tr>
<td>Greatest Amount Raised</td>
<td>$63,462.00</td>
</tr>
<tr>
<td>by a Volunteer-Based</td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
</tr>
<tr>
<td>Greatest Number of</td>
<td>458</td>
</tr>
<tr>
<td>Donations Received by</td>
<td></td>
</tr>
<tr>
<td>a Volunteer-Based</td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
</tr>
<tr>
<td>Average Amount Raised</td>
<td>$6,838.01</td>
</tr>
<tr>
<td>per Volunteer-Based</td>
<td></td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
</tr>
<tr>
<td>Average Number of</td>
<td>70.34</td>
</tr>
<tr>
<td>Donations Received per</td>
<td></td>
</tr>
<tr>
<td>Volunteer-Based</td>
<td></td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
</tr>
</tbody>
</table>

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
## Sectors Performance Analysis

### Sectors A - E

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Total Raised</th>
<th>Average Raised per Organization</th>
<th>Total Donors</th>
<th>Average # of Donors per Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animals</td>
<td>$1,289,115.31</td>
<td>$44,452.25</td>
<td>11,988</td>
<td>428.14</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>$2,249,460.12</td>
<td>$45,907.35</td>
<td>17,096</td>
<td>348.90</td>
</tr>
<tr>
<td>Community Advocacy</td>
<td>$1,527,922.69</td>
<td>$19,340.79</td>
<td>12,602</td>
<td>159.52</td>
</tr>
<tr>
<td>Disability Services</td>
<td>$639,630.68</td>
<td>$18,275.16</td>
<td>4,853</td>
<td>36.00</td>
</tr>
<tr>
<td>Disaster Relief</td>
<td>$188,896.00</td>
<td>$23,612.00</td>
<td>1,757</td>
<td>219.63</td>
</tr>
<tr>
<td>Education</td>
<td>$5,603,524.45</td>
<td>$34,377.45</td>
<td>42,503</td>
<td>260.75</td>
</tr>
<tr>
<td>Emergency Response</td>
<td>$387,786.00</td>
<td>$17,626.64</td>
<td>3,667</td>
<td>166.68</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>$39,919.83</td>
<td>$6,653.31</td>
<td>473</td>
<td>78.83</td>
</tr>
<tr>
<td>Environment</td>
<td>$1,336,185.00</td>
<td>$29,047.50</td>
<td>9,308</td>
<td>202.35</td>
</tr>
</tbody>
</table>

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
## Sectors Performance Analysis

### Sectors F - S

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Total Raised</th>
<th>Average Raised per Organization</th>
<th>Total Donors</th>
<th>Average # of Donors per Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Violence Shelters</td>
<td>$16,505.00</td>
<td>$5,501.67</td>
<td>187</td>
<td>62.33</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>$1,289,115.31</td>
<td>$44,452.25</td>
<td>11,988</td>
<td>428.14</td>
</tr>
<tr>
<td>Homelessness &amp; Housing</td>
<td>$952,095.21</td>
<td>$18,668.53</td>
<td>7,679</td>
<td>150.57</td>
</tr>
<tr>
<td>LGBTQ+</td>
<td>$124,938.88</td>
<td>$24,987.78</td>
<td>817</td>
<td>163.40</td>
</tr>
<tr>
<td>Poverty &amp; Hunger</td>
<td>$1,192,285.96</td>
<td>$23,845.72</td>
<td>9,202</td>
<td>184.04</td>
</tr>
<tr>
<td>Religion</td>
<td>$1,026,394.39</td>
<td>$38,014.61</td>
<td>7,089</td>
<td>262.56</td>
</tr>
<tr>
<td>Racial Equity</td>
<td>$51,185.00</td>
<td>$8,530.83</td>
<td>459</td>
<td>76.50</td>
</tr>
<tr>
<td>Seniors</td>
<td>$729,647.00</td>
<td>$26,058.82</td>
<td>4,450</td>
<td>158.93</td>
</tr>
<tr>
<td>Social Justice</td>
<td>$527,297.00</td>
<td>$13,520.44</td>
<td>4,649</td>
<td>11.21</td>
</tr>
<tr>
<td>Substance Abuse</td>
<td>$308,690.25</td>
<td>$16,246.86</td>
<td>2,866</td>
<td>150.84</td>
</tr>
</tbody>
</table>

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
# Sectors Performance Analysis

## Sectors V - Y

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Total Raised</th>
<th>Average Raised per Organization</th>
<th>Total Donors</th>
<th>Average # of Donors per Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans</td>
<td>$602,063.43</td>
<td>$18,814.48</td>
<td>4,927</td>
<td>153.97</td>
</tr>
<tr>
<td>Women's Issues</td>
<td>$498,757.33</td>
<td>$19,950.29</td>
<td>3,887</td>
<td>155.48</td>
</tr>
<tr>
<td>Youth</td>
<td>$3,245,563.23</td>
<td>$29,505.12</td>
<td>25,985</td>
<td>236.23</td>
</tr>
</tbody>
</table>

*Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.*
Sectors
Performance Analysis

Total Raised by Each Sector

Animals $1,289,115.31
Arts & Culture $2,249,460.12
Community Advocacy $1,527,922.69
Disability Services $639,630.68
Disaster Relief $188,896.00
Education $5,603,524.45
Emergency Response $387,786.00
Entrepreneurship $39,919.83
Environment $1,336,185.00
Family Violence Shelters $16,505.00
Health & Wellness $1,289,115.31
Homelessness & Housing $952,095.21
LGBTQ+ $124,938.88
Poverty & Hunger $1,192,285.96
Religion $1,026,394.39
Racial Equity $51,185.00
Seniors $729,647.00
Social Justice $527,297.00
Substance Abuse $308,690.25
Veterans $602,063.43
Women's Issues $498,757.33
Youth $3,245,563.23

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
Sectors Performance Analysis

Average Raised per Organization by Each Sector

- Animals: $44,452.25
- Arts & Culture: $45,907.35
- Community Advocacy: $19,340.79
- Disability Services: $18,275.16
- Disaster Relief: $23,612.00
- Education: $34,377.45
- Emergency Response: $17,626.64
- Entrepreneurship: $6,653.31
- Environment: $29,047.50
- Family Violence Shelters: $5,501.67
- Health & Wellness: $44,452.25
- Homelessness & Housing: $18,668.53
- LGBTQ+: $24,987.78
- Poverty & Hunger: $23,845.72
- Religion: $38,014.61
- Racial Equity: $8,530.83
- Seniors: $26,058.82
- Social Justice: $13,520.44
- Substance Abuse: $16,246.86
- Veterans: $18,814.48
- Women's Issues: $19,950.29
- Youth: $29,505.12

Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.
Sectors
Performance Analysis

Total Donors by Each Sector

- Animals: 11,988
- Arts & Culture: 17,096
- Community Advocacy: 12,602
- Disability Services: 4,853
- Disaster Relief: 1,757
- Education: 42,503
- Emergency Response: 3,667
- Entrepreneurship: 473
- Environment: 9,308
- Family Violence Shelters: 187
- Health & Wellness: 11,988
- Homelessness & Housing: 7,679
- LGBTQ+: 817
- Poverty & Hunger: 9,202
- Religion: 7,089
- Racial Equity: 459
- Seniors: 4,450
- Social Justice: 4,649
- Substance Abuse: 2,866
- Veterans: 4,927
- Women's Issues: 3,887
- Youth: 25,985
Sectors Performance Analysis

Average # of Donors per Organization by Each Sector

- Animals: 428.14
- Arts & Culture: 348.9
- Community Advocacy: 159.52
- Disability Services: 36
- Disaster Relief: 219.63
- Education: 260.75
- Emergency Response: 166.68
- Entrepreneurship: 78.83
- Environment: 202.35
- Family Violence Shelters: 62.33
- Heath & Wellness: 428.14
- Homelessness & Housing: 150.57
- LGBTQ+: 163.4
- Poverty & Hunger: 184.04
- Religion: 262.56
- Racial Equity: 76.5
- Seniors: 158.93
- Social Justice: 11.21
- Substance Abuse: 150.84
- Veterans: 153.97
- Women's Issues: 155.48
- Youth: 236.23
Of organizations set fundraising goals: 74.07%

Of Those that Set Fundraising Goals:

- 14.17% Exceeded goal expectations
- 39.17% Met goal expectations
- 46.67% Did not meet goal expectations

Matches: 30% Reported that their fundraising goal included matches

66.07% included only The Patterson Foundation match in their goals, 4.17% included a match and/or challenge specific to their organization, and 29.76% included both of these in their goal setting.
$225,000 AWARDED

22 PRIZE CATEGORIES

267 Prize Recipients

40% Award Rate for Participating Giving Challenge Nonprofits

15 Application-Based Prize Categories

251 Application-Based Prize Applicants

94 Application-Based Prize Recipients

37.45% Award Rate for Application-Based Prize Applicants
28.09% of survey respondents applied to 2022 Giving Challenge Application-Based Prizes

Frequency of Number of Prizes Applied For:
- One Prize: 36
- Two Prizes: 20
- Three Prizes: 26
- Four Prizes: 3
- Five Prizes: 4
- Six Prizes: 1

Most Popular Prizes:
- Best Video Commercial
- Best Use of Social Media
- Best Overall Campaign
- Best 2020 Story
- Best Board Member Engagement

Least Popular Prizes:
- Best Peer-to-Peer Fundraising
- Best Nonprofit Partnership
- Best Turnaround
- Best Online Event
The 2022 Giving Challenge saw an increase in partnerships for organizations. In 2022, 18.21% of nonprofits partnered with another nonprofit organization during the Giving Challenge, an increase from 12% in 2020. In 2022, 10% of organizations partnered with a business, an increase from 6% in 2020.

**Partnerships**

**18.21%**
Partnered with one or more other nonprofit organizations.

**10%**
Partnered with one or more businesses.

*Had you partnered with that organization in the past, or was this a new relationship?*

- **3** Other
- **5** This was an existing partnership and we had worked together before in this capacity
- **23** We had never worked together
- **28** We had worked together, but never in the way that we did for the Giving Challenge

*Had you partnered with that business in the past, or was this a new relationship?*

- **1** Other
- **9** This was an existing partnership and we had worked together before in this capacity
- **6** We had never worked together
- **15** We had worked together, but never in the way that we did for the Giving Challenge
Responses to Why the Nonprofit Partnership Was Beneficial:

- Optimize Match Opportunities
- Support Each Other
- Discover New Connections
- Inform Our Community
- Extend Our Reach in the Community
- Reach New Supporters and New Community Members
- Cross-Promotional Efforts
- Network with Other Nonprofits
- Increase Goals & Outcomes for Multiple Parties
- Create New Partnerships
- Discover Long-Term Opportunities
- Raise More Funds & Recruit Volunteers
- Strengthen Partnerships
- Engage the Community
- Learn How to Improve for the Future
- Discuss Future Partnerships in the Long-Term
- Highlight Our Missions
Capacity Building

More than 77% of survey respondents felt that participating in the 2022 Giving Challenge helped or will help their organization build capacity. When asked how the Giving Challenge has helped them, these were some of the responses given:

- "It allowed us to reach new donors and hopefully retain those donors to keep growing."
- "We extended our reach in the community."
- "We were able to support a local project with the funds raised."
- "By allowing us to partner with new organizations and reach new supporters as well as provide funding for our lifesaving mission."
- "Forming deeper partnerships with the faith community and organizations."
- "Unrestricted support is critical to our financial stability."
- "The funds are used for scholarships for local students. This has been imperative for new and continued growth."
- "Obtain new donors."
- "We lacked email addresses and it provided access to significant email contacts so we can shift our communication to primarily digital."
- "We gain over 89 donors and gain new social media followers with the campaign."
- "We have a new location which this is helping us sustain as we gain new donors in the area of the new location."
- "Will be able to assist more people."
- "Funds were used for our operating budget and to continue our main program."
- "The 2022 Giving Challenge helped us engage with a whole new demographic outside of our patron base."
- "By engaging the board in fundraising efforts."
- "Reminded us the importance of teamwork, cooperation and communication."
- "Participating earns us some credibility and visibility."
Below is a chart showing the many ways 2022 Giving Challenge participants plan to use the funds raised for their organizational needs.

**Fund Allocation Plans for Giving Challenge Participants**

- Operating Budget: 162
- Existing Project or Program: 161
- New Project or Program: 84
- Not Sure Yet (TBD): 29
- *Other: 13
- COVID-19 Related Costs: 4

*Other examples included professional development for staff, technology upgrades, building improvements and capital campaigns, etc.
Organizations were asked to rate on a 5 point scale the importance of certain capabilities & offerings available to them during the Giving Challenge.

<table>
<thead>
<tr>
<th>Capabilities &amp; Offerings</th>
<th>Very Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Somewhat Important</th>
<th>Not Important At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer-to-Peer Fundraisers</td>
<td>14.78%</td>
<td>22.01%</td>
<td>29.87%</td>
<td>17.92%</td>
<td>15.41%</td>
</tr>
<tr>
<td>Create Your Own Matches &amp; Challenges</td>
<td>19.18%</td>
<td>27.99%</td>
<td>25.16%</td>
<td>19.18%</td>
<td>8.18%</td>
</tr>
<tr>
<td>The Patterson Foundation Match</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enter Offline Gifts</td>
<td>21.70%</td>
<td>24.53%</td>
<td>29.25%</td>
<td>11.64%</td>
<td>12.89%</td>
</tr>
<tr>
<td>Create Fundraising Goal</td>
<td>29.87%</td>
<td>37.74%</td>
<td>20.13%</td>
<td>10.38%</td>
<td></td>
</tr>
<tr>
<td>Set Donation Levels</td>
<td>34.19%</td>
<td>35.85%</td>
<td>17.61%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatically Eligible Prizes</td>
<td>41.82%</td>
<td>32.39%</td>
<td>18.87%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Application-Based Prizes</td>
<td>11.32%</td>
<td>20.75%</td>
<td>41.19%</td>
<td>11.64%</td>
<td>15.09%</td>
</tr>
<tr>
<td>Partner with a Business</td>
<td>8.18%</td>
<td>22.33%</td>
<td>42.14%</td>
<td>11.95%</td>
<td>15.41%</td>
</tr>
<tr>
<td>Partner with Nonprofits</td>
<td>9.75%</td>
<td>26.10%</td>
<td>38.68%</td>
<td>13.84%</td>
<td>11.64%</td>
</tr>
<tr>
<td>Acquire New Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connect with Existing Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage Board Members</td>
<td>58.49%</td>
<td></td>
<td>27.99%</td>
<td>18.87%</td>
<td></td>
</tr>
<tr>
<td>Community Foundation of Sarasota County Affiliation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participation in a Community-Wide Fundraiser</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising/PR Done on Behalf of Entire Challenge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of the &quot;Be the One&quot; Theme</td>
<td>36.79%</td>
<td>32.39%</td>
<td>23.58%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>63.20%</td>
<td></td>
<td>26.10%</td>
<td>7.55%</td>
<td></td>
</tr>
<tr>
<td>Webinars &amp; Trainings</td>
<td>41.82%</td>
<td>39.62%</td>
<td>13.84%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giving Challenge Marketing Templates &amp; Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from the GiveGab Team</td>
<td>58.17%</td>
<td></td>
<td>31.45%</td>
<td>7.55%</td>
<td></td>
</tr>
</tbody>
</table>

Capabilities and offerings such as The Patterson Foundation match, acquiring new donors, being affiliated with the Community Foundation of Sarasota County, and participating in a community-wide fundraising event were considered very important to the majority of survey respondents.
Suggestions

In addition to rating capabilities and offerings available during the 2022 Giving Challenge, survey respondents were asked to provide open-ended feedback on suggestions to consider enhancing future challenges.

<table>
<thead>
<tr>
<th>Suggestions for Future Tools &amp; Training Offerings:</th>
<th>Suggestions for Enhancing the Impact of the Giving Challenge:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Ideas</td>
<td>• Have more presence in counties outside of Sarasota (i.e. Charlotte)</td>
</tr>
<tr>
<td>Using the GiveGab Platform</td>
<td>• Partner with other organizations that provide matches</td>
</tr>
<tr>
<td>How to Partner with a Business</td>
<td>• Assist organizations in partnering together to increase impact</td>
</tr>
<tr>
<td>Best Online Fundraising Practices</td>
<td>• Have mini sessions about the Giving Challenge</td>
</tr>
<tr>
<td>Board Engagement Tips</td>
<td>• Increase publicity on TV, radio etc.</td>
</tr>
<tr>
<td>How to Partner/Connect with Other Nonprofits</td>
<td>• Reduce volume of prize categories &amp; streamline varying deadlines</td>
</tr>
<tr>
<td>Peer-to-Peer Fundraising Tips</td>
<td>• Provide organizational-sized based trainings</td>
</tr>
<tr>
<td>Social Media</td>
<td>• Publish stories of impact after the challenge</td>
</tr>
<tr>
<td>Donor Stewardship</td>
<td>• Create a Giving Challenge nonprofit mentorship program</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

In addition to rating capabilities and offerings available during the 2022 Giving Challenge, survey respondents were asked to provide open-ended feedback on suggestions to consider enhancing future challenges.
Thank you for a wonderful 2022 Giving Challenge!