



# Introduction

## Friday, February 3

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San Diego  
County's  
12,000+  
nonprofits

- Support people of all ages, genders, identities, races, and socioeconomic groups.
- Strengthen our neighborhoods.
- Give voice to those served.
- Have limited resources for fundraising, technology, communications, and training.
- COVID-19 stressed nonprofits further.

# Foster a Sustainable Nonprofit Sector

Stimulate	philanthropy.
Highlight	community needs and local nonprofit responses.
Provide	learning opportunities for nonprofits and donors.
Culminate	in 24-hours of collective, online giving.



## **San Diego Gives provides nonprofits with resources needed to thrive.**

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Volunteers started as alternative to Giving Tuesday. Raise awareness, connect community members, and increase financial support.

In 2021, raised \$472,724 for 107 nonprofits from 2,385 donors.

In 2022, raised \$1,088,647 for 327 nonprofits from 3,743 donors. Trained 533 professionals with 28 workshops. Mentored 62 nonprofits.

## 2023 Goals

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Raise \$1.5 million for 350 nonprofits.

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Engage 4,000 donors, with 40% making first gifts.

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Serve 600 professionals through 25 workshops.

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Mentor 70 nonprofits.

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Secure \$75,000 for matched funds & giving day prizes.

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75% of donors will express campaign satisfaction.

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75% of participating nonprofits will report increased learning and positive experiences.

# San Diego Gives University

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Strategies for  
Success

Effective  
Presentations

Social Media  
Marketing

Matched  
Giving

Crowdfunding  
Tech

Donor  
Prospecting

Donor  
Retention

Peer-to-peer  
Fundraising

Obtaining  
Sponsorships

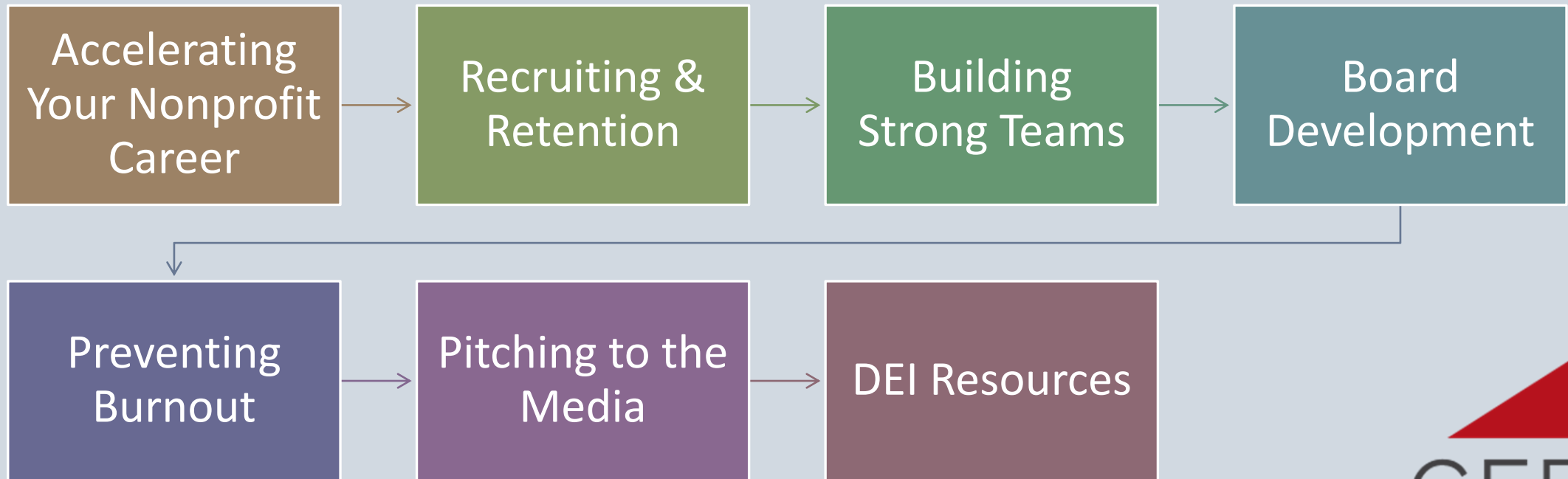
Office Hours

Mentors



# San Diego Gives University

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# 100+ Media Placements

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KPBS (radio/digital)	COX Media	CBS8
iHeart Media	KUSI-TV	Giving Back Magazine
Ranch & Coast Magazine	Fox 5	San Diego Business Journal
Voice of San Diego	KOCT TV	San Diego Union Tribune
Times of San Diego	NBC	There San Diego
Coast News	Alpine Sun	Rancho Santa Fe Review
Star News	Clear Channel Billboard	

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# Social Media

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## Social Media Tags

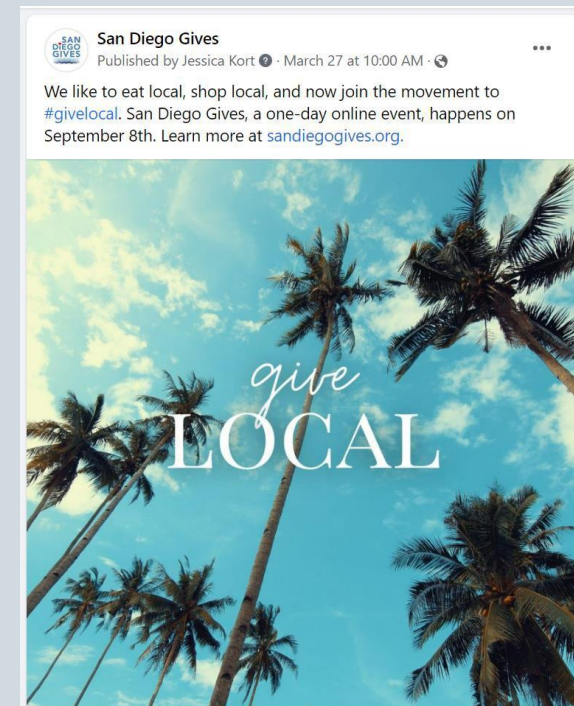
@SanDiegoGives

Facebook, Twitter, LinkedIn and Instagram

## Cloudcast Media Podcast

*Live Local, Give Local*

Weekly podcast episodes



**Program Cost:  
\$296,856**

- Mightycause platform fees
- Public relations
- Advertising
- Matched funds/prizes
- Training programs
- Social media
- Podcast
- Project management

## Benefits of participating

Access	Access training, mentoring, and online resources.
Raise	Raise awareness of your cause.
Gain	Gain exposure to new donors.
Energize	Energize current supporters.
Explore	Explore partnerships with participating nonprofits.
Achieve	Achieve matching donations.
Access	Access to Mighty Cause platform.



# Eligibility

Applications are reviewed and approved by committee. An eligible nonprofit must:

- Be a 501(c)(3) public charity or have a 501(c)3 fiscal sponsor.
- Demonstrate strong leadership and financial management.
- Deliver quality services in response to clear need.
- Funds raised serve San Diego County residents in the County.
- Follow non-discrimination laws/practices.
- Provide copy of 501(c)3 letter and/or financial document(s), if requested.
- Contribute up to five hours to overall campaign efforts.
- Spend time needed for a successful campaign, typically 1 – 3 hours/month.
- Complete online profile page by July 15.



# Registration

**Early registration: February 1-28**

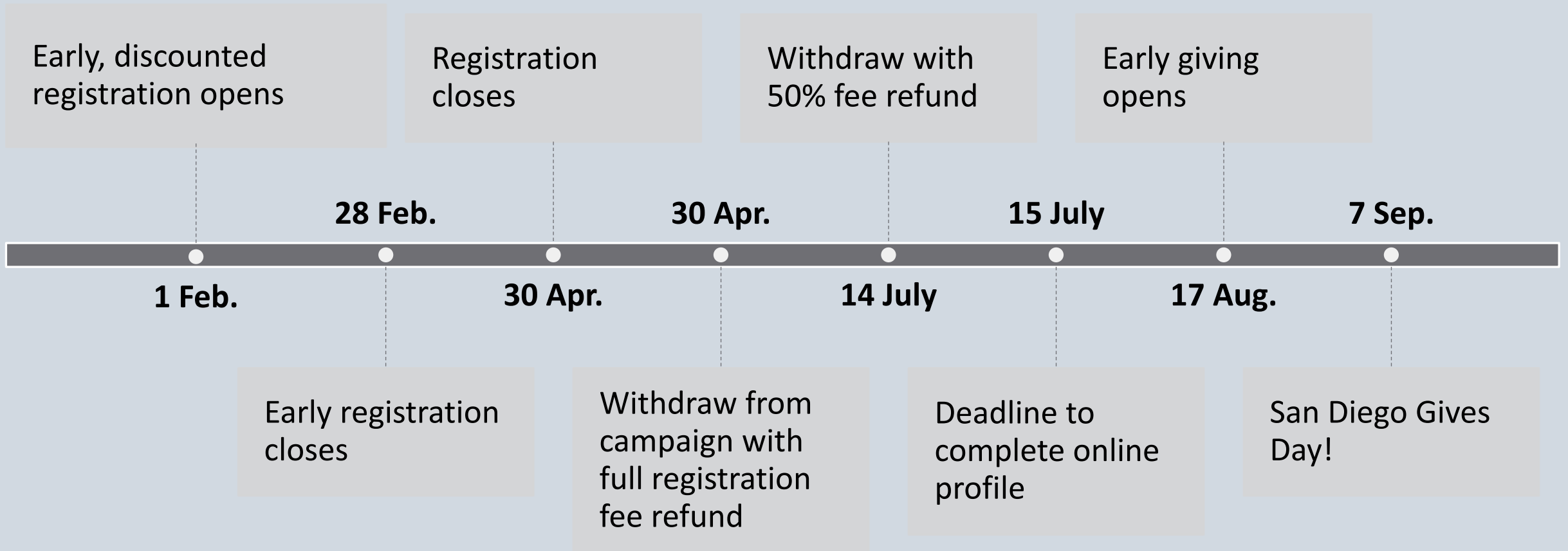
**Regular registration: March 1-April 30**

<b>Qualifications</b>	<b>Early Bird</b>	<b>Regular Registration</b>
Under 2 years of operating	\$25	\$50
Budget up to \$1 million	\$50	\$100
Budget \$1 - \$4 million	\$100	\$150
Budget \$4 - \$15 million	\$125	\$175
Budget over \$15 million	\$150	\$200

Fees help cover Mightycause platform and publicity fees.

Financial assistance available.

# Project Timeline





# Questions

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# Thank you!

## Website

[www.sandiegogives.org](http://www.sandiegogives.org)

## Email

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