



## Facts About Giving Days

### What is Give Local America?

Give Local America (#iGiveLocal) is a nationwide initiative to grow local giving. It strengthens local communities by providing critical funding for and celebrating the work of community partners.

During events throughout the year, including the first Tuesday in May (Give Local America Day), communities come together to celebrate local giving and support thousands of causes in communities across the country.

### What are the Benefits of Hosting a Giving Day?

- You'll gain new donors – 20% of gifts given during Give Local America 2014 were from new donors.
- Organizations of all sizes and causes are encouraged to take part and set their own unique goals they want to achieve!
- You promote local philanthropy – In 2015, 120 communities across America came together with donors from every state to support local causes.
- Capitalizing on a national effort – you raise a large amount of funds in a small amount of time by gaining exposure through Give Local America, one of the largest crowdfunding events of the year.
- More dollars for on a local level – In 2014 and 2015, 89% of all donations were given within the donor's home state during Give Local America.

### Why is Crowdfunding Important?

- Giving Days help introduce and reinforce new giving behaviors that can help lead to a greater amount of year-round giving.
- Online giving is increasing in popularity with year-over-year increases of around 13%. In fact, since 2009, most of the nonprofit sector has seen double-digit growth in online fundraising. [Knight Foundation Giving Day Playbook](#)
- The competitive nature of Giving Days empowers individuals to use their peer influence to engage other donors who may not already be familiar with an organization's work. [Knight Foundation Giving Day Playbook](#)



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