

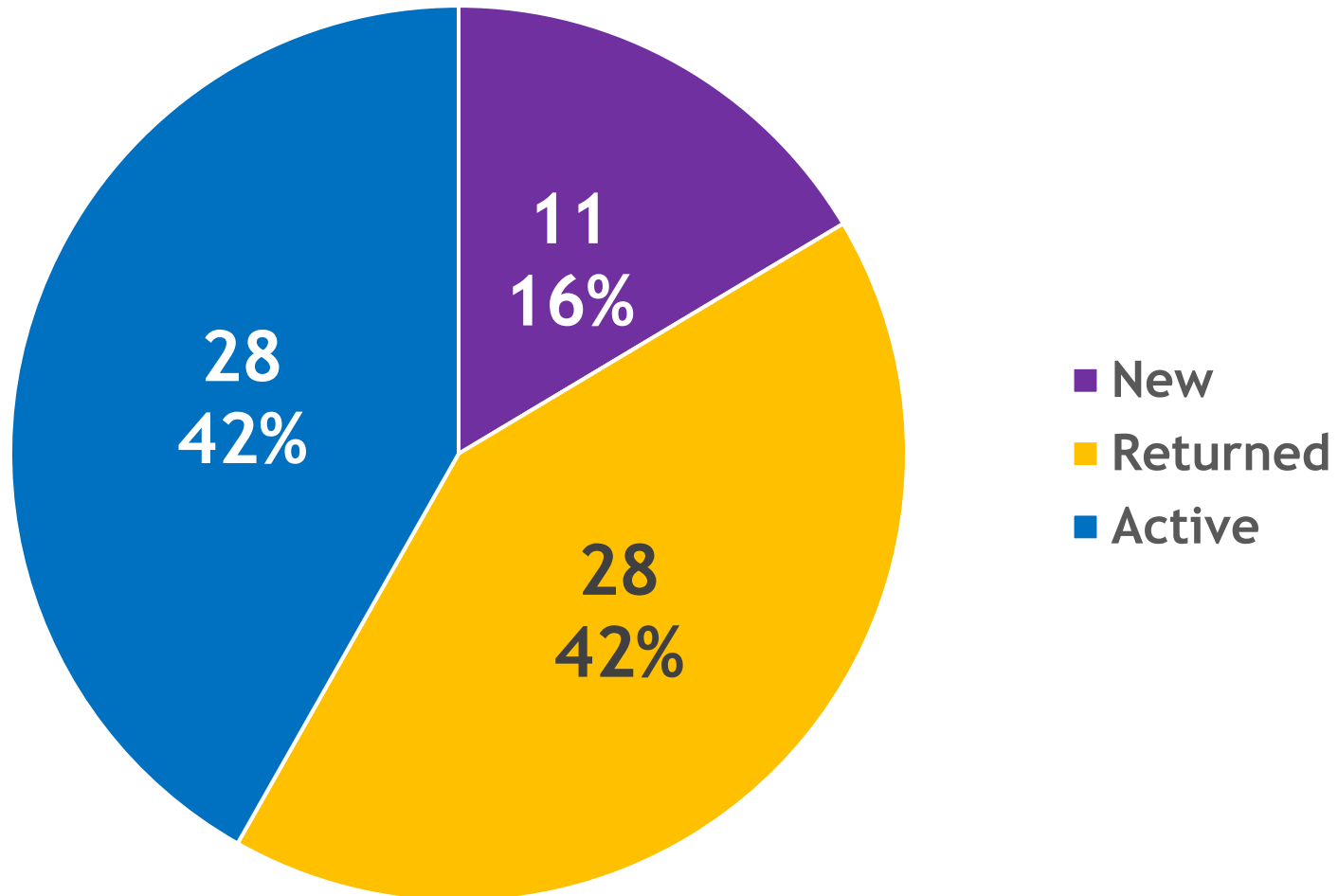
2024 Year-End Appeal Results

Main Takeaways

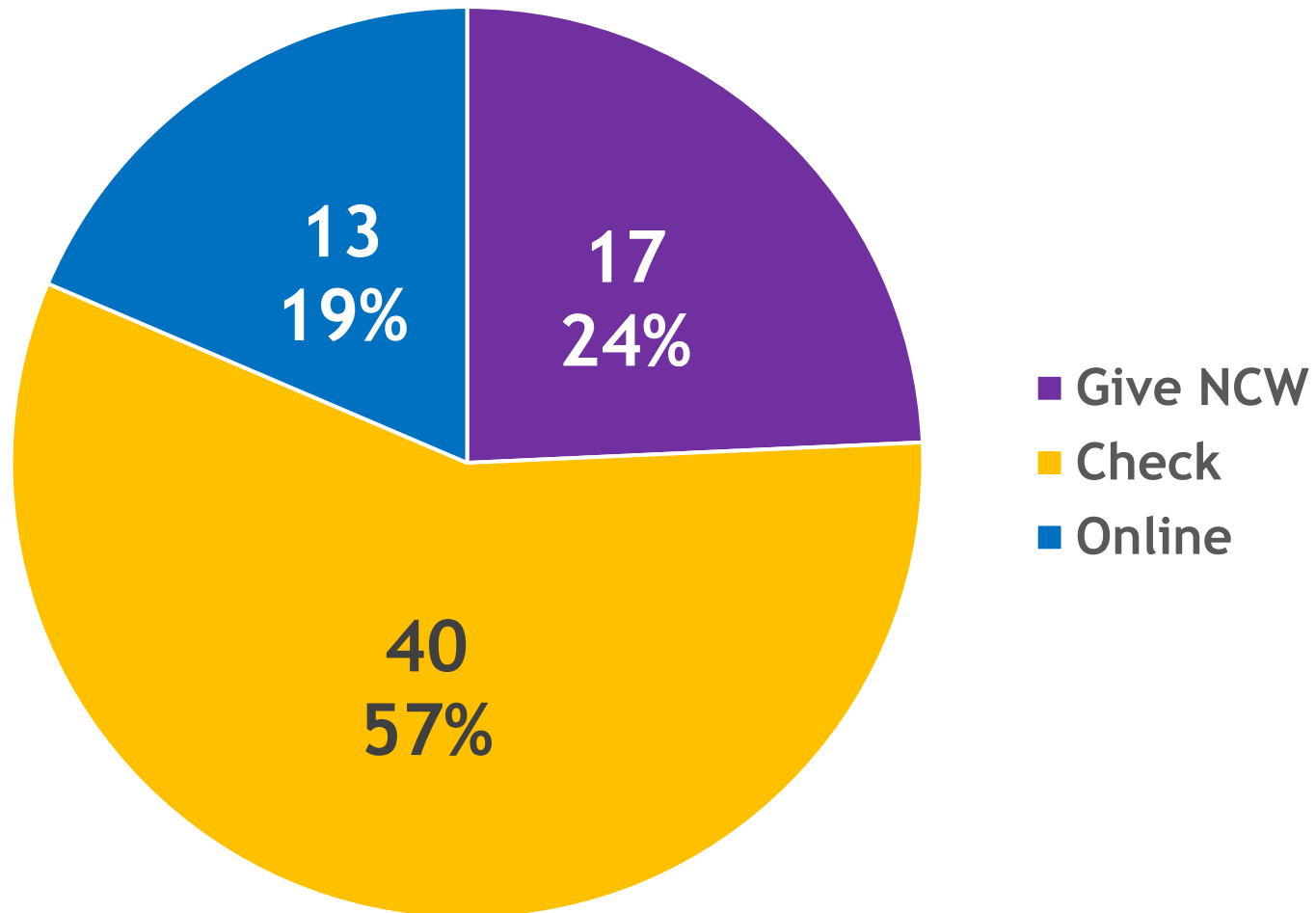
- ▶ Positive feedback for “holiday giving catalogue”
- ▶ Instagram was the strongest online platform for engagement
- ▶ Giving was down, both in number of donors and average donation amount

Gift Results

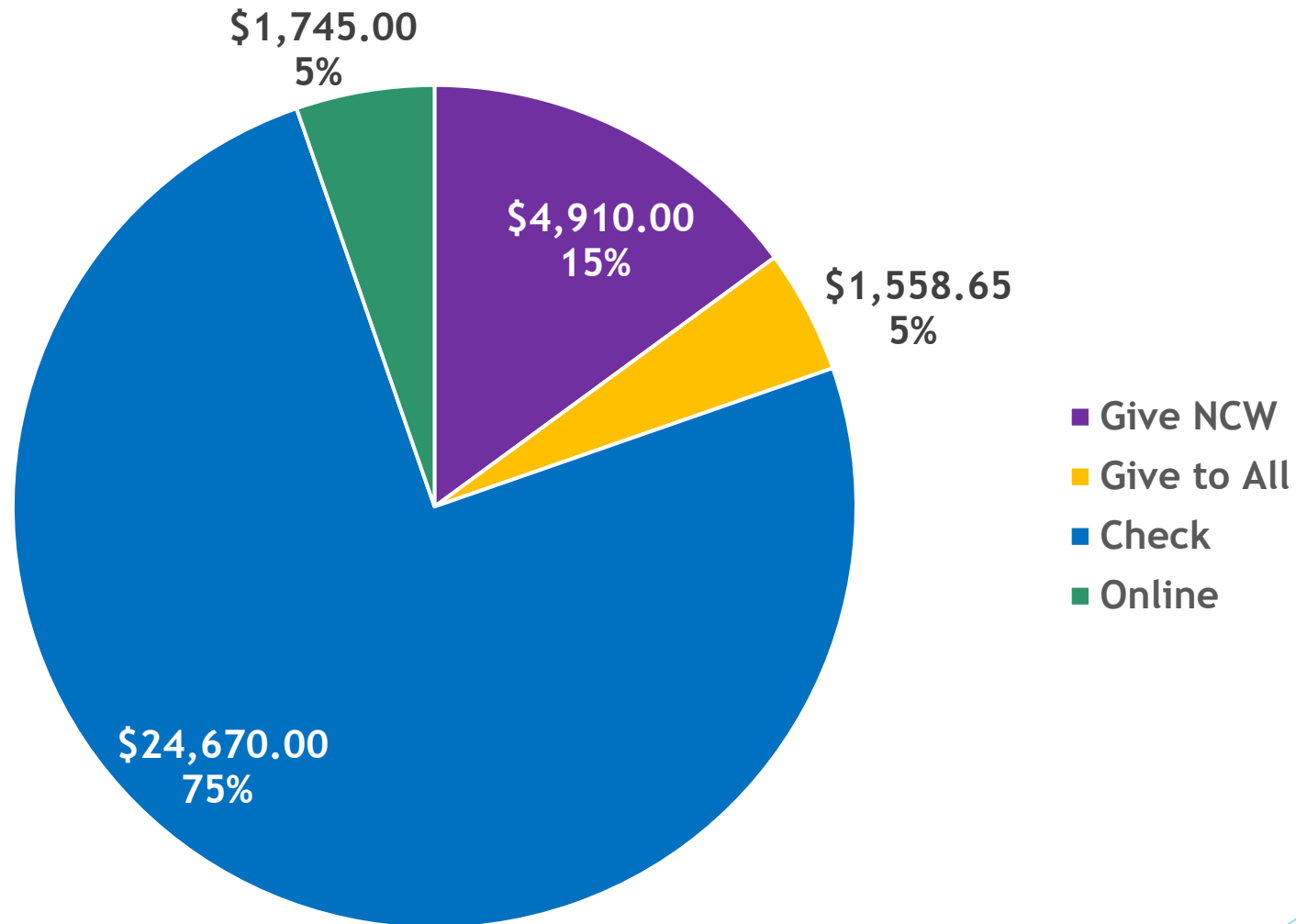
Total Donors



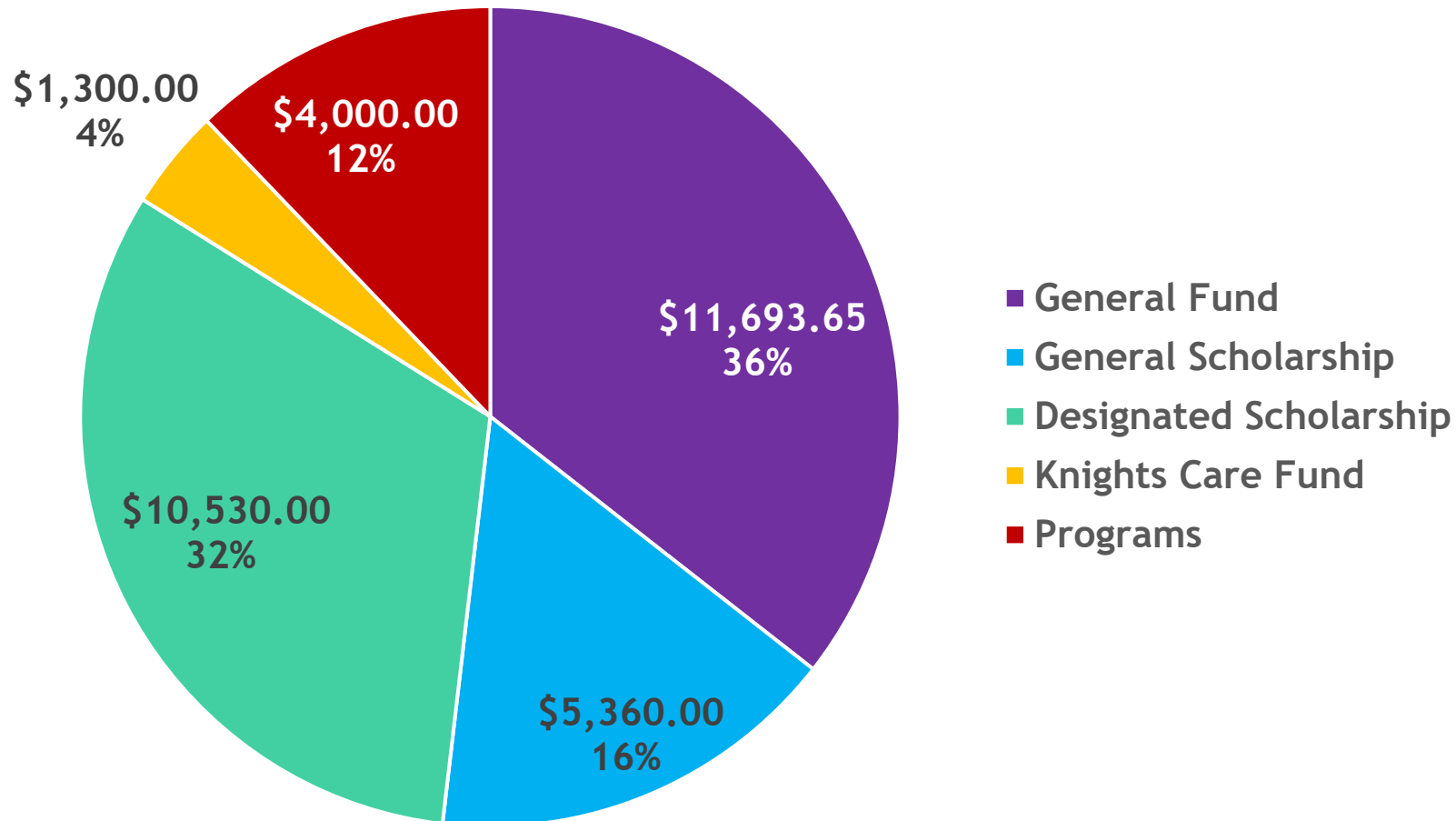
Gift Source



Total Raised by Source



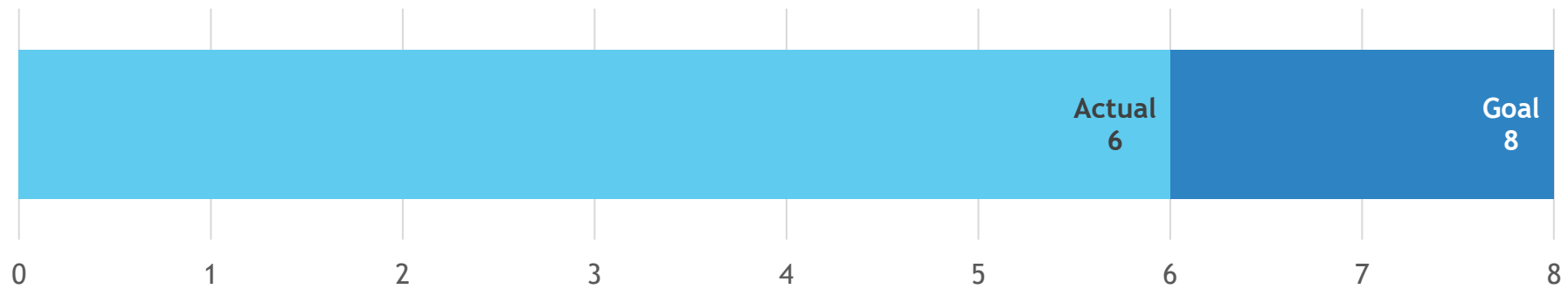
Total Raised by Designation



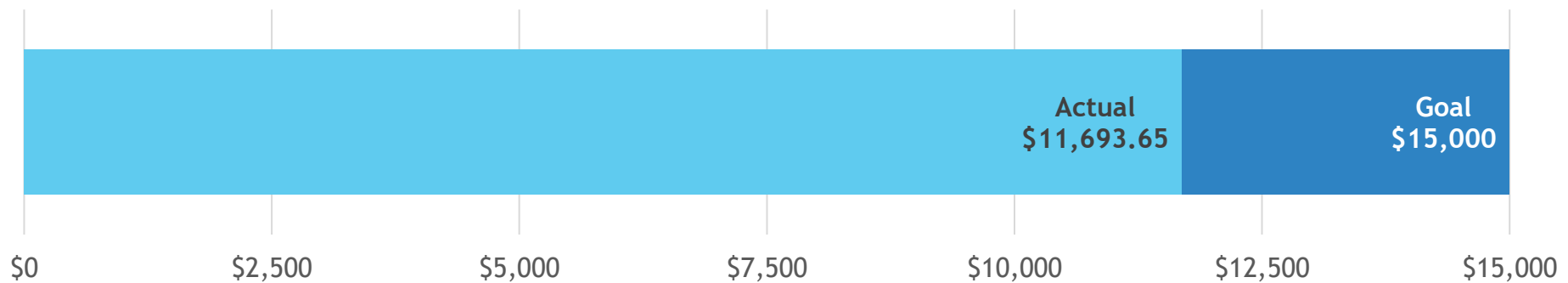
Goal Outcomes

Goal Outcomes

Board member testimonial videos

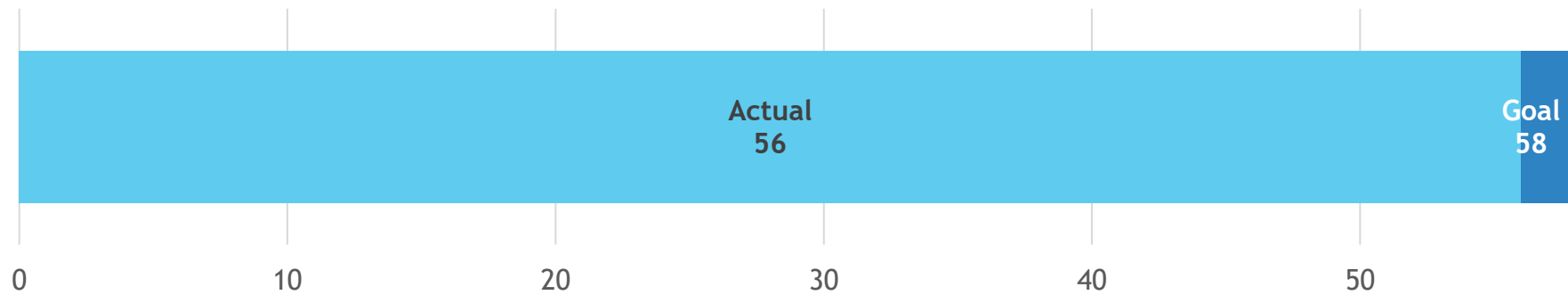


Money raised for Annual Fund



Goal Outcomes

Donor response rate (15% of list)



New Donors

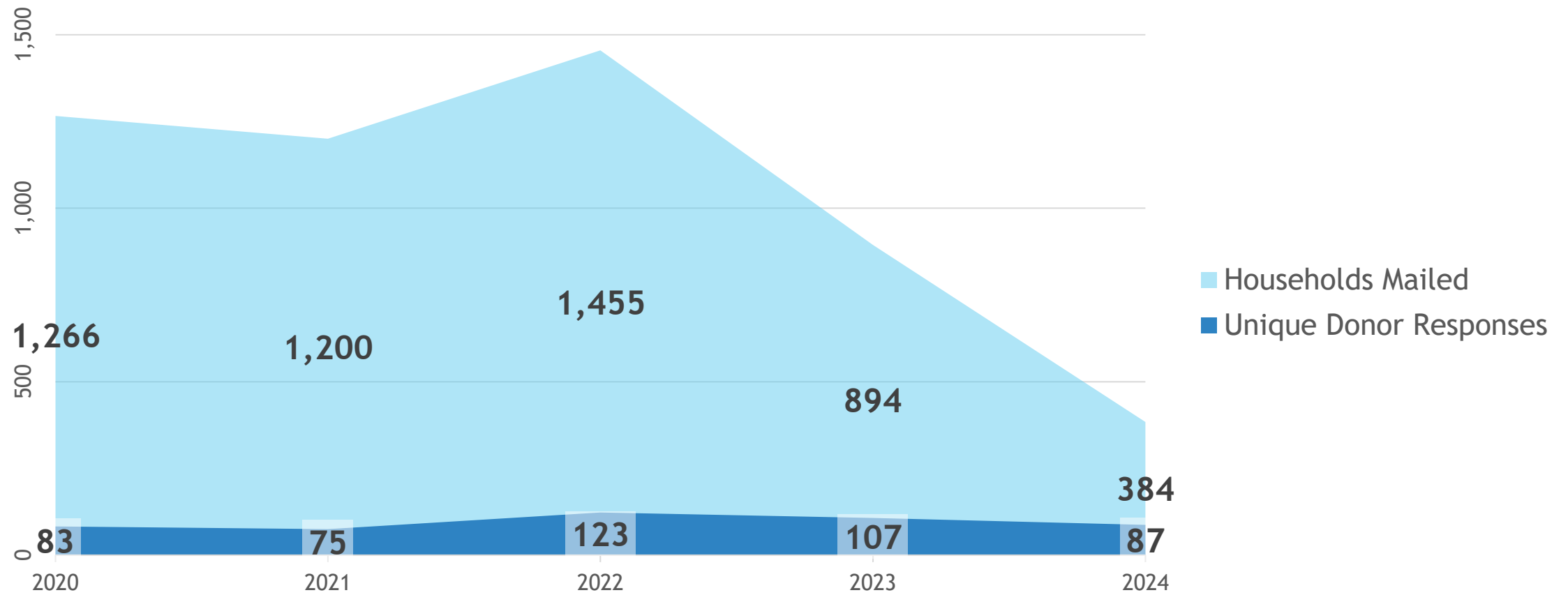


Goal Outcomes

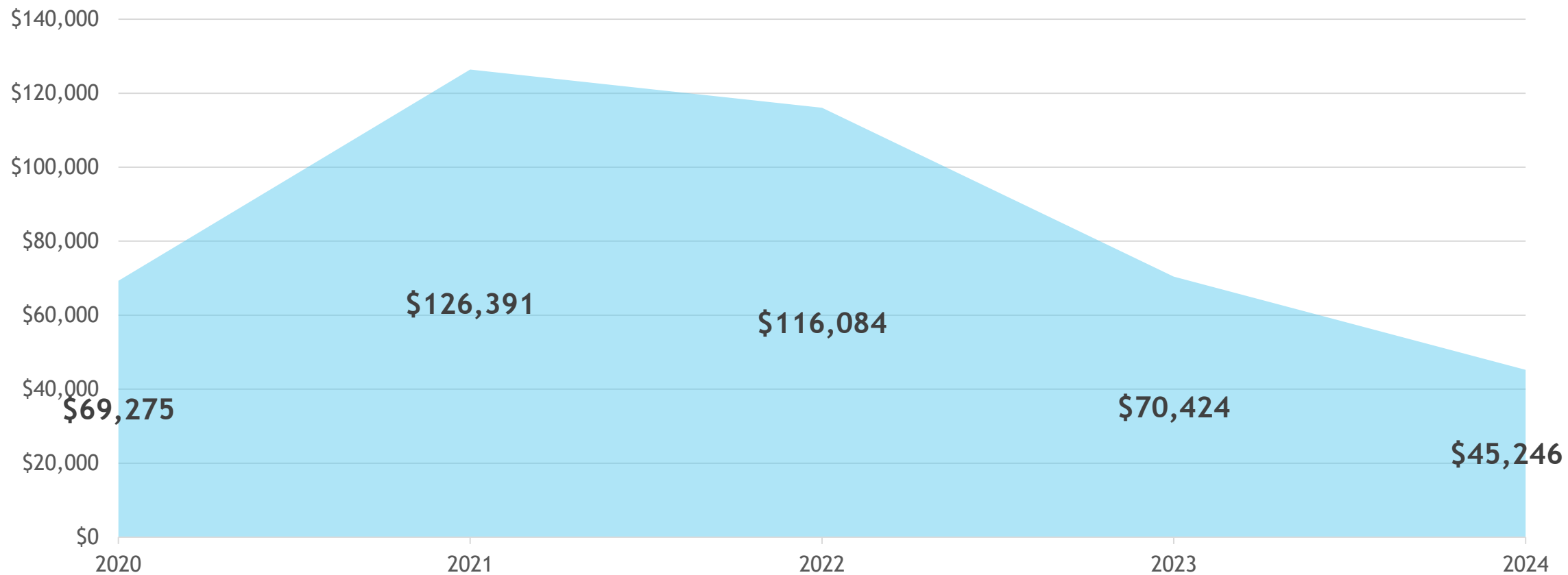
Matching Gifts

1. *Collective gift from the board: \$1,650*
2. *Anonymous for scholarships: \$5,000*

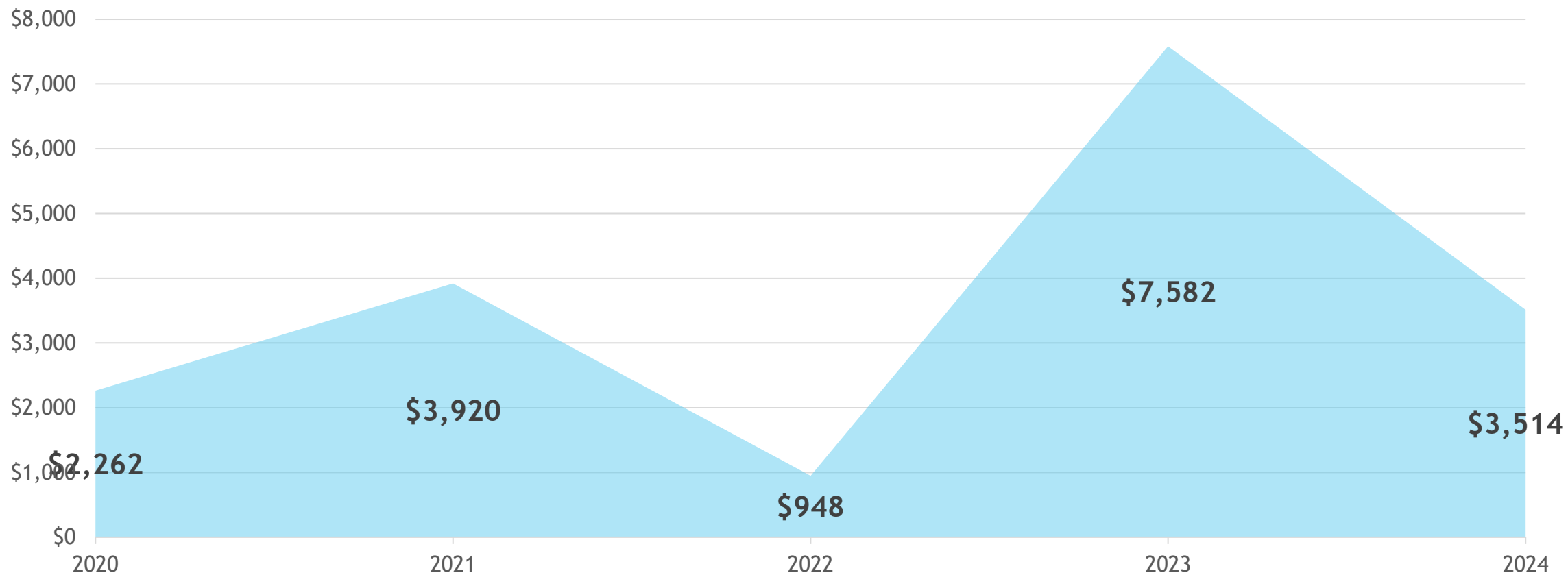
Trends



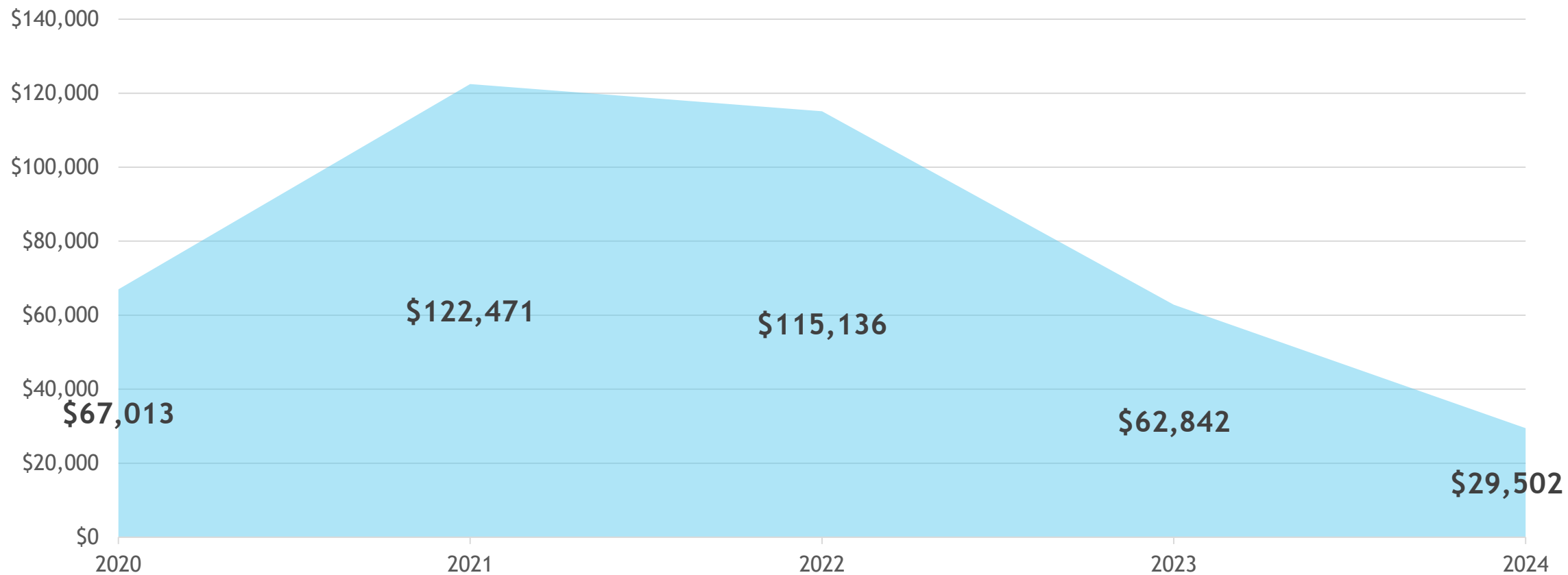
Response Rate



Revenue



Expense



Net