



“GiveLocalNow” Campaign Aims To Boost Giving to Regional Nonprofits

SACRAMENTO, Sept. 15, 2011 — A regional, multi-media outreach campaign seeking to transform how area residents support local nonprofit support launches today. “GiveLocalNow” is a multi-year response to research conducted by the Greater Sacramento Generosity Project that found Sacramento regional residents, as a whole, are less likely to give to charitable organizations and donate fewer dollars annually than the national average.

Based on information collected from 2,000 households in the region, the study revealed that 62 percent of regional households give to charities, compared to a national average of 66 percent. The campaign strives to close that gap and bring the regional average for nonprofit support up to at least 67 percent. The study, which was released in May, 2011 is the most comprehensive of its kind to be conducted in the Sacramento region.

The campaign also seeks to increase the average annual contribution from regional households that give from \$1,990, to the national average of \$2,355, and encourage a significant increase in the share of charitable giving that supports local nonprofits. Significantly, regional residents earning more than \$200,000 contribute appreciably less of their annual income to charitable causes than their counterparts throughout California and across the United States - \$11,041 versus \$17,719 statewide and \$18,112 nationally.

In addition, the campaign hopes to drive a significant increase in the share of charitable giving that supports local nonprofits. 91 percent of households surveyed believed it is important to give locally, while only 63 percent of donations were made to local organizations. The campaign seeks to increase the local share of giving to 68 percent.

Achieving all three “GiveLocalNow” campaign goals will boost yearly contributions to regional nonprofits by nearly \$250 million.

Celebrating the launch at the Crocker Art Museum, regional elected officials — Sacramento Mayor Kevin Johnson and Placer County Supervisor Jennifer Montgomery — joined Steering Committee Chair and El Dorado County resident Scott Hanson and one of the project funders, UC Davis Vice Chancellor and Yolo County resident Babs Sandeen, and nonprofit leaders from throughout the area. Philanthropists well-known for their vital, longtime support of regional nonprofits united with lesser-known heroes such as LeeAnn Dickson, who gives generously on a regular basis.

“If you make nonprofit support a habit, it will make your community a brighter and better home for you and your neighbors,” Dickson said.

A compelling advertising campaign will start airing on TV and radio, and appearing on billboards throughout the four county region. Each advertisement communicates the message “Live Here, Give Here” through portrayals of a variety of charitable giving opportunities to support the vital work of area nonprofits.

Not only will regional residents see and hear the campaign, they can join it. By visiting www.givelocalnow.org — a centerpiece of the campaign — philanthropists and would-be philanthropists will have a resource to learn more about regional nonprofits, their programs and the myriad opportunities to give financially in the four-county region. The site will also provide donors with a means to share personal stories of which nonprofit causes they support, and why. This is in addition to a social media push that will connect people to the campaign’s cause through Facebook and Twitter.

The campaign’s development has benefited from the expertise and counsel of local nonprofits engaged on the “GiveLocalNow” Advisory Committee and the communications experts on the project’s Marketing Committee. Last week, over 100 nonprofit partners were briefed on “GiveLocalNow”, and, in the near future, the

Nonprofit Resource Center will be providing capacity building support to area nonprofits. The nonprofits will also have access to an online marketing toolkit to help them share the messages and goals of the initiative with current and prospective members, donors and partners.

The campaign is expected to run for three years, after which the research will be repeated to measure the effect on local giving. Runyon Saltzman & Einhorn, Inc., an integrated communications firm, developed the advertising and marketing campaign.

“It’s within everyone’s grasp to help make a phenomenal difference in the quality of life we all enjoy. Whether it reflects compassion, or a passion, giving more and giving more locally is a most effective way to make a positive difference in your community,” said Scott Hanson, who chairs the Generosity Project’s Steering Committee.

The Greater Sacramento Generosity Project, now known as “GiveLocalNow”, is an alliance between regional nonprofit organizations, including the Sacramento Region Community Foundation and the Nonprofit Resource Center. It is also supported by investors from the regional business community, health systems and educational institutions.

GiveLocalNow is made possible through multiple project funders, including: Ken and Joyce Adamson; John Finegan; John and Maggie Frisch; Scott and Valerie Hanson; Gary Lardy, of Intelliquote; Mercy Foundation; Dave Lucchetti, of Pacific Coast Building Products; Sacramento Region Community Foundation; the Setzer Foundation; Sierra Health Foundation; Sutter Health Sacramento Sierra Region; Kaiser Permanente; Teichert Foundation; United Way California Capitol Region; University of California Davis Health System; and Western Health Advantage.

About the Nonprofit Resource Center

Founded in 1989, the Nonprofit Resource Center provides comprehensive services and support to nonprofit organizations in the Sacramento region. It offers educational opportunities on all aspects of management, fund development and board leadership, as well as comprehensive information services and networking opportunities. For more information, visit www.nprcenter.org.

About the Sacramento Region Community Foundation

The Sacramento Region Community Foundation is an advocate for quality of life, dedicated to connecting people who care with charitable causes. An effective steward of the region's charitable assets since 1983, the Foundation's mission is to serve as a leader and trusted partner in expanding philanthropy and enhancing its impact in our community. From charitable funds established by individuals, families, businesses and organizations, the Sacramento Region Community Foundation awards grants and engages in leadership activities to address a wide variety of current and long term community issues. For more information, visit www.sacregcf.org.

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