

#GivingTuesday 2017 Donations Report

Alpha Sigma Kappa Educational Foundation

Information on #GivingTuesday

"#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving." – www.GivingTuesday.org

Donations Analysis

Alpha Sigma Kappa Educational Foundation received a total of \$265.00 to apply toward scholarships. An arbitrary goal of \$200.00 was set prior to the event by the President, Jessica Reese McIntyre. The following

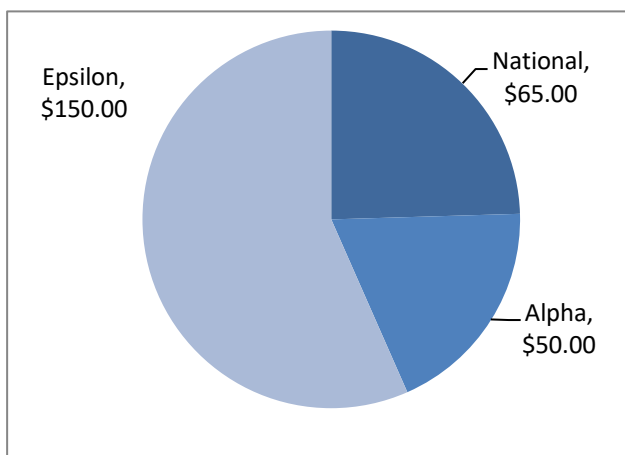


Figure 1 Donations received on #GivingTuesday 2017

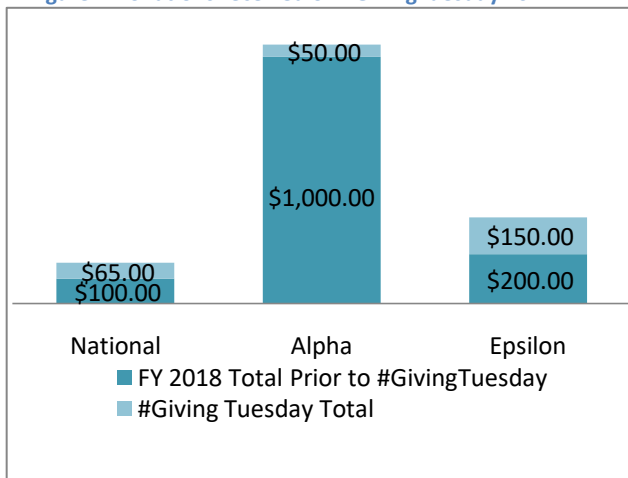


Figure 2 Fiscal Year 2018 Donations to date

graphs depict the donation activity on November 28, 2017 and compare it to the donations received so far in fiscal year 2018 (July 1, 2017 to June 30, 2018).

Figure 1 illustrates that donations were applied to all three scholarships managed by Alpha Sigma Kappa Educational Foundation. The Pride of Epsilon Scholarship, hosted by the Epsilon Alumnae Chapter, received the most in donation on #GivingTuesday 2017.

The average donation values for each scholarship varied. The Pride of Epsilon Scholarship had the highest averaged value of \$75 per donation. The Alpha Chapter Scholarship had an average value of \$50 per donation whereas the Alpha Sigma Kappa National Scholarship had an average of \$32.50.

In comparing the #GivingTuesday 2017 donations with the fiscal year 2018 donations as shown in Figure 2, the Alpha Chapter Scholarship has received the highest value of donations at \$1,050.00 with an average of \$525.00 per donation. The Pride of Epsilon Scholarship has received a total of \$350.00 with an average of \$87.50. The Alpha Sigma Kappa National Scholarship has received a total of \$165.00 in donations with an average of \$55.00 per donation.

Conclusion

In all, donations received on #GivingTuesday 2017 exceeded the expectations of the Alpha Sigma Kappa Educational Foundation Board of Directors. Improvements, such as advertising sooner and across multiple platforms, will be made to increase awareness and donation participation in 2018.