

# Give from the Heart

## OMAHA GIVES 2020 RECAP

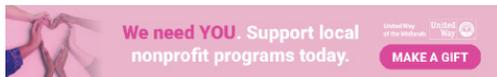
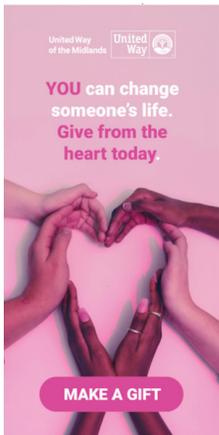
With Wells Fargo's support, United Way of the Midlands had a \$15,000 matching partner for Omaha Gives this year. These dollars were instrumental in raising funds for more than 100 local nonprofit programs that provide Basic Needs, Education and Financial Stability support. In the wake of COVID-19, more families are struggling and many are newly in need, making the programs these dollars support more important than ever. Thank you!

**RESULT: \$44,100 raised**

*United Way's strategy included paid and organic social media posts, paid digital advertising through the Omaha World-Herald, blog posts and segmented emails to donors.*

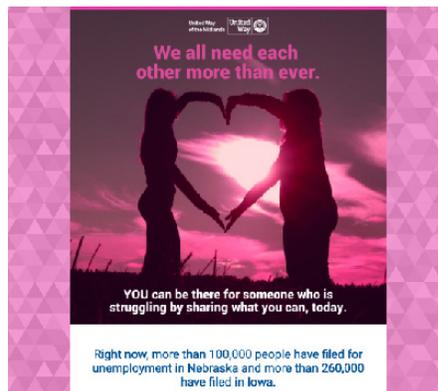
### ADS

Total Impressions - 434,934 | Total Engagements - 1,725



### SEVEN EMAILS

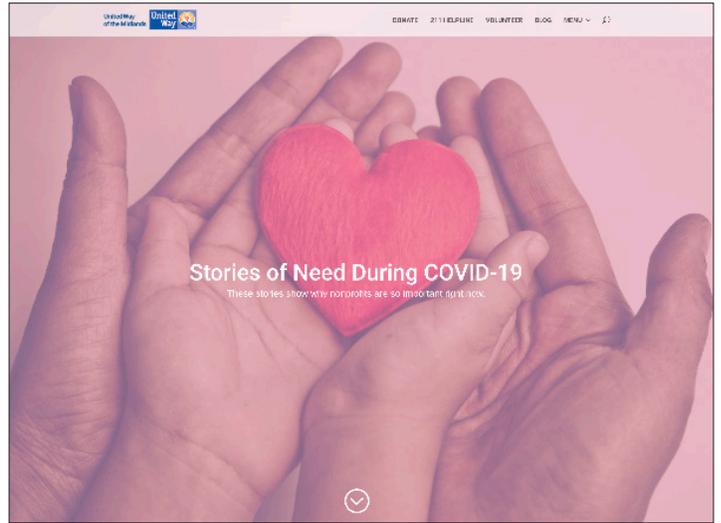
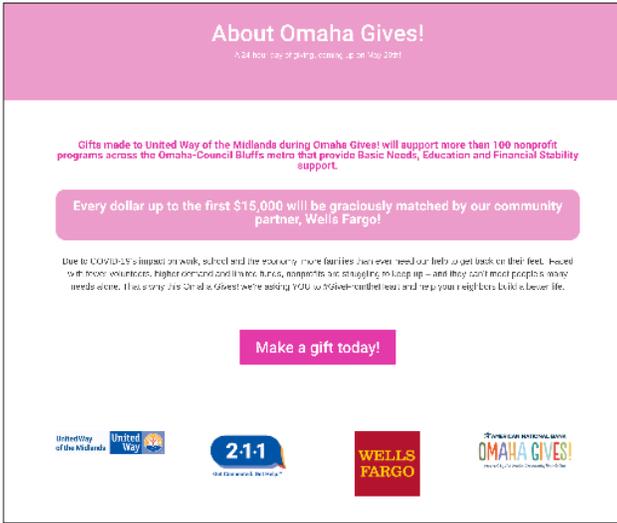
Average Open Rate - 12% | Average CTR - 3.5% | Contacts - 159,292



# 3 BLOG POSTS

Circle of Support, #GiveFromtheHeart Challenge, Stories of Need During COVID-19

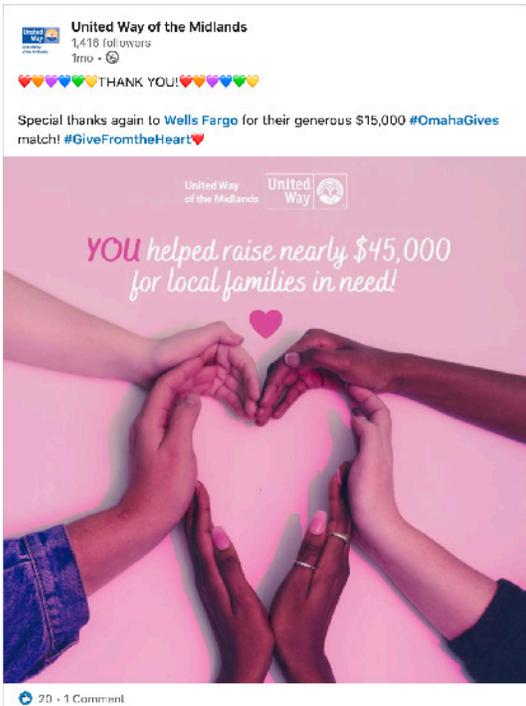
Pageviews - 2,886



# 10 POSTS ACROSS SOCIAL MEDIA CHANNELS

Facebook, Instagram, Twitter, LinkedIn

Total Impressions - 30,573 | Total Engagements - 771 | Total Social following - 16,400



We are so much stronger together. Wells Fargo, thank you for giving from the heart to help our neighbors who are going through difficult times right now. It means the world to families who are working to get back on their feet. We are #CommunityStrong.

THANK YOU!

