



5 Weeks to a Successful **#GIVINGTUESDAY** CAMPAIGN





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Agenda

POLL #1



What were the results of your **2020 #GivingTuesday campaign?**

1. Results exceeded expectations
2. Results met expectations
3. Results were lower than expected
4. Did not participate in 2020

POLL #2



Do you have plans for **#GivingTuesday 2021**?

1. Yes – excited to give it all we got!
2. Yes – joining in but not going all out
3. Maybe – curious and thinking it through
4. No – decided it's not for us

A photograph of three women in a professional setting, smiling and looking at a tablet. The woman on the left is a Black woman with short dark hair and glasses, wearing a light grey blazer. The woman in the middle is an older white woman with short white hair and glasses, wearing a light blue button-down shirt. The woman on the right is a white woman with long blonde hair, wearing a light blue shirt. They are all smiling and looking at a tablet held by the woman on the right. The background is blurred, showing an office environment.

Why Participate in #GivingTuesday

Why Participate in #GivingTuesday?

November 30, 2021

The Advantages:

- ✓ Opportunity for increased visibility
 - ✓ Chance to reconnect with and update donors
 - ✓ Heightened excitement around philanthropy
- ✓ Great time to bring in new donors
 - ✓ Receiving donations!

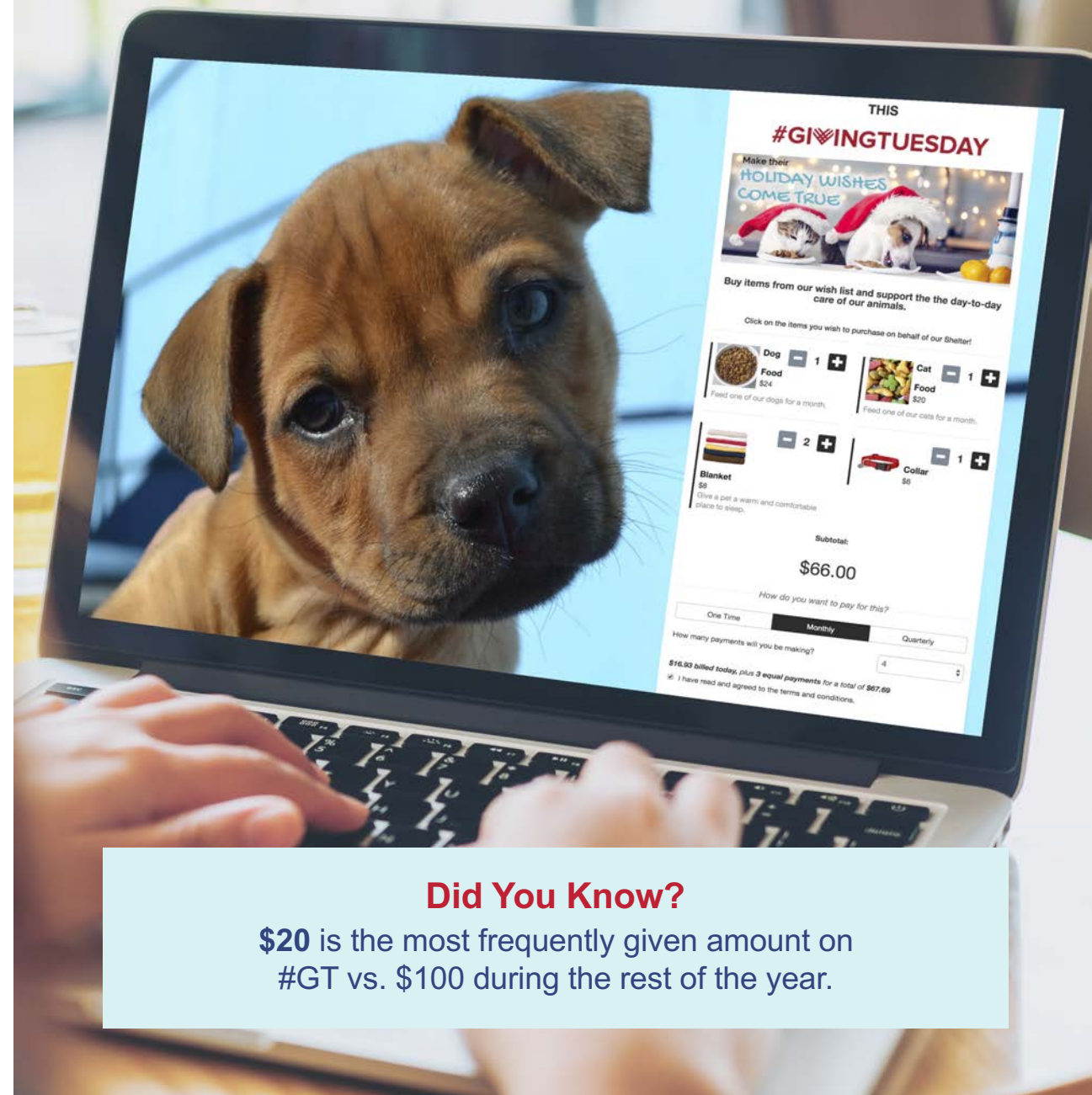
The Challenges:

- Increased competition can make it hard to break out
- The flood of messages sent to supporters
- Strong competition for limited match dollars you may not receive
- Expectations set too high

Important Things To Keep in Mind for #GivingTuesday

- Consider any donations as bonus money
- Focus more on number of donors vs. donation amounts
- #GivingTuesday is a campaign that will bring in new donors
- Make #GivingTuesday its own campaign separate from Year-End Giving
- Once #GivingTuesday ends, transition into your Year-End Giving campaign

Source: MobileCause donor data year-ending 2018



Did You Know?

\$20 is the most frequently given amount on #GT vs. \$100 during the rest of the year.

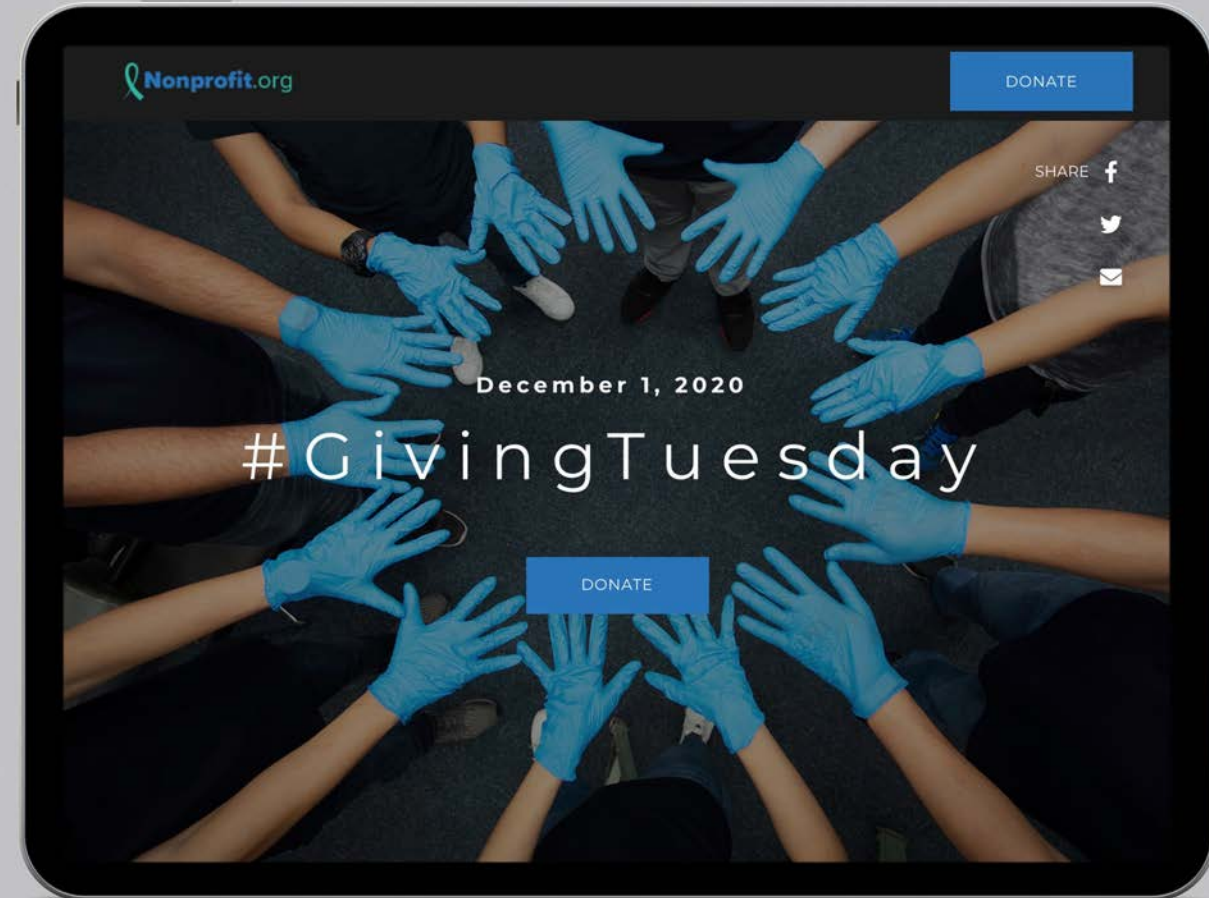
Campaign Set Up

- Outline your goals
- Determine a virtual element
- Establish an Event Page
- Set up your online donation page
- Create your text-to-donate details
- Create registration for any social media, virtual or in-person events
- Send Save the Dates
- Solicit donations early

Did You Know?

The average text-to-donate amount is **\$104.20**

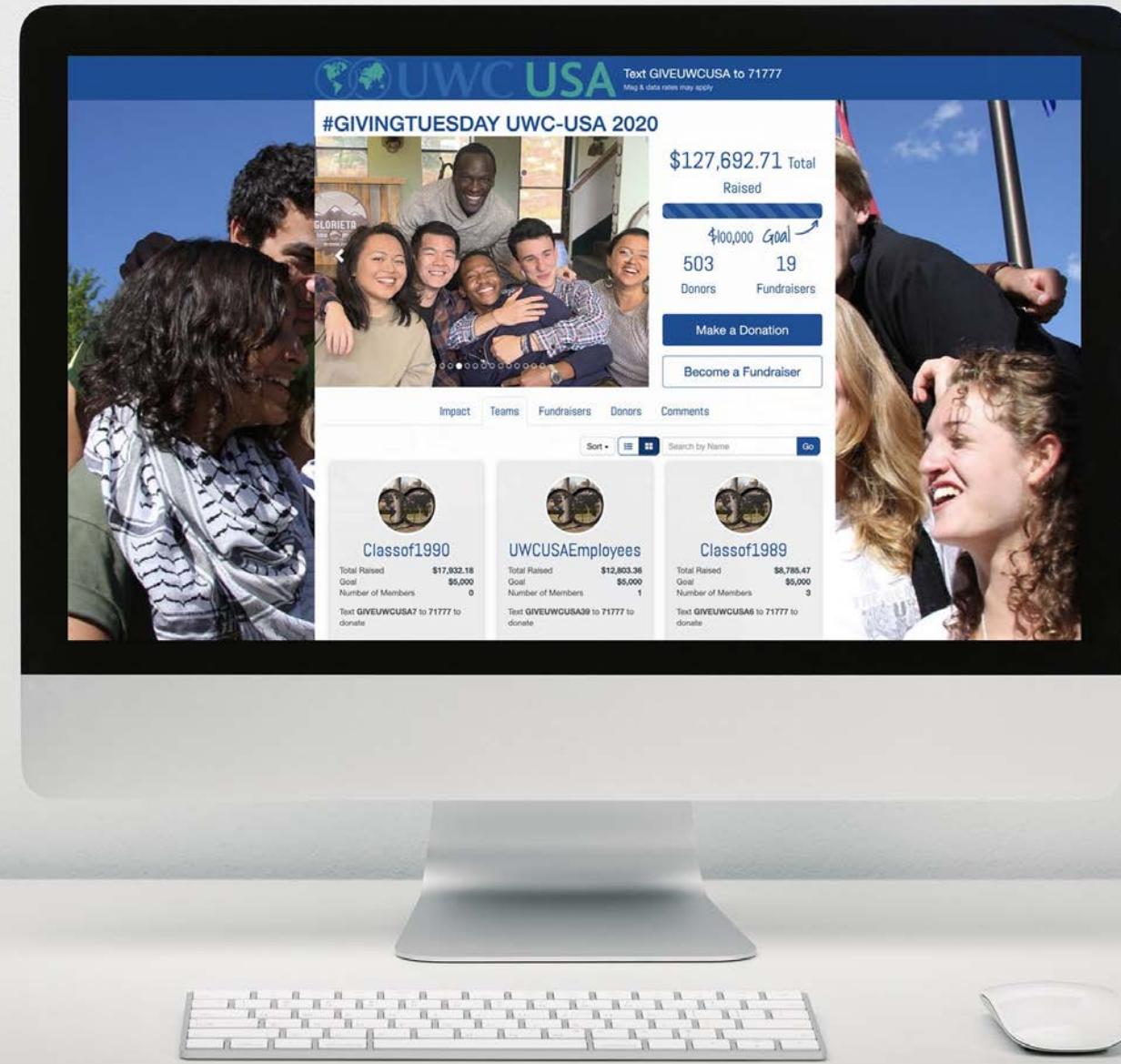
Source: MobileCause donor data year-to-date 2021



#GivingTuesday Setup

UWC-USA

- Set visible goals using a progress bar
- Shared impact of giving on main fundraising page
- Put text-to-donate details front and center
- Branded their donation page
- Started recruiting and soliciting gifts early
- Created effective volunteer fundraising pages



Enlist Peer-to-Peer Ambassadors

Boost results with less effort using passionate ambassadors who fundraise on your behalf

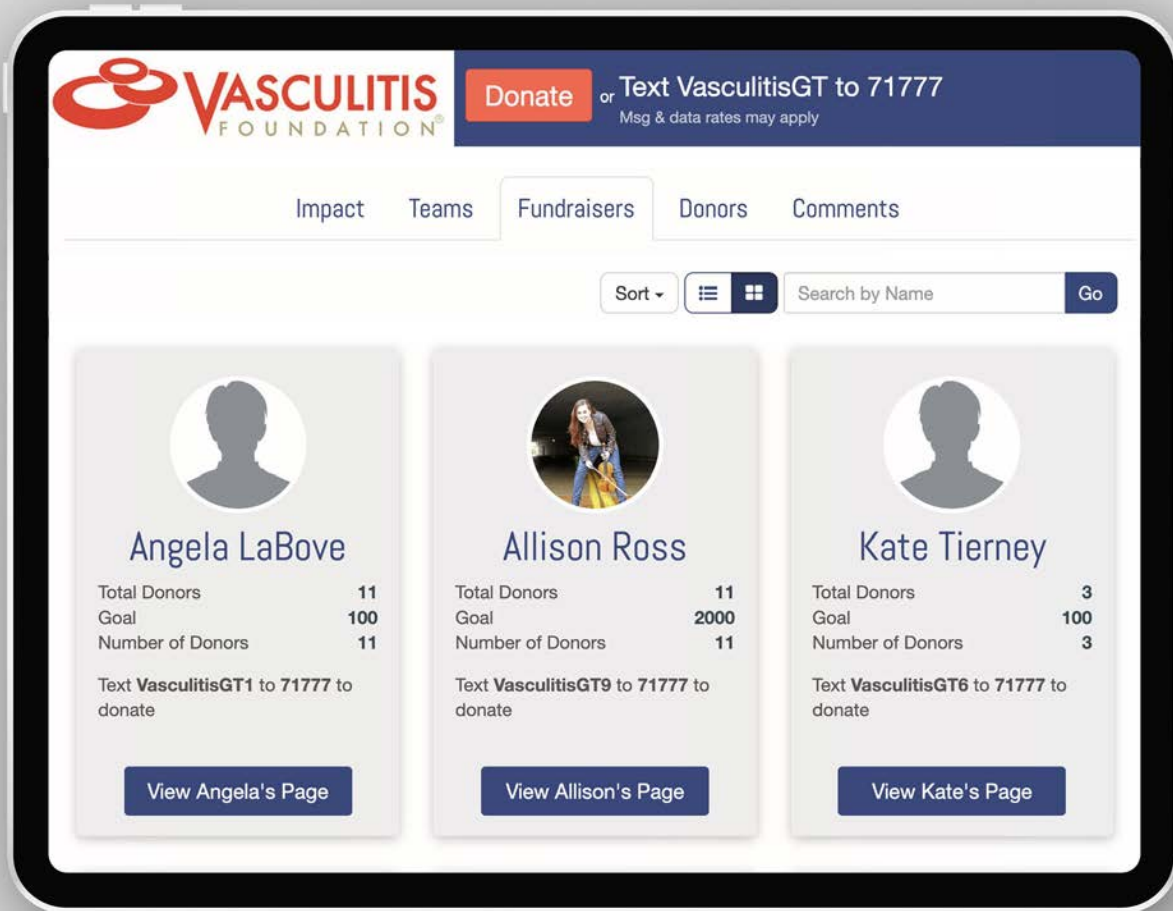
- Recruit: frequent donors, board members, volunteers, active social media followers
- Send sign up forms via text, email and social media
- Gather videos, photos and testimonials for sharing
- Create a peer-to-peer fundraising toolkit
- Create challenges and incentives to build engagement

Check out our [How to Create a Peer-to-Peer Fundraising Toolkit](#) for a step-by-step guide to building an effective toolkit that maximizes results.



#GivingTuesday Peer-to-Peer The Vasculitis Foundation

- Used both team and individual volunteer fundraisers
- Shared video featuring beneficiaries on main page
- Made goal number of donors instead of dollar amount
- Featured text-to-donate prominently



Communications and Messaging

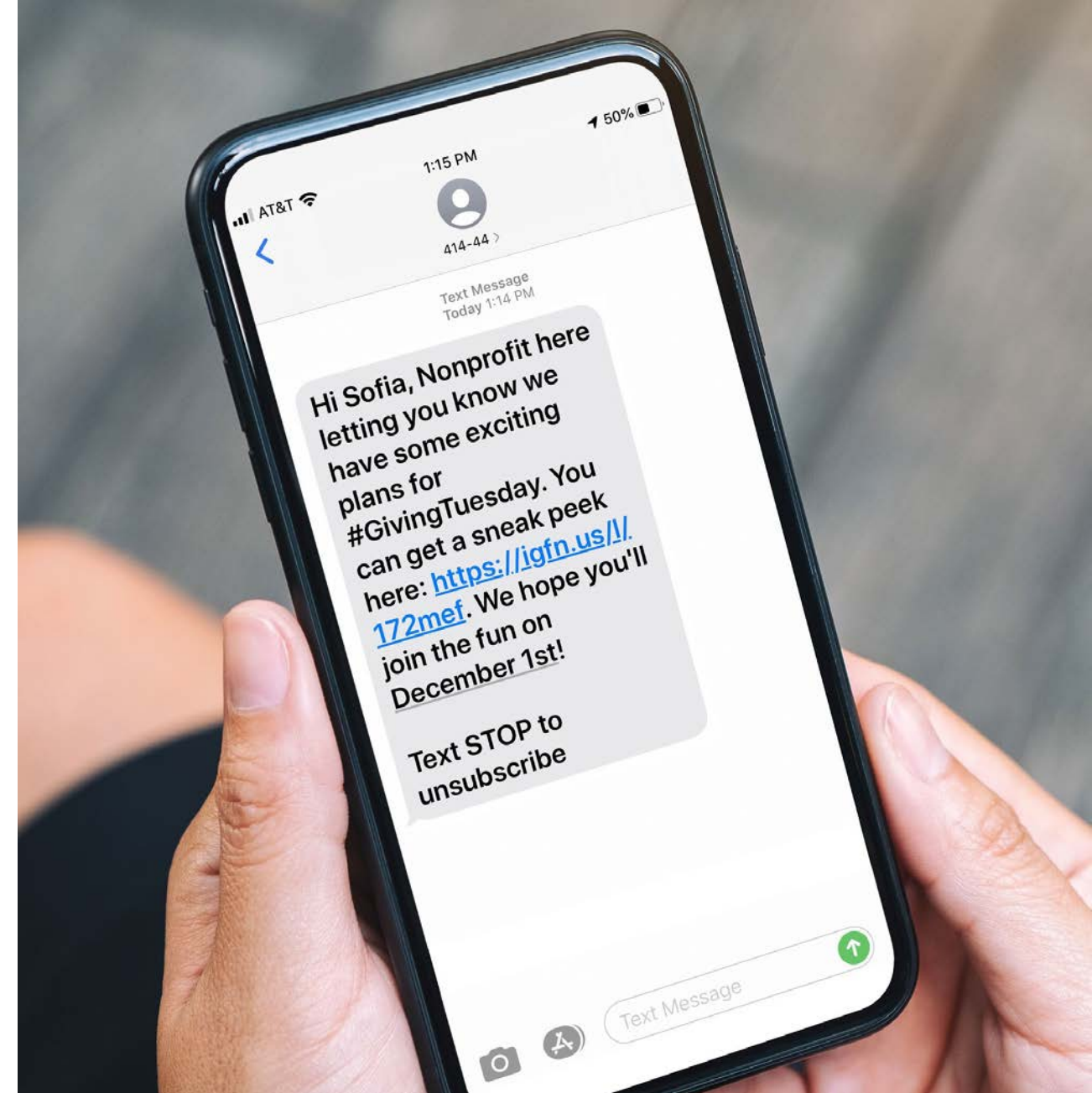
Build a solid, multi-channel communication plan for before, during and after your campaign

- Announce participation across channels
- Announce any matches or sponsors early
- Share your goals and impact metrics
- Craft stories you'll use
- Produce short, compelling videos
- Pre-schedule any emails, posts or text messages
- Create your branded hashtag for easy sharing

The average organic reach for a Facebook post is **5.2%** of the page's total likes¹

Average nonprofit email open rate is **25.5%**²

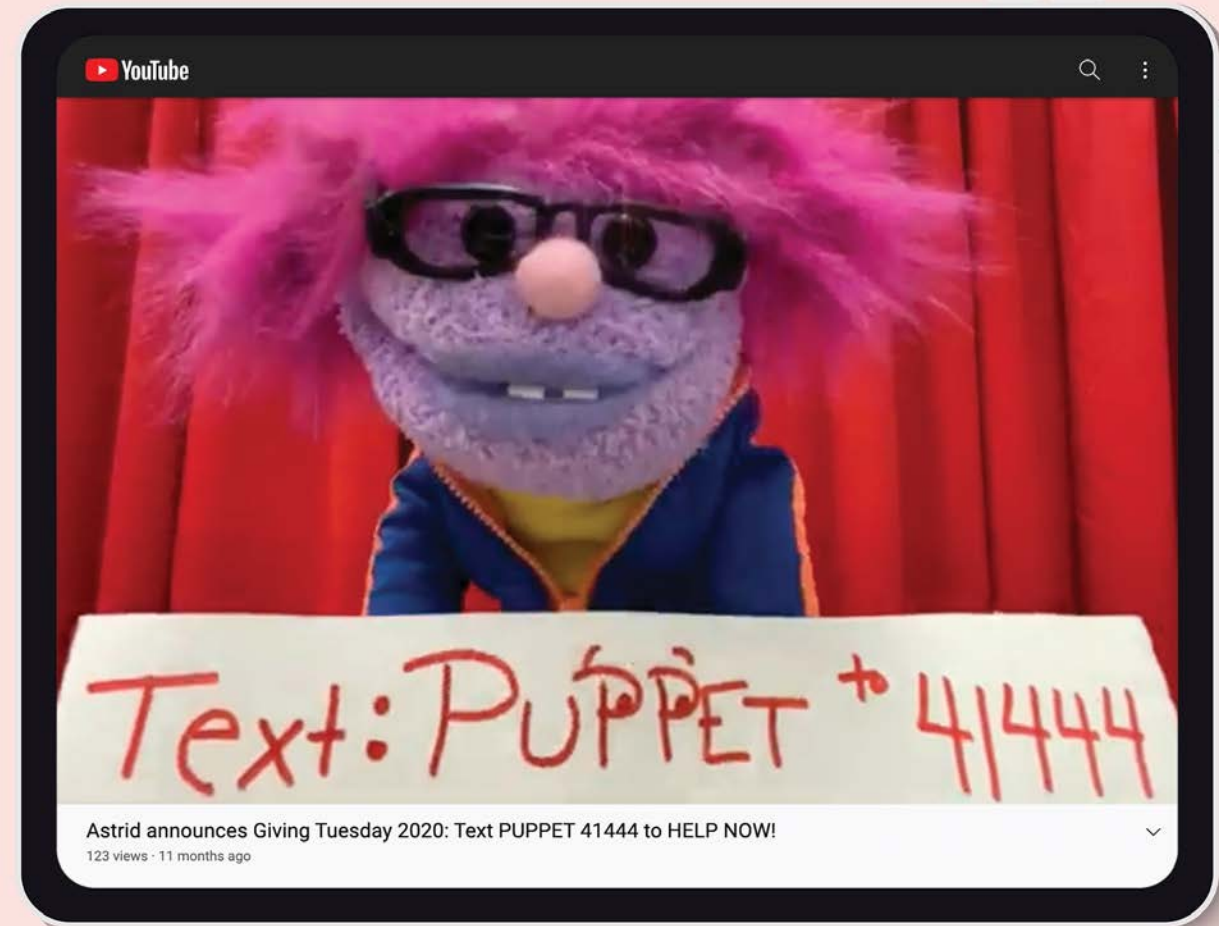
Source: 1. "367 Social Media Statistics You Should Know in 2021", Social Pilot. 2. Campaign Monitor, 2021



#GivingTuesday Communications and Messaging

Michelee Puppets

- Inspired donors to give their time, talent or treasure
- Promoted #Unselfie
- Used cute videos showcasing puppets
- Announced #GivingTuesday campaign early
- Shared ways to give
- Encouraged peer-to-peer fundraising
- Showcased text-to-donate within video



Add Virtual Elements

Whether pre-recorded or live, virtual elements can drive engagement

- Plan for hosting a virtual event on your #GivingTuesday
- Ideas: behind-the-scenes, interview, performance, cooking show
- Livestream on social media or pre-record and schedule a debut
- Be sure to test all your forms
- Promote your text-to-donate details and fundraising progress
- Give a shout out to donors
- Send out reminders of your virtual event



Pro Tip: Since #GivingTuesday is a weekday, **try going Live in the evening**, after typical work hours and as a last fundraising push for your campaign.

#GivingTuesday Virtual Elements

Laboratory to Combat Human Trafficking (LCHT)

- Livestream event: We Imagine
- Showcased real-time donor wall
- Featured inspiring performances and presentations
- Helped support community and local artists during pandemic
- Featured sponsors on Event Page



Inspire and Remind

- Repeat your call-to-action across channels throughout the day
- Host a fun virtual event or element
- Recognize donors in real time on your donor wall
- Share with progress thermometer and updates
- Stay in communication with ambassadors
- Share photos/videos/posts from staff/volunteers/donors during day
- Encourage supporters to share and tag

Pro Tip: Encourage giving **at any level** to capture more donations. “For just \$5, you could provide art supplies to our youth.”



Inspire and Remind

Sample 'Day of' Communication Calendar

Morning: share mission and goals, livestream details, text-to-donate and 1st impact story

Early Afternoon: share progress, 2nd impact story, impact metrics and respond to comments

Mid-Afternoon: 3rd impact story, progress update and livestream reminder (if applicable)

Evening: updates, impact metrics, livestream, additional ways to support

Bonus: Consider sharing lighthearted posts like fun videos, pets or kids saying thank you for helping.

Morning:	Early Afternoon:	Mid-Afternoon:	Evening:
First #GivingTuesday social media posts, text and email	Second social media posts and text	Third social media posts(s) and email	Fourth social media post(s) and final text
<ul style="list-style-type: none"> • State your mission • Share your first impact story (how the pandemic has affected your org and beneficiaries) • Share goal(s) for #GivingTuesday • Announce if you will be going Live, time and special details • Include text-to-donate info and/or link to online giving form • Consider sharing a lighthearted post: fun videos, pets or kids saying thank you for helping, etc. 	<ul style="list-style-type: none"> • Update on progress towards #GivingTuesday goal(s) • Share a second themed impact story • Include details on how funds will be used • Respond to any comments or questions on social media 	<ul style="list-style-type: none"> • Share a third themed impact story • Update on progress towards #GivingTuesday goal(s) • Going Live reminder, if applicable 	<ul style="list-style-type: none"> • Update on funds raised for #GivingTuesday • Showcase impact metrics of giving • Reminder that #GivingTuesday is almost over • Provide ways to continue to support the organization • Go Live on social sites with updates, appeals, interviews, performances and more

Inspire and Remind

Houston Baptist

- Promoted branded hashtag on social media - #cupofencouragement
- Used text-to-donate in videos and social posts
- Heartfelt videos from alumni on why to give
- Used inspiring, emotional and motivating messaging



Gratitude and Thanks

- Send timely and heartfelt thank yous across channels
- Share results and recognize major donors
- Share photos, videos and highlights
- Post personal thank yous on social media
- Segue into your Year-End Fundraising campaign

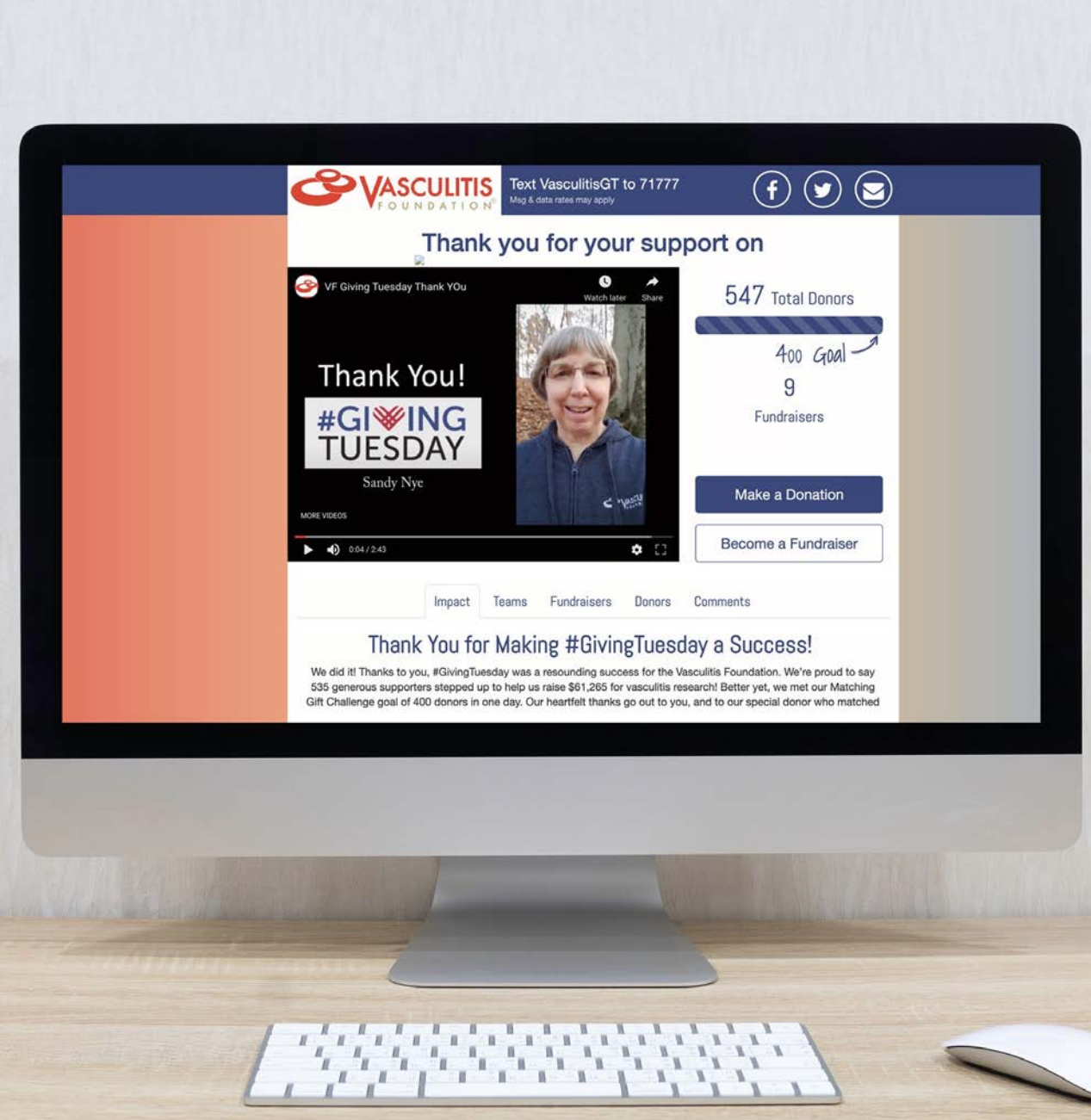
Did You Know? First-time donors who receive a personal **thank you** within the first 48 hours after giving are **4x more likely to give again?**

Source: "How Quickly Should You Thank a New Donor?," Tom Ahern, GuideStar, January 29, 2018



Gratitude and Thanks The Vasculitis Foundation

- Shared heartfelt thank you videos from beneficiaries
- Posted thank yous on social media
- Gave results: total raised, Matching Gift Challenge, number of donors
- Extended deadline until Sunday after to help boost year-end campaign

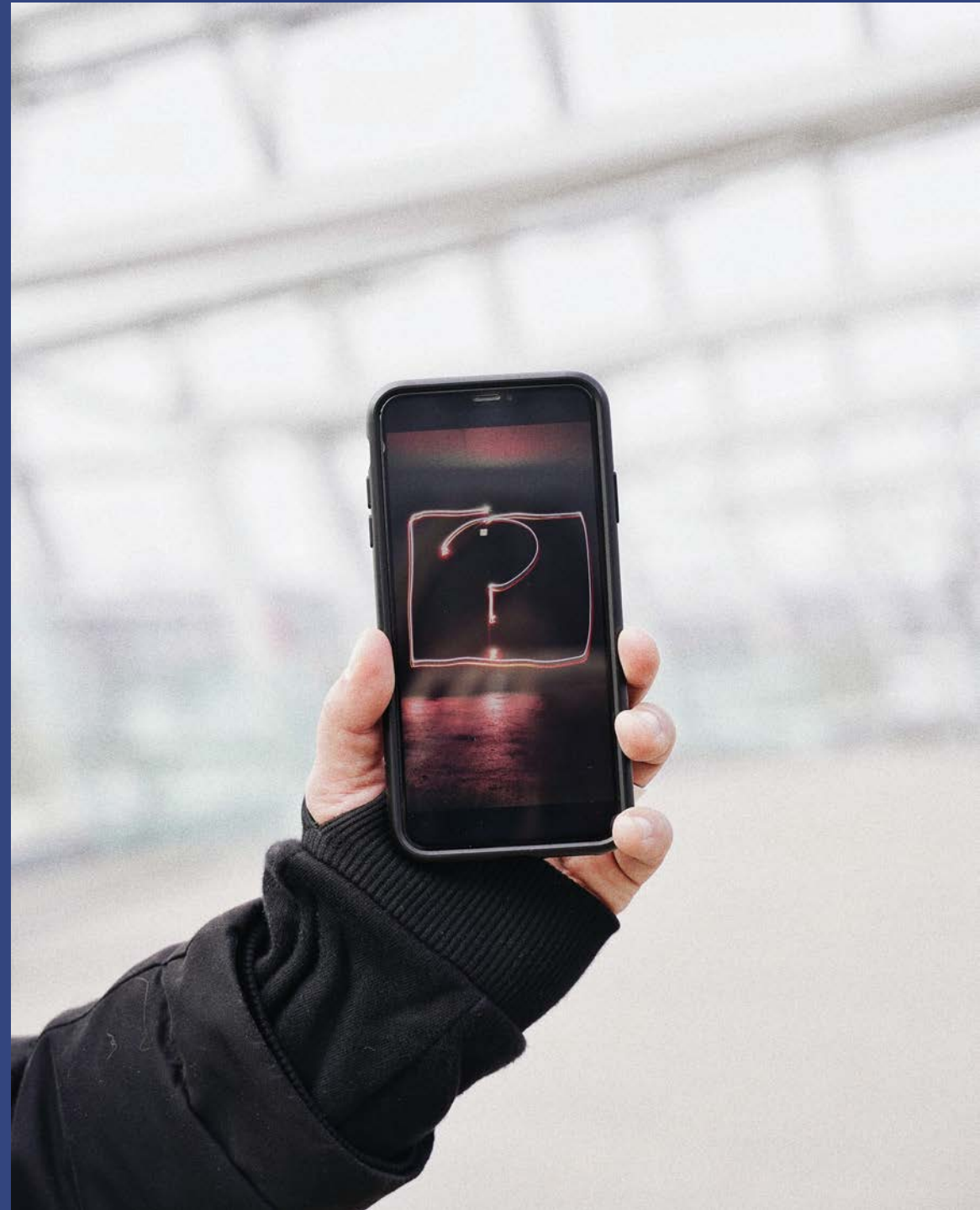


With this **6 week campaign action plan**,
you are sure to run a powerful **#GivingTuesday** that
brings in more new donors and maximizes your efforts.

QUESTIONS & ANSWERS



mobileCause





Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



training@mobilecause.com



Customer Support Team:
support@mobilecause.com