



MobileCause Academy Training

Ideas and Examples for Your

#GIVINGTUESDAY CAMPAIGN



WEBINAR AGENDA



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Training Manager,
MobileCause

- Resources for Your #GivingTuesday Campaign
- Virtual Strategies to Boost #GivingTuesday (and Day of Giving) Results
- Expert Tips to Promote your Campaign
- Mistakes to Avoid and Examples to Follow

POLL



Has COVID-19 changed your **#GivingTuesday 2020** plans?

1. No, participating similarly to last year
2. Yes, will be participating more assertively
3. Yes, will be doing more virtually
4. Yes, we will be doing less this year
5. TBD, still deciding what we'll do

RESOURCES FOR YOUR #GIVINGTUESDAY CAMPAIGN

Save The Date
GIVINGTUESDAY

December 1, 2020



#GivingTuesday Kit

Knowledge Center

- #GivingTuesday Workbook
- #GT Strategic Classes
- #GivingTuesday Materials/Templates
- Links and References

Source: Email Marketing Benchmarks, Mailchimp, March 2018

Search and Browse

- Look for the hashtag
- Narrow results with your preferred Social Media
- Expand results with other phrases
- Explore interesting timelines

#givingtuesday|



#givingtuesday

#givingtuesday2019

#givingtuesday2020

#givingtuesdaykids

#givingtuesdaynow

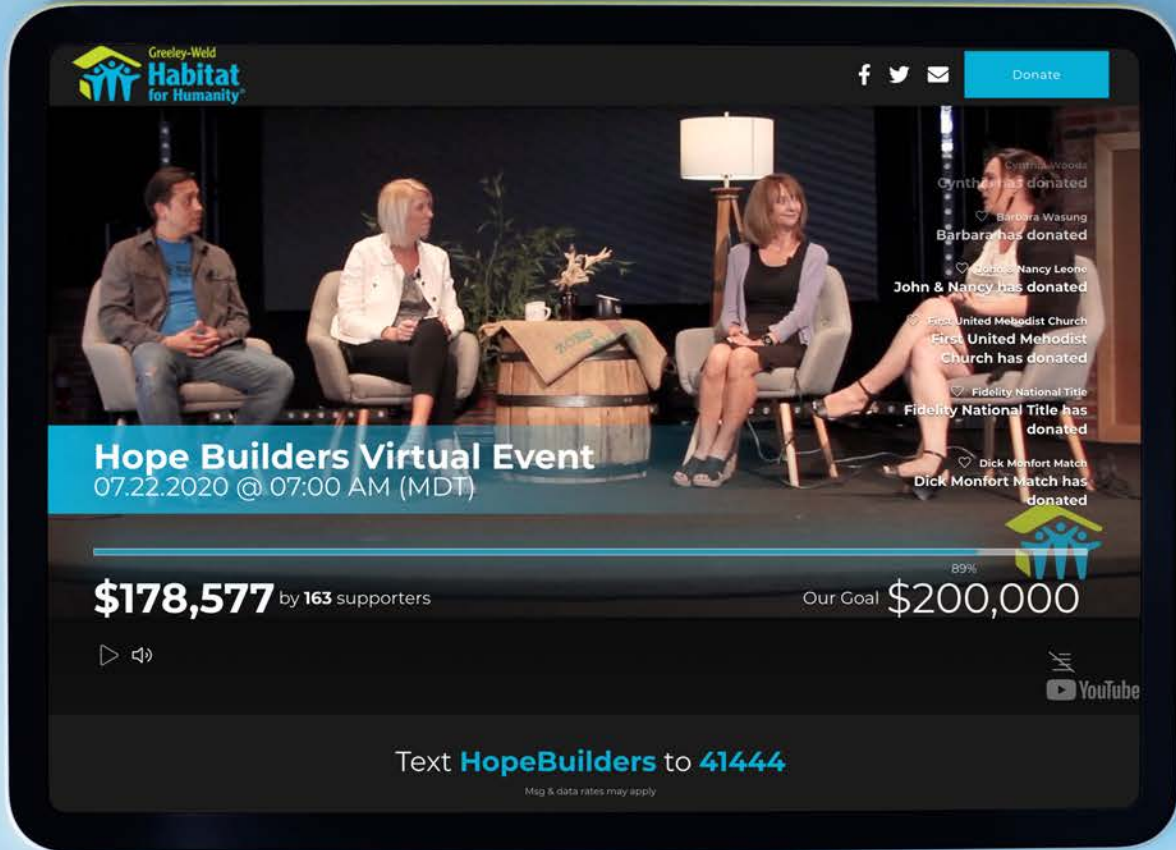
#givingtuesdaymilitary

#givingtuesday logo

#givingtuesday twitter

Source: Email Marketing Benchmarks, Mailchimp, March 2018

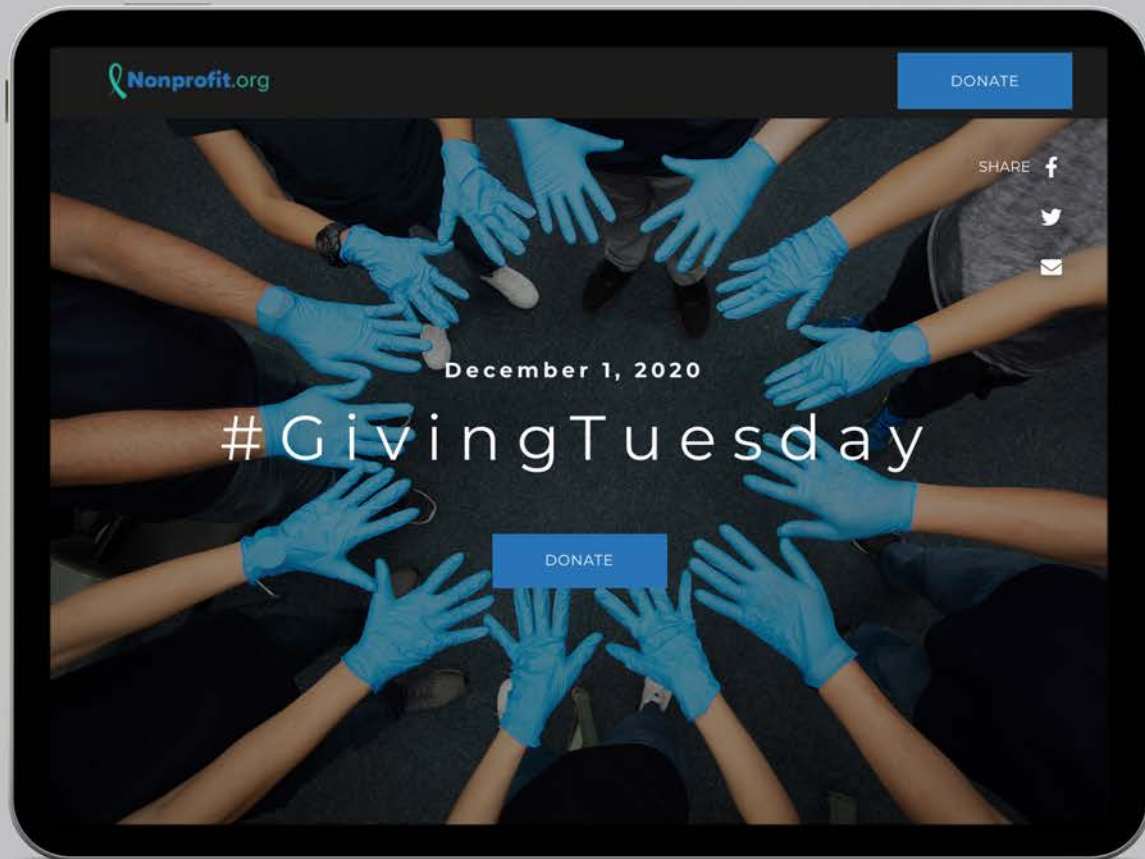
VIRTUAL STRATEGIES FOR YOUR #GIVINGTUESDAY CAMPAIGN



Benefits of Virtual Strategies

Inspired by the ideas for holding a successful **#GT** or **Day of Giving**, we'll take an in-depth look at **virtual strategies** to boost your own campaign results.

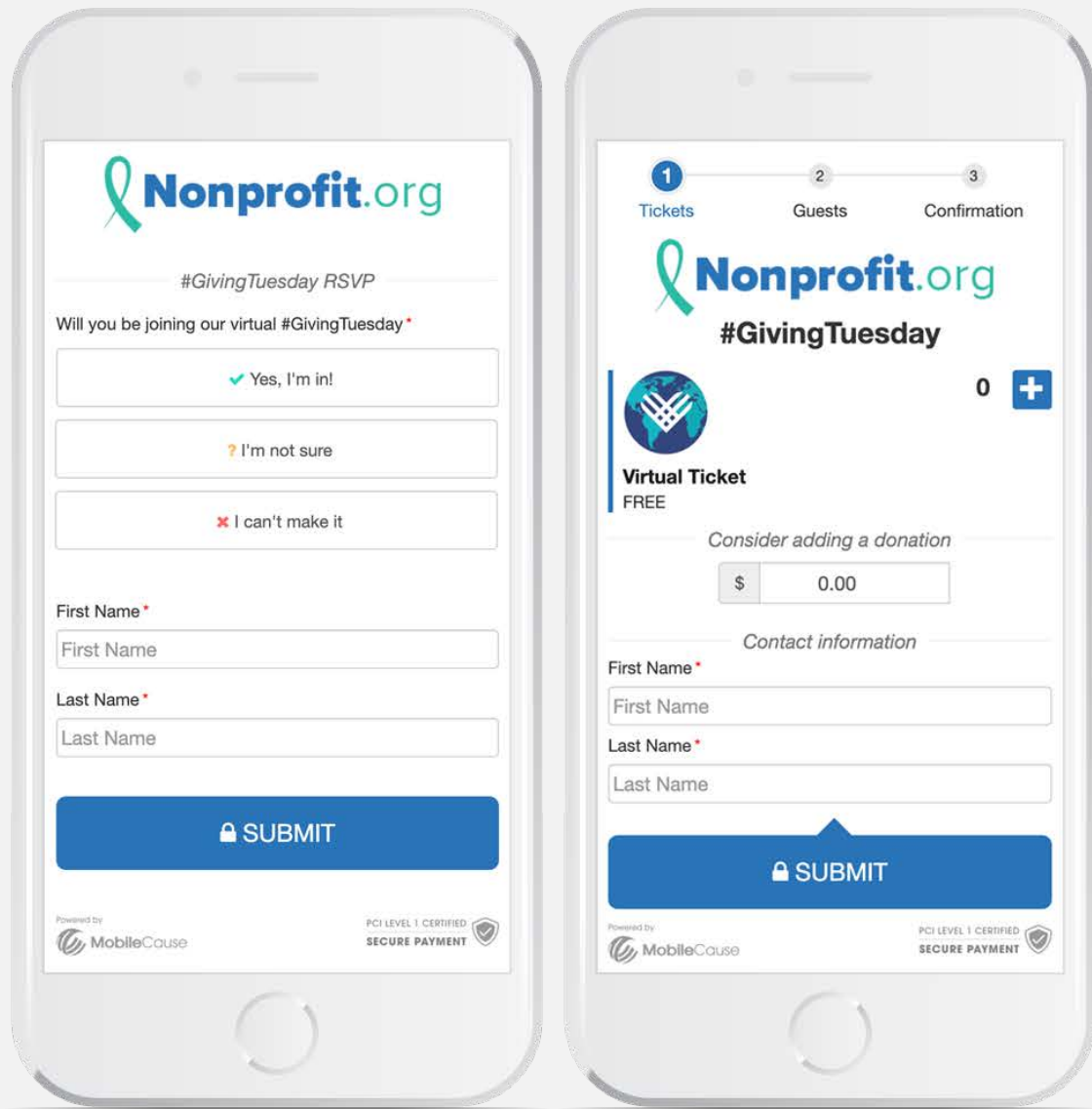
- Complies with social distancing measures
- #GivingTuesday is already an online event
- Saves overhead costs of in-person events
- Allows you to set up and reach donors in advance
- Meets supporters where they are the most: online



1. Event Page

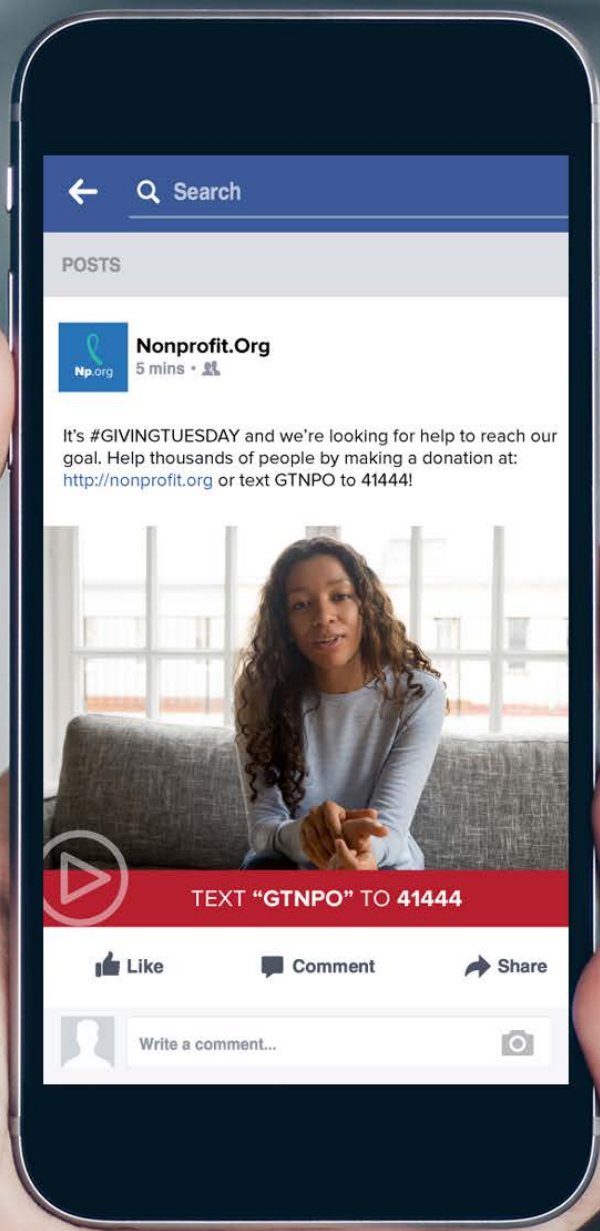
Host all your important campaign details in one online place

- **Supports all your forms:** giving, registration, volunteering
 - Shares all **campaign details, impact statements, mission** and more
 - Showcases **fundraising progress and donors**
 - Optimized for **livestream or embedded video**
 - **One link** for all your promotions and communications
- Did you know? **An Event Page improves campaign effectiveness** by driving multiple calls-to-action and increasing conversion rates



2. Registration & Save the Date

- Promote campaign registration, RSVPs and Save the Dates to **increase participation**
 - Supporters can **register and remain in the know**
 - Allows you to **track “attendees”** for outreach
 - Helps **create urgency** and the feel of an in-person event
 - Allows you to **send targeted reminders**
- **Pro Tip:** Add the option to **donate on the registration form**



3. Text Messaging

- **Send campaign info** where donors are most likely to see them
 - Share **fundraising updates** and **impact metrics**
 - **Provide links** to giving, campaign info, and stories
 - Start a countdown to #GT or Day of Giving campaign
 - Show how gifts are **being used**
 - **Text-to-donate** makes it easy to give anytime, anywhere
- **98% of text messages are read** and **90% of texts are read within 3 min** of being sent

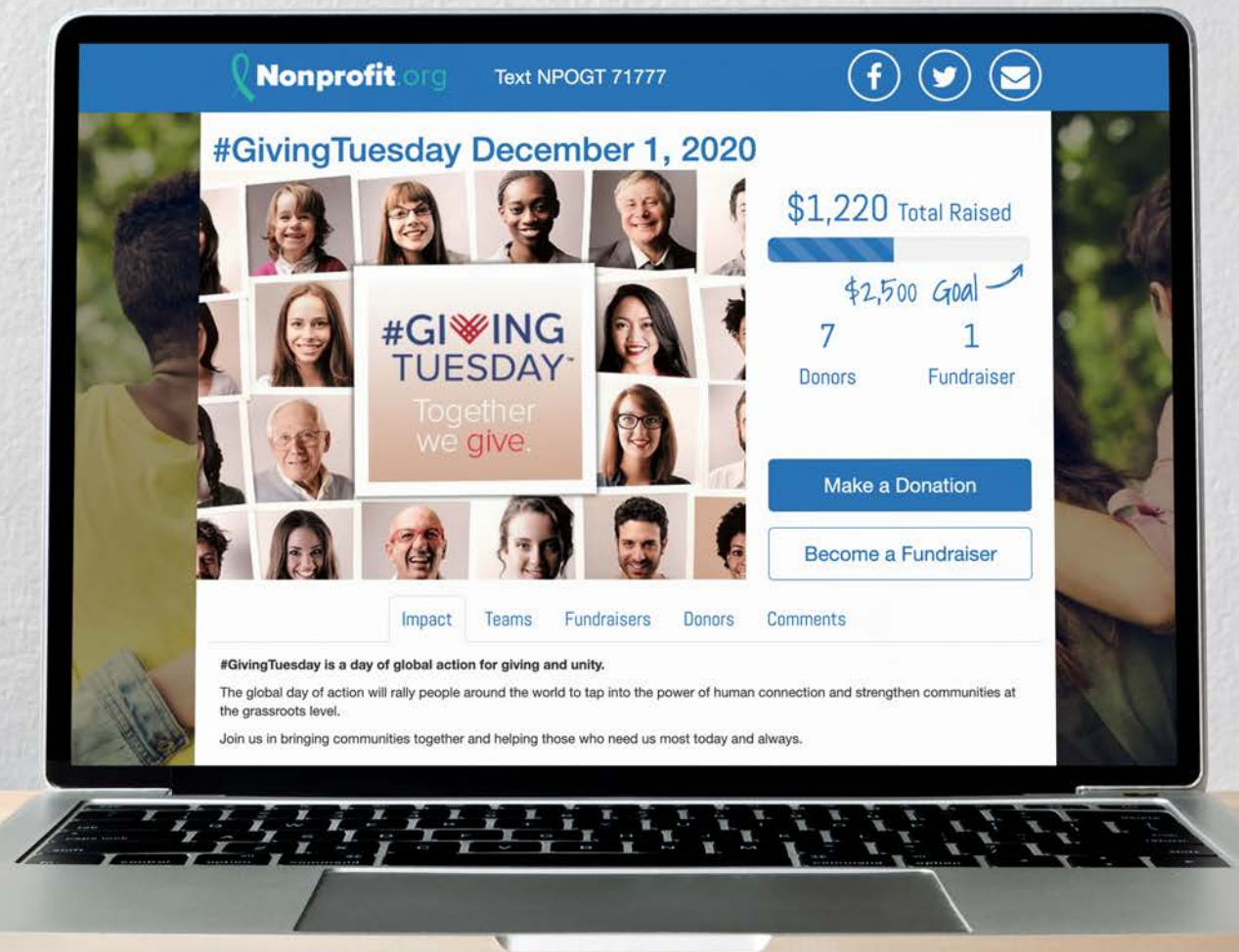
Source: Email Marketing Benchmarks, Mailchimp, March 2018



4. Video Storytelling

- Grab donors' attention with **livestreams** or short, heartfelt and/or in-the-moment videos
 - Add video or livestream to your **Event Page**
 - Post on all **social media platforms**
 - Add **video links** in text messages
 - Share **fundraising progress**, interviews and more
 - Include **keyword** and **shortcode** over video for easy giving
- Video generates **1200% more shares** than text and image combined

Source: Brightcove, "3 Ways Transcripts Elevate Video SEO," Jan 12, 2017



5. Peer-to-Peer Fundraising

- Recruit passionate ambassadors to fundraise on your behalf
 - Engages supporters and **boosts results** with less effort
 - Encourages **friendly competition**
 - **Increases awareness** and new donors
 - Use to **involve board members**
 - Create a “**vote by donation**” contest
-
- **\$538 average** amount raised by volunteer fundraisers
 - **\$95 average** peer-to-peer donation amount

Source: MobileCause donor data year-ending 2019

A woman with long dark hair, wearing a white t-shirt and sunglasses hanging from her neck, is making a heart shape with her hands. The background is a blurred outdoor setting.

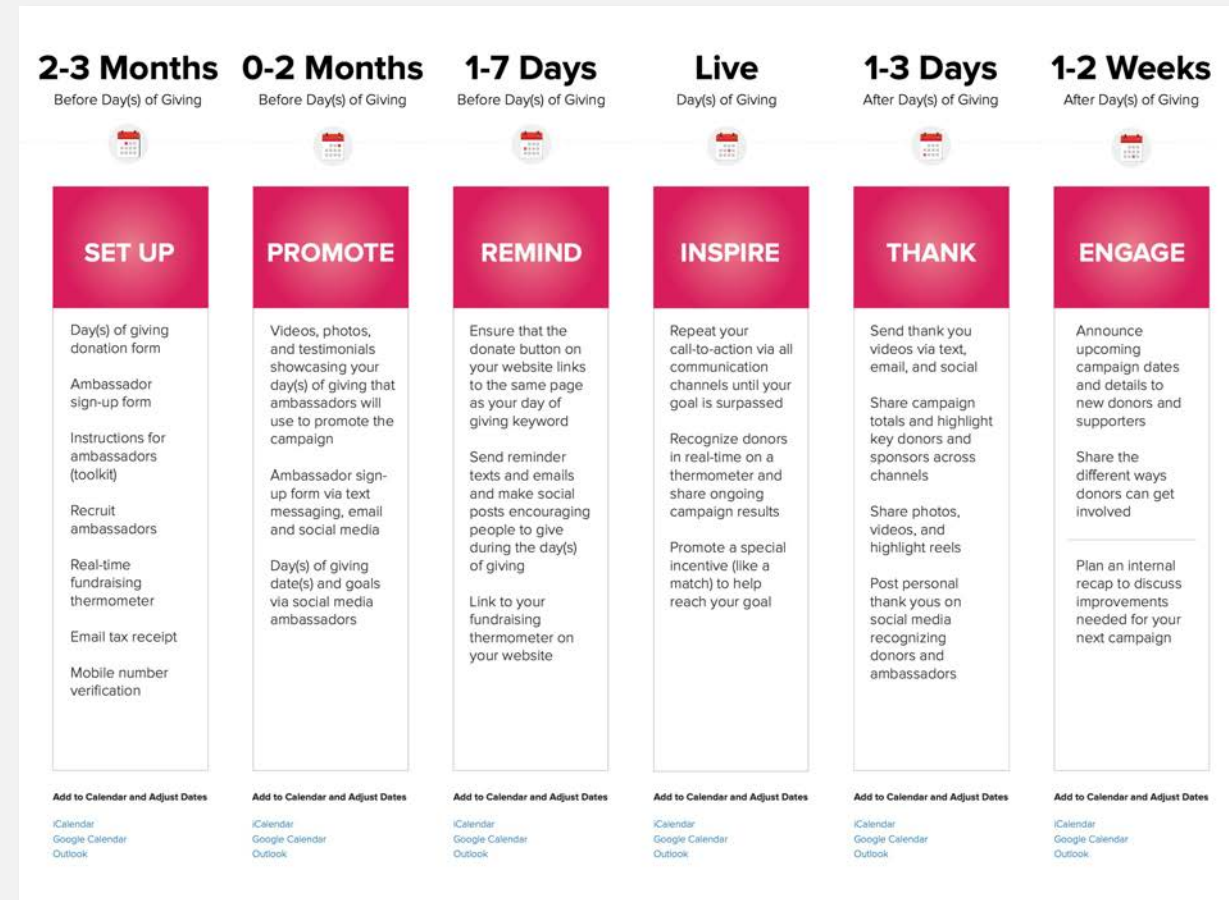
CAMPAIGN PROMOTIONAL TIPS

Here are some overall things to keep in mind when setting up and running your **#GT** or **Day of Giving** campaign

Promoting Your Virtual Campaign

- Start **early** and post **often**!
- Leverage a **multichannel** approach
- **Tag supporters** on social media
- Provide **fundraising updates** throughout the day
- Encourage network to **share campaign** widely
- Increase engagement with **photos, impact stats and hashtags** on social media

Day of Giving and #GivingTuesday Recommended Timeline



Additional Virtual Promotion Ideas

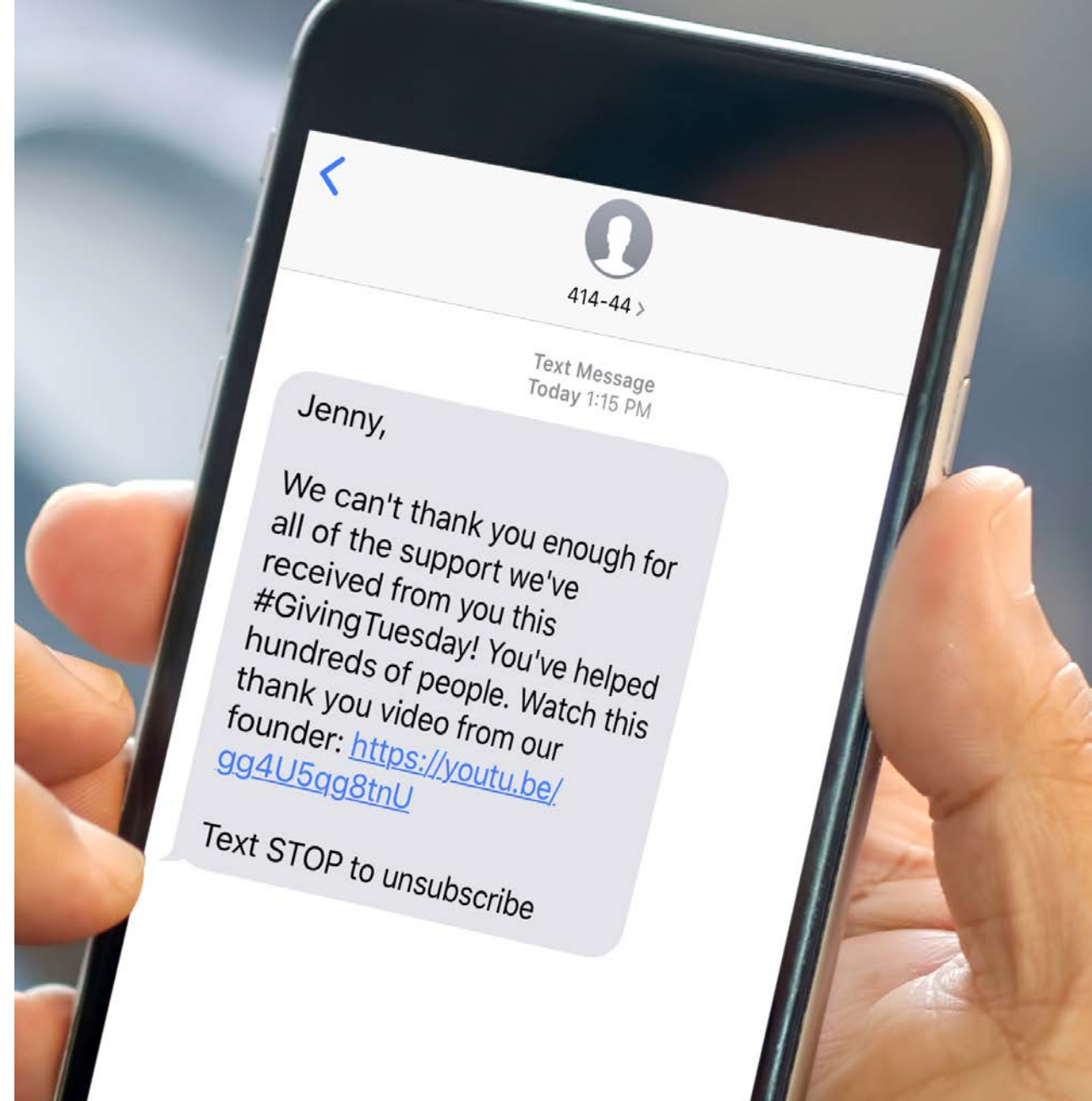
- Add your **text-to-donate details** to all images and videos
- **Go Live** towards the end of your campaign
- Have a **mascot, ambassador, influencer** etc. do a social media takeover
- **Pre-schedule** your emails, texts and socials
- **Respond to comments** on social media



Send Timely Thank Yous

- **Prompt thank yous** sent via text and email let donors know their gift was received and appreciated
- **Automate immediate emails** with tax receipt to begin cultivation
- Continue to **tag and thank donors individually** on social media
- 93% of donors would **give again after a prompt and personal thank you**, followed up later with a meaningful report on their gift at work

Source: Cygnus Applied Research



With these strategies, you'll be primed
to run an impactful virtual campaign for either
#GivingTuesday or a **Day of Giving**
that brings in great results!

MISTAKES TO AVOID



Save The Date

GIVINGTUESDAY

December 1, 2020

Texting

- **ALWAYS** include your **Organization name**
- Be specific
- Tell your story
- Don't forget to actually add your information

Help us continue the progress of our twelfth year of work by participating in Giving Tuesday. We love you!

igfn.us/form/123456

Text STOP to unsubscribe

It's Giving Tuesday! Help connect your neighbors experiencing homelessness to the dignified, humane care and housing support that they need to break the cycle of poverty for good. Build our capacity with a donation today. Are you in? Donate NOW

<http://igfn.us/form/123456>

Text STOP to unsubscribe

Double your #GivingTuesday gift through [NPO Name]'s matching grant! Click here: [form shortlink] to donate now!

Text STOP to unsubscribe

Clear Calls to Action

Understand the communication channel!

- Include links and appropriate calls to action
- Include pictures *with calls to action*

#GIVINGTUESDAY is here!
The animals of MCA need us!
Support MobileCause
Academy and rescue a dog
today. Thank You!

Text STOP to unsubscribe

MCA invites you to support
our training conference 2020
on Giving Tuesday. Help fund
this great opportunity by
texting CLASS

Text STOP to unsubscribe



EXAMPLES TO FOLLOW



Save The Date

GI^{ING}INGTUESDAY

December 1, 2020

Texting

- Organization name
- Specific
- Storytelling
- Engaging
- Easy Call to Action

Giving Tuesday is here. Today Wildlife SOS is focused on bringing comfort and relief to the painful feet of rescued elephants. Healthy feet is critical to their well-being. Can you help them get rubber flooring and specialized shoes? Thank you!

<http://igfn.us/form/123456>

Text STOP to unsubscribe

It's #GivingTuesday! Will you help the uninsured working poor receive medical care by donating to Genesis today?

<http://igfn.us/form/123456>

Text STOP to unsubscribe

It's #GivingTuesday, are you waking up a Hero today? Join Heroes for Children by donating & being a hero today!

<http://igfn.us/form/123456>

Text STOP to unsubscribe

Texting

- Continuing the story
- Building Excitement
- Share the benefits

Don't think of
texting as individual
text messages.

Think of them
as part of a
communication plan.

TEAM GRACE Foundation has raised over \$7000... and counting... for #GIVINGTUESDAY!! Thanks to you we are getting closer to our goal. We need your help to spread the word, so can you help us by sharing this link to your friends and family!! <http://igfn.us/form/123456>

Text STOP to unsubscribe

Your gift to YouthRanches on #GivingTuesday will be matched up to \$5000! Click here to help meet our goal: <http://igfn.us/form/123456>

Text STOP to unsubscribe

1 day

until #GivingTuesday on 12/03/19

COUNTDOWN

You have the power to change the world. Donate on December 3 and be part of the biggest giving movement around the globe.

TEXT "Tuesday" to 30306 to donate.



#GivingTuesday

United Way of San Joaquin County

Prepare Your Supporters

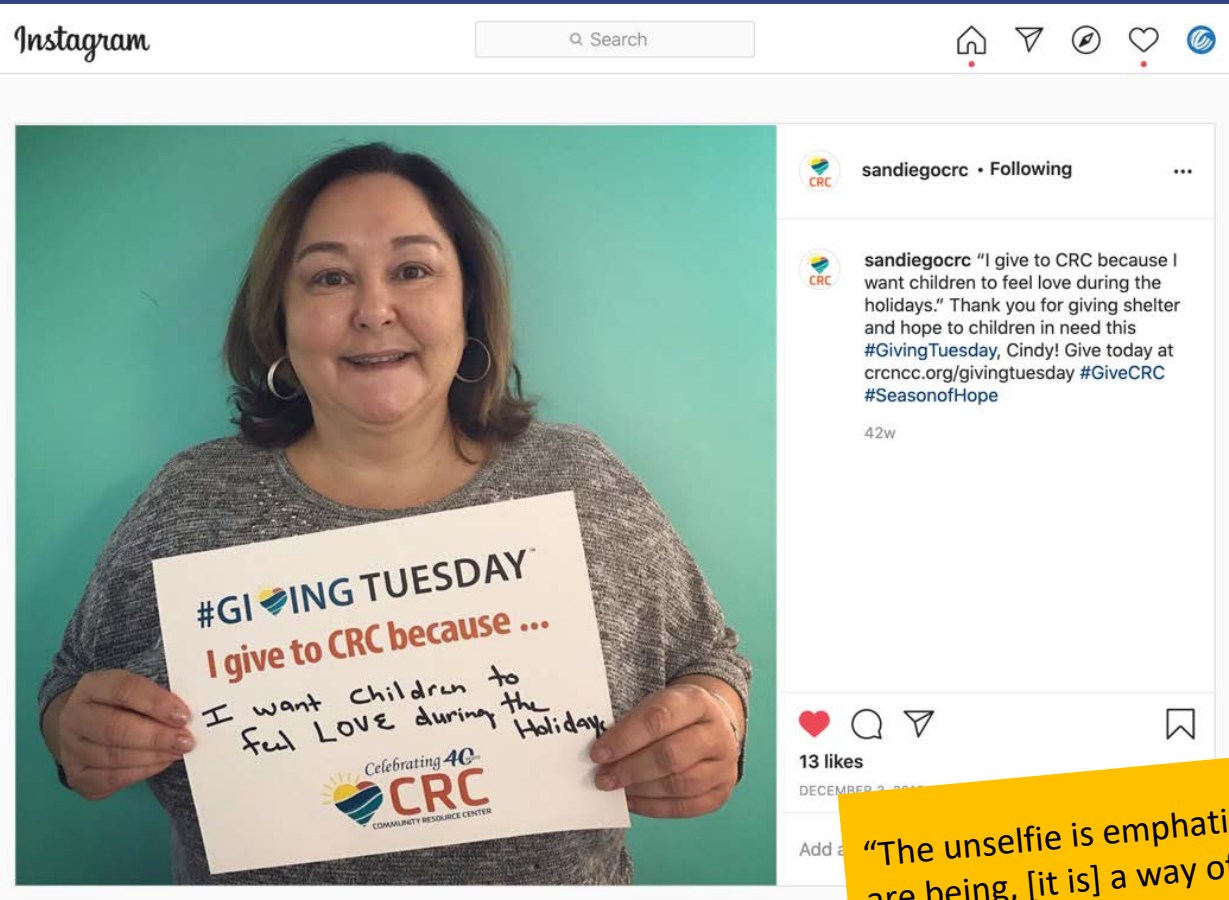
- Countdowns
- Build excitement and engagement
- Share wins since last year
- Share ways to share
- Use all your channels

Social Media Engagement

- Share Unselfies
- Tag and thank supporters in the moment
- Provide clear calls to action

“The unselfie is emphatically not about showing off or advertising how virtuous you are being, [it is] a way of saying, this cause is important to me—and seeing that, the people who take an interest in you may be inspired to look more deeply into the causes you support, or to think about, and hopefully unselfie, the causes that matter to them.”

- Matthew Bishop, creator of the Unselfie and one of the creators of GivingTuesday



Engaging Videos

- Slide shows
- Thank supporters in the moment
- Quick, short, personal, raw



CHW Community HousingWorks
Invest in True Communities

Over \$2,045 raised so far!

GIVING TUESDAY
#GiveCHW

We're almost to our goal!

Give now to help us raise \$3,000 for our Study Stars after school program for resident youth by midnight.

Give Now

Invest in True Communities Today!

Your gift of any amount will help us make the Study Stars after school program more available to more CHW children.

Give Now

Or mail your check to:
Community HousingWorks
3111 Camino del Rio N, Suite 800
San Diego, CA 92108

If you have already given to our campaign this year, thank you for Investing in True Communities!

Post Throughout the Day

- Updates
- Thanking
- Other content
- Use all your channels



Thank you Andrea for supporting N.C. A&T State University during Giving Tuesday! Please join this Aggie by clicking here app.mobilecause.com/vf/AGGIE or texting "Aggie" to 71777 to make your gift today!

TEXT "AGGIE" TO 71777 TO MAKE YOUR GIFT TODAY!

THANK YOU!

ANDREA SMITH

**FOR SUPPORTING
NORTH CAROLINA A&T
STATE UNIVERSITY
DURING
GIVING TUESDAY!**

OFFICE OF ANNUAL GIVING | WWW.NCAT.EDU/GIVING | (336) 334-7600 | @NCATGIVING

10:49 AM · Dec 3, 2019 · Hootsuite Inc.

1 Like



Prepare to Engage

- Create Thank You Templates to share*
- Share throughout the day
- Acknowledgement gives rise to engagement

** Pro Tip: work with a copy of your template!*



Suggest Sharing

- Provide clear calls to action (1, 2, 3...)
- Set your own hashtags
- Create images with calls to action for easy sharing



Thank you for your support on
#GIVINGTUESDAY

Thank You!

**#GIVING
TUESDAY**



547 Total Donors



400 Goal

9

Fundraisers

Make a Donation

Become a Fundraiser

Impact

Teams

Fundraisers

Donors

Comments

Thank You for Making #GivingTuesday a Success!

We did it! Thanks to you, #GivingTuesday was a resounding success for the Vasculitis Foundation. We're proud to say 535 generous supporters stepped up to help us raise \$61,265 for vasculitis research! Better yet, we met our Matching Gift Challenge goal of 400 donors in one day. Our heartfelt thanks go out to you, and to our special donor who matched \$25 for every \$10 donated—for a total of \$10,000!

If you missed out on #GivingTuesday, you can still donate up until midnight, Sunday, December 8. Just click the

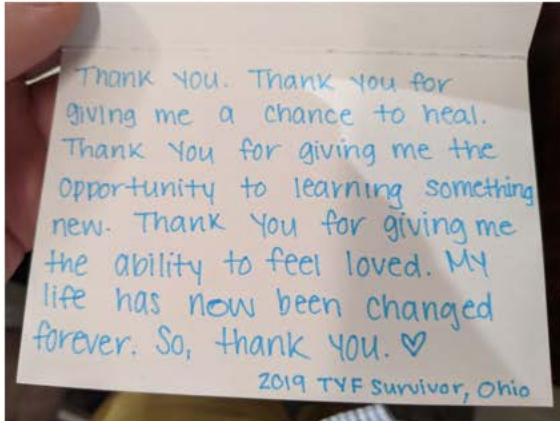
Continue the Momentum

- #GivingTuesday doesn't end on Tuesday
- Use your CF or Event Page to thank supporters and update your progress
- Roll your #GivingTuesday campaign into your Year End Giving Campaign
- Understand and Engage your #GivingTuesday supporters

Dear Sarah

Thank you for donating, sharing a personalized fundraising page, sharing our page, or otherwise helping The Younique Foundation or Defend Innocence yesterday during Giving Tuesday. **Together, we raised enough to send five survivors to the Haven Retreat. It is because of your help and your gift that we can offer the retreat and other services to survivors at no cost to them.**

As one survivor said "words are not enough to express [our] gratitude to you." We are truly humbled and inspired by your willingness to give. Thank you for helping survivors heal—survivors like the one who left this thank you note for donors and supporters like you.



"Thank you. Thank you for giving me a chance to heal. Thank you for giving me the opportunity to [learn] something new. Thank you for giving me the ability to feel loved. My life has now been changed forever. So, thank you.
—2019 TYF Survivor, Ohio"

As you celebrate the holidays with friends and family, please consider how you can continue to share about The Younique Foundation and Defend Innocence. If you or anyone you know would like to give more before the end of the year, please visit our website or watch for our "12 Ways of Giving" and "Heal the One with \$1" end of year events.

We wish you a joyful holiday season. Thank you again for taking a stand against childhood sexual abuse by giving to support survivors in their healing journeys and to defend innocence.

With our sincere gratitude,
The Younique Foundation Philanthropy Team

[Read Survivor Stories](#)

If you would like to learn more about what the Haven Retreat and your gift means to survivors, check out the Faces of Survivor's section of The Younique Foundation blog.



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Continue the Momentum

- Understand and Engage your #GivingTuesday supporters
- Prompt and personal thank you messages
- Links to educate
- Links to donate more

QUESTIONS & ANSWERS





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



training@mobilecause.com



Customer Support Team // support@mobilecause.com // 888-661-8804 ext. 2