

Giving on a Tuesday

Strategizing Your
Giving Day Appeals
for Success



GiveSmart[®]
by **communitybrands**[™]

Your Expert



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As a Product Operations Manager, I love to dive into the data and analytics to find its story. The data does not lie, nor hold any biases, so approaching any project with a clear and defined purpose will allow it to paint the picture which is needed to find the resolution. There is nothing more profound than being able to glean information from a pile of endless spreadsheets.

Who we are



- Mobile Bidding & Silent Auction
- Virtual & Hybrid Fundraising
- Campaign & Event Management
- Online Fundraising
- Peer-to-Peer Fundraising
- Data & Integrations
- Ticketing & Guest Management
- Growth Fundraising
- Donor Management



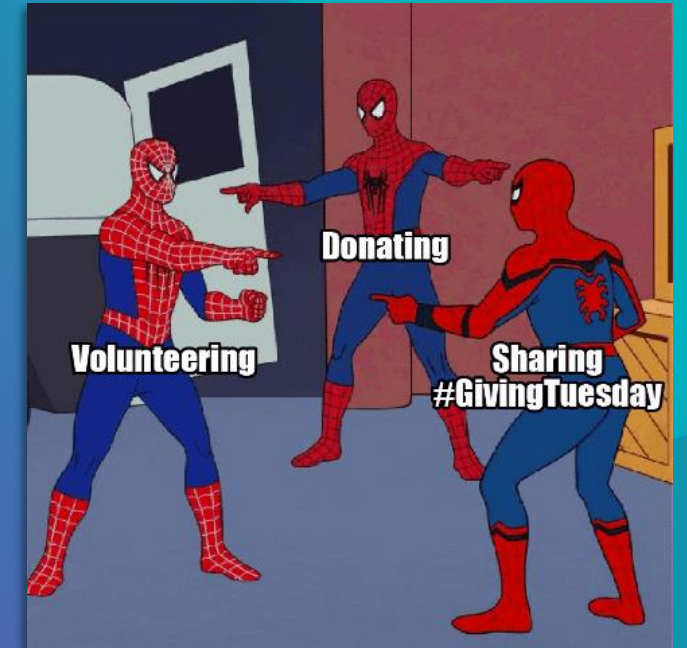
Agenda

- Poll
- The Benefits of #GivingTuesday
- Countdown Now – 11/28/23
- Strategies for Appeals, Social Media, and More
- December and Year-End Appeals
- Q&A



Which appeal options are you planning to include in your 2023 #GivingTuesday campaign? *Select all that apply.*


- Donations of Funds
- Text-to-Donate
- Peer-to-Peer
- Recurring Giving
- Voting
- Donations of Goods
- Volunteering
- Social Media Sharing
- *Other*





The Benefits of
#GivingTuesday

October



Over \$3B was raised globally on #GivingTuesday 2022. An increase of 15% vs. 2021.

Will we see another increase?

- Countdown from August 31: **89 Days**
- **8 in 10** organizations use #GivingTuesday to try something new
- Establish a goal and a timeline
- Build your campaign
- Marketing implementation begins
 - Start social planning and scheduling
 - Build your segmented lists

GiveSmart's 2022 #GivingTuesday Traffic Trends

Top Channels:

1. Direct Messages
2. Social Media
3. Website URL
4. Email
5. Organic Search

Top Social Media Channels:

1. Facebook
2. Instagram
3. Twitter
4. LinkedIn

Did you know? The #GivingTuesday hashtag gets BILLIONS of impressions every year.

Social Media Appeal Strategies

- Pin your top-performing #GivingTuesday post or announcement
- Brand your profile and cover/banner images for #GivingTuesday
- Provide giving instructions
- #Hashtags, #hashtags, #hashtags
- Leverage user-generated content
- Unselfies
- Go live



TEXT **GFFGROW** TO **76278**
OR VISIT **GFFGROW.ORG**

Walk With Sally
10mo · 🌐

It's here! Today is **#GivingTuesday**, the international day of giving. A day when you can make a difference for children and families impacted by cancer.

To give any amount [<https://lnkd.in/g2FZNMuC>]. Every donation is tax-deductible and helps make a difference!

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#walkwithsally #givingtuesday #whosoursally #wvs #mentoringmatters #community #communitygives #supportlocal #makingadifference #mentalhealth #friendships #foreverfriendships #cancer #cancersucks #hope #bethelight #bethemagic

IT'S HERE
#GIVINGTUESDAY

Walk
-With-
Sally

GOAL:
\$5,000

(Help us raise funds for 20 new mentors)

TEXT
GIVETUES2021
TO
76278

with GiveSmart

November

- Countdown from November 1: **28 Days**
- Evaluate your data
- Increase frequency
- Deploy tangible materials
- Launch your peer-to-peer campaign

***Did you know?** #GivingTuesday donors give more and have a higher retention rate.*

When your friends still haven't told you what their GivingTuesday plans are



Options for Diverse Appeals

- Direct donations
- Text-to-donate
- Recurring giving
- Check
- Volunteer sign-ups
- Peer-to-peer
- Donation of goods
- Instant items & merch
- Donation items
- Voting
- Sharing is caring



Ingredients for Success

- Recurring giving
- Extended campaign
- Matching
- Storytelling
- Customized forms
- Donor segmentation
- Stewardship



Let's look back on 2022...

- **\$7.8M** raised through GiveSmart in 2022
- **3 in 5** donors give only on #GivingTuesday
- **1/2** of all donors in 2022 only placed a donation during Nov/Dec
- **31%** of new recurring donations were placed during Q4 last year



Did you know?

85% of volunteers donate to the charity they volunteer for.

Interesting Takeaways

- Giving Tuesday Newcomers
 - 535 organizations raised **\$1.9M**
- **25%** of all donations received before 11am
- 200 organizations raised **\$600K** before the big day
- 62 sites created that morning raised **\$162K**

#GIVINGTUESDAY™



Go Blue for MSMC

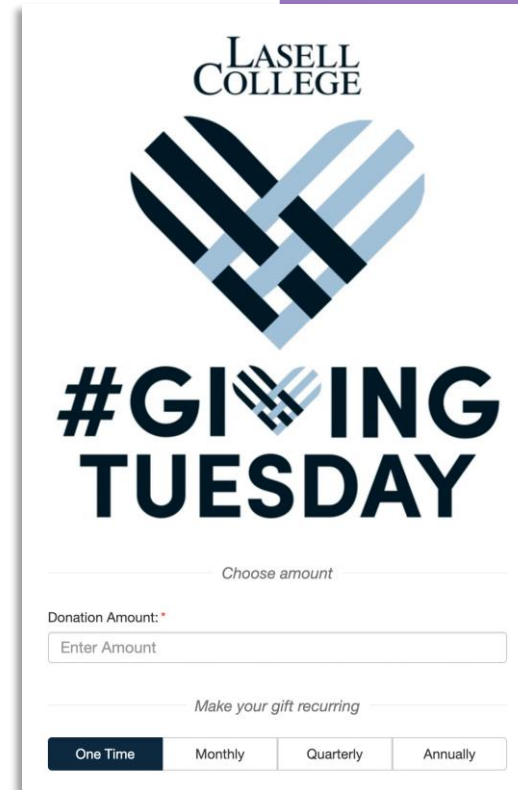
- Goal of \$50K
- **Raised over \$76K**
- Incentive: President's wife will skydive
- Champions feature to support individual programs, teams, etc.



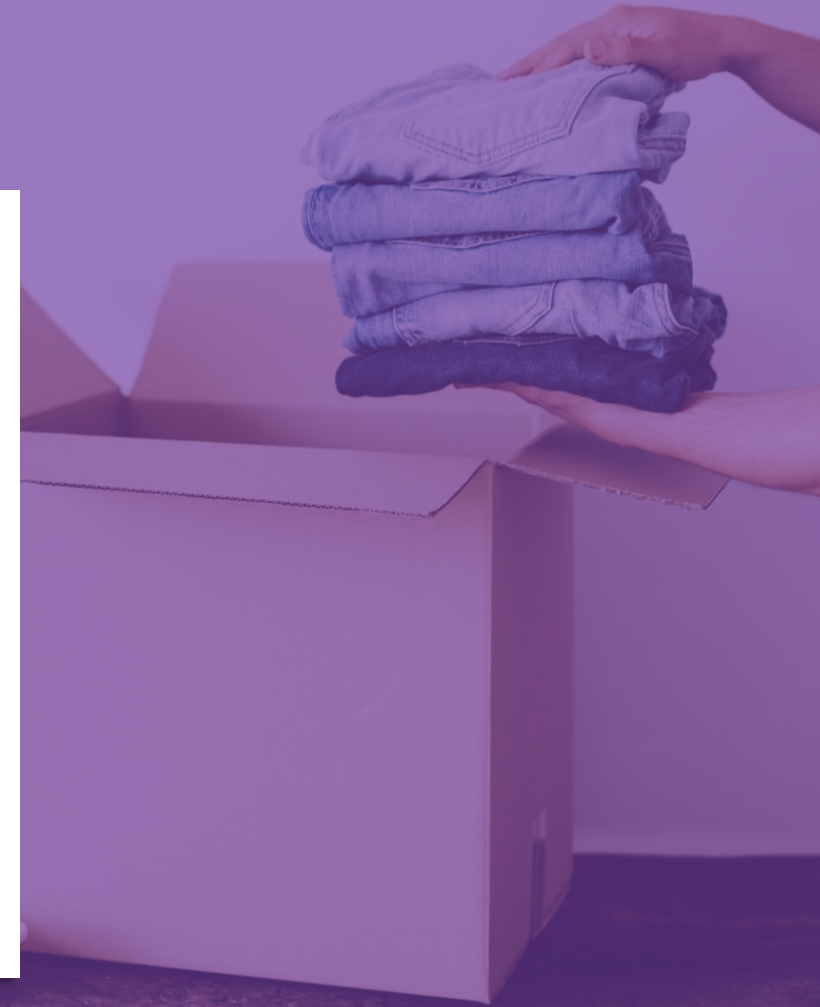
December

#GivingTuesday is over... Now what?

- Welcome new donors
 - New donors are 4x more likely to donate again if thanked in the first 48 hours after their donation
- Steward and thank ALL participants
- Report on impact
- Year-end campaign
- Recurring giving



The image shows a digital donation form for Lasell College's Giving Tuesday campaign. At the top, the Lasell College logo is displayed, featuring the text 'LASSELL COLLEGE' above a stylized graphic of three overlapping, curved lines in black and light blue. Below the logo, the text '#GIVING TUESDAY' is prominently displayed in a large, bold, black font. Underneath this, the text 'Choose amount' is centered. A 'Donation Amount: *' label is followed by a text input field containing the placeholder 'Enter Amount'. Below the input field, the text 'Make your gift recurring' is centered. At the bottom, there are four buttons for selecting the frequency of the gift: 'One Time' (highlighted in dark blue), 'Monthly', 'Quarterly', and 'Annually'.



Questions?

GiveSmart[®]
by **communitybrands**

A laptop screen displaying a 'Thank you!' message. The background is a gradient of purple and teal with abstract geometric shapes. The text 'Thank you!' is centered in white, with a thin teal horizontal line underneath it.

Thank you!