

Unlock More Good

Innovative Ways to Amplify Engagement on GivingTuesday



Meet the speakers



Frank Mumford, CFRE

Head of Strategic Partnerships
Gravyty



Michael McCurdy

Customer Success Manager
Gravyty

Agenda

- Introductions
- The state of giving
- GivingTuesday tips
- Tools & resources
- Wrap-up

Who is Gravyty?

An end-to-end engagement and fundraising platform trusted by 2,000+ institutions and organizations worldwide.

- Alumni & community engagement
- Giving days & crowdfunding
- Donor engagement
- Frontline fundraiser AI enablement
- Peer-to-peer texting
- Personalized video messaging

- ✓ Gave \$1,000 on giving day
- ✓ Recommend: Qualification Outreach
- ✓ Given 5 consecutive years
- ✓ Donation method: Donor Advised Fund



The state of fundraising in 2024



A new era of giving

Prime opportunity for more personalized, omni-channel giving experiences



33% of alumni donors

gave from a giving day or crowdfunding campaign



14% of total sector giving

Education and Human Services sectors, both growing over last year



44% of donors

Say they would give 10% more for a personalized experience

Poll question

What is your biggest challenge you face with a GivingTuesday campaign?

#GivingTuesday 101

- **December 3, 2024**
- **34 million adults** in the US participated in 2023, \$3.1 billion raised
- **82% of organizations** used GivingTuesday to try something new
- **Three-fourths (76%) of 18-34 year olds** who are aware of GivingTuesday participate in some way (giving money, time or advocacy)



First of all, should you even run a GivingTuesday campaign?



Evaluate past GivingTuesday campaign success

Did messaging resonate with donors? Where did you win?



Use it as a testing ground for new ideas

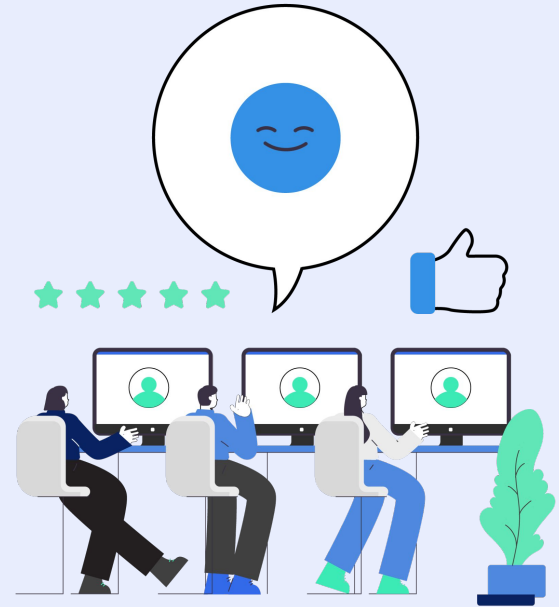
It's the perfect time to get creative and try new things.



Soft launch end-of-year appeals

Make it seamlessly flow into year-end.

Giving Tuesday strategies



Define your goals

Use your CRM, donor data from other fundraising or engagement software, and the results of previous campaigns to help you set **realistic, accurate** and **attainable goals**.

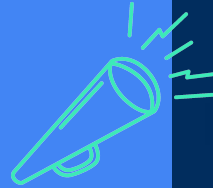
Examples:

Encourage 200 ten-year graduates to give on GivingTuesday.
Sign up 100 new monthly donors to create a more predictable revenue stream.



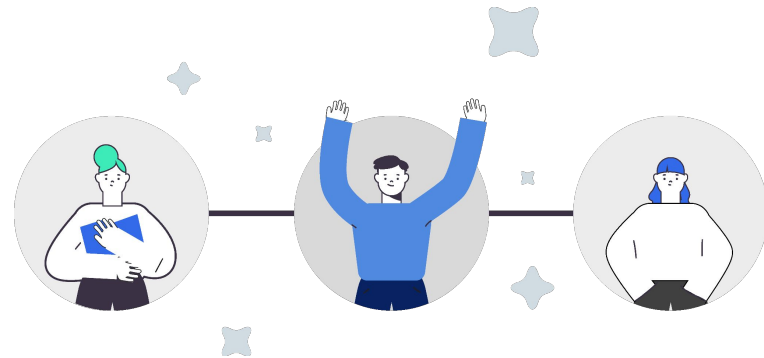
Create a marketing plan

- Communication channels
- Prepare messaging
- Empower ambassadors
- Share campaign details ahead of time through email, social, video & text



Leverage data

- Look at donor data from past campaigns and events
- Get into the details
 - American Express card donors
- Activate situational outreach to reach everyone in your portfolio
- *Example segments*
 - Never donated
 - Donated last GivingTuesday or giving day
 - Donated in the last five giving days



Make it easier to give



Reduce the clicks

A donor should be able to get to your giving form in three clicks or less from your website.



Intuitive giving form

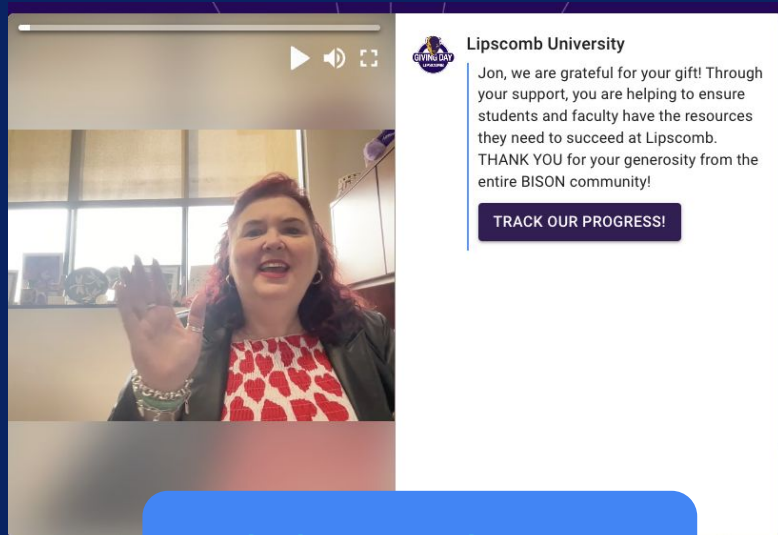
Offer recurring giving, matching gifts and send automated reminders when donors abandon the page.



Payment options

Offer a variety of payment providers, DAFs, stocks and mobile wallet.

Build personal relationships with video



Video boosts email open rates
by 19% and CTR by 65%

Use video to introduce yourself and share special updates. Video is a great way to make outreach warm and personal.

Send a quick and personal video message to say “thanks” after a donation.

Enlist your campus/org partners. They often have deep relationships (and access to untapped resources).



Tap into texting or risk missing out



of Millennials would rather text than talk on the phone

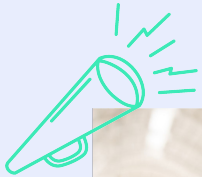


Text message open rates



of Americans say they feel secure interacting with brands via SMS

Where does AI fit in?



gravity

Content creation



On-site chatbots

Prospect ID



Automated smart outreach

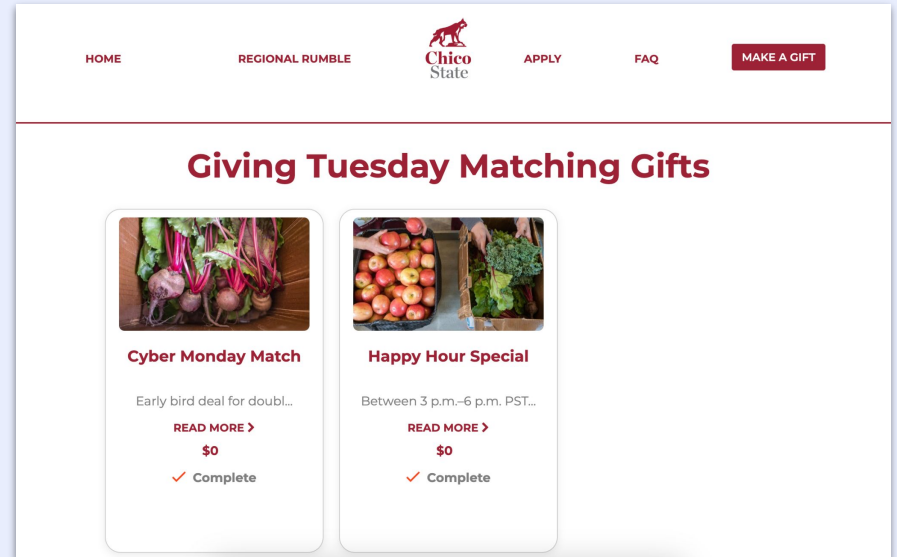
Segment & prioritize donors



Data analysis

Inspire donors 2x their impact

- Giving by corporations is the **second highest on record**, per *Giving USA*
- Factor that plays an important role – **matching gift programs**
- 84% of donors are **more likely to donate** if offered a match (*Double the Donation*)
- Emergence of frictionless giving platforms that offer a **built-in matching gift database**



The screenshot shows the Chico State website's navigation bar with links for HOME, REGIONAL RUMBLE, APPLY, and FAQ, along with a MAKE A GIFT button. The main content area features a section titled "Giving Tuesday Matching Gifts" with two promotional cards. The first card, "Cyber Monday Match", shows a box of beets and offers an "Early bird deal for doubl..." with a "READ MORE >" link, "\$0" value, and a "Complete" status. The second card, "Happy Hour Special", shows a box of apples and offers a deal "Between 3 p.m.–6 p.m. PST..." with a "READ MORE >" link, "\$0" value, and a "Complete" status.

Saying thanks & stewardship

Many organizations do a great job in the lead up to – and execution of – a day of giving like GivingTuesday, but **fall short** in the stewardship and aftermath.

Here's what you should do.

4 tips for giving day stewardship



Give thanks promptly

Make sure your “thank you” is timely – regardless of gift amount.



Notice motivations

Pay special attention to fund designation.



Analyze giving behavior

Does the donor always give at the same level?

Are they consistent with the amount they give?

Did anything out of the ordinary happen?



Get personal

Use personal stewardship to get a meeting, set up a call, or have a virtual visit.

Build your toolkit & resources

Consider platforms that offer a connected and seamless experience

Establish roles & responsibilities for team members **before, during** and **after the day of**

Think beyond GivingTuesday – tech/tools that let you steward new donors to nurture relationships



Impactful GivingTuesday campaigns, powered by Gravyty

- Digital fundraising platform
- AI-assisted portfolio management
- Video & text messaging
- Robust CRM integrations
- Intelligent rules and automations
- Powerful mobile functionality



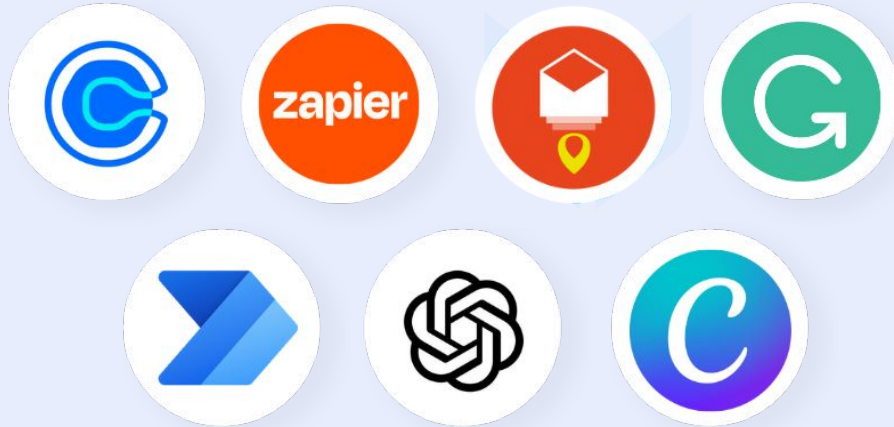
 **Sarah Sheph**
Class of 2009
● Active mentor



Gave \$500 on June 30
Schedule follow-up



Other helpful tools





Thank you!