



Thank you for downloading this handy guide to get you ready for #GivingTuesday. You're already a step ahead of other fundraisers who may not clearly understand the impact of participating in this global day of giving. To help you rally your team, supporters, partners and local community, we've created a step-by-step guide to make it easy to increase awareness for your cause, raise more money and attract new donors.

TAKE PART IN A GLOBAL DAY OF GIVING FUELED BY THE POWER OF COLLABORATION

Whether this is your first time or your seventh time participating in #GivingTuesday, this movement has inspired nonprofit organizations to try something new. At MobileCause, we help fundraisers and marketers, alike, easily adopt online, mobile, crowdfunding and social media channels as part of their overall year-round giving campaigns, including days of giving like #GivingTuesday. So, we asked our customers what they believe to be the most efficient and effective ways to plan for and implement their campaign and created this eBook to address their top 7 steps to #GivingTuesday success.

While #GivingTuesday is celebrated on November 27th, your campaign will be much more impactful if you have a multi-step plan. We see many of our customers kicking off in September and using the day after to launch and connect to a year-end holiday fundraising campaign. Whenever you decide to launch your campaign, the most important thing is to share the unique significance of your cause across all your marketing channels.

READY TO GET STARTED? LET'S GO!

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 the earlier the better
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PLANNING Start planning today, the earlier the better

#GivingTuesday is all about getting new donors involved with your organization that may not have been otherwise. Set goals for how many new donors and how much social media engagement you want to achieve on #GivingTuesday. This will help you determine how much lead-up time you need for your campaign to set you up for success. Use the steps below to start planning your campaign.

•	Goal Setting	
		pelling need? Determine what your campaign funds would support. t practical on how you can achieve them.
Go	als to Measure	
	Total Donations	
	Average Gift Size	
	# Of Donations	
	# Of Total donors	
	# Of New Donors	
	# Of Recurring Donations	
Wh can	npaign. Have volunteers? Send out	ryone can do their part to participate and support your organization's a request asking if anyone has social media expertise, design experience
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3 •	
5	Authoritie Chambelline
	Authentic Storytelling
inv thr	ividuals give to a charitable cause because of their personal connection, a friend's interest or their community's olvement. This is why it's important to share your organization's story and the journey of a benefactor and how ough the support they received, your cause changed their life for the better. #GivingTuesday uniquely takes vantage of social media to connect individuals with causes that matter to them. What better way to increase areness and attract new donors when more than 2.5 million people are ready to give and give again?
Sto	prytelling Basics
	Introduction
	Plot
	Adversaries
	Conflict
	Resolution
	Call-to-Action
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DONATION PAGE

Create a #GivingTuesday branded donation page

The core of your #GivingTuesday campaign will, of course, be your donation page. Further engage your supporters by updating your #GivingTuesday donation page throughout your campaign. You can add a custom check box on your page that supporters can select to give you permission to use their name, image or video on your website or social media channels. Then, you can add new sections and upload #unselfies or videos from supporters helping your cause.

Inspire Supporters to Give

Engage your supporters and help them get them involved to champion your organization for you. Let them know that if they can't give money, then maybe they can give time. Don't limit your 'ask' to just donations, volunteer time can be just as valuable as donations! You can embed both donation and volunteer forms on your website or Facebook page.

Donation Form Checklist

- □ Logo & Background Image
- □ Suggested & Recurring Donations
- □ Contact & Card Information
- □ Call-to-Action Button

Volunteer Form Checklist

- □ Logo & Background Image
- ☐ Message to Volunteers
- □ Volunteer Times Drop-Downs
- □ Contact Information
- □ Call-to-Action Button





FOR ALL OF YOUR FORMS, USE THE #GIVINGTUESDAY LOGO, ALONG WITH YOUR BRANDING TO HELP INCREASE EXPOSURE AND ALIGNMENT WITH THIS GLOBAL GIVING DAY. HTTPS://WWW.GIVINGTUESDAY.ORG/LOGOS

TEXT-TO-DONATE Use text-to-donate to inspire mobile giving

Since #GivingTuesday is a global initiative that takes advantage of online, social media networks and mobile channels to inspire giving, text-to-donate is a great way to boost your campaign awareness. Text-to-donate is a convenient and secure way for your donors to give on the go, or 'in the moment'. That's why it's important to have a text-to-donate keyword that allows supporters to easily donate from any device in response to your call-to-action on photos and in videos.

It's Easy to Set Up a Text-to-Donate Campaign for #GivingTuesday

Choose a Text-to-Donate Software

- □ Flexible Giving Options
- □ Increase Average Gift Size
- □ Automatic Text Reminders
- □ Personalized and Long-form Texts
- □ Text Analytics

Select a Keyword

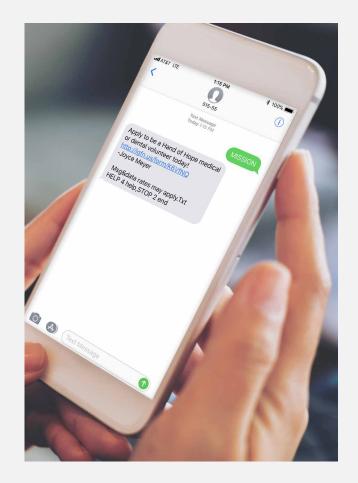
- □ Short and Memorable
- □ Relate to Campaign and Brand
- ☐ Enable to Give Quickly on Mobile

Use a Shortcode

- □ Promote Across All Channels
- □ Easy to Recall on Any Outlet

Follow the 3:1 Principle

☐ Send 3 Communications About Your Organization Before 1 Donation Ask





KEYWORDS AND SHORTCODES (I.E. GIVENOW TO 51555) ARE ALSO EFFECTIVE FOR DONATION ASKS AT IN-PERSON EVENTS AND ON FACEBOOK OR YOUTUBE LIVE. BE SURE TO KEEP YOUR KEYWORD SHORT, MEANINGFUL AND MEMORABLE.

TEXT-TO-DONATE CONTINUED... Ways nonprofits use mobile giving strategies

#GivingTuesday in Action

Here are a few of our favorite #GivingTuesday campaigns from last year's initiative. Check out more ideas here.

Homeless Health Care Los Angeles

How to Tie Your Donor Outreach to #GivingTuesday

Homeless Health Care Los Angeles (HHCLA) provides comprehensive behavioral and holistic health care to people experiencing homelessness. HHCLA was looking for new ways to engage their existing donors and build their donor database, just in time for #GivingTuesday 2017.

Taking advantage of the national notoriety of #GivingTuesday, HHCLA developed a 4-week multi-channel campaign using email, online, mobile and social media channels. With the help of MobileCause's <u>Digital Marketing Services</u> team, this was the first time the organization developed a comprehensive program, and it jump-started their online and mobile giving program, which has generated nearly \$200,000 in total funds raised.

91

TOTAL GIFTS

\$157

AVERAGE GIFT SIZE

"Having the support from MobileCause's Digital Marketing Services team for this year's #GivingTuesday campaign was a total game changer." – Heather Edney, Director

Jewish Family and Children's Services

Increase #GivingTuesday Donations Through Donor Segmentation

Founded in 1850, Jewish Family and Children's Services (JFCS) serves as a lifeline for children, families, and older adults facing personal crises or challenges. In 2017, JFCS wanted to boost the amount raised with their #GivingTuesday campaign. Working with a MobileCause Digital Marketing Services (DMS) expert, they formulated a plan to leverage their constituent data in a more strategic way and created a segmented donor strategy.

DMS analyzed donor data and created three segments of giving tiers comprised of low-level, mid-level, and high-level donors. DMS also created dedicated donation pages for each of the tiered donor lists with different suggested donation amounts based on the organization's data. JFCS kicked off their #GivingTuesday campaign via email, which included donor impact metrics, for example, "\$300 will provide counseling services to a family of 5 for two weeks."

32

TOTAL GIFTS

\$76

AVERAGE GIFT SIZE

"Working with our MobileCause DMS strategist to create a segmentation strategy helped us bring in larger donations and understand our donors better." – Lois Wander, Director

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PEER-TO-PEER

Activate a peer-to-peer fundraising movement

It's no secret that peer-to-peer fundraising is one of the most powerful forms of fundraising for nonprofits. A successful peer-to-peer campaign can engage your supporters and transform them into fundraising champions right before your eyes. It puts supporters in control of fundraising for your cause through their own campaign. This type of crowdfunding requires a strong advocate, someone who is passionate about your cause and has an influential social network to access. These "star" supporters can be board members, brand ambassadors, celebrities or just someone who deeply cares about your cause.

Why Launch a Peer-to-Peer Campaign for #GivingTuesday?

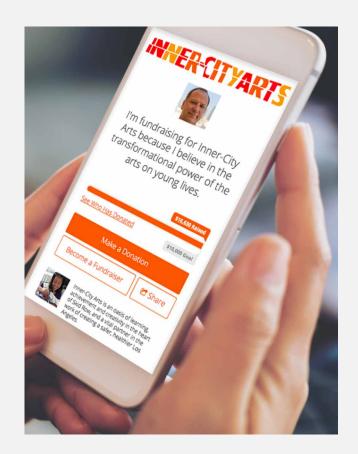
On Average

- Fundraisers raise \$612
- 5 of 8 donors are new to an organization
- Fundraisers have a higher percentage of donations versus an organization-led fundraising campaign

Peer-to-Peer Strategy Questions to Set Your Foundation

Overall Messaging and Communications Strategy will Help Create Awareness

- □ What is the purpose of this campaign?
- □ What is the core benefit of this campaign?
- ☐ Who is your target audience?
- ☐ How does this benefit your audience?
- ☐ How does it benefit your supporters?





RAISE 35% MORE MONEY WHEN YOU USE A LIVE FUNDRAISING CAMPAIGN THERMOMETER TO PROMOTE YOUR CAMPAIGN'S PROGRESS.



Social Media Share your story on social media

Using the hashtag, #GivingTuesday, in your social media promotion is a key part of helping to raise awareness for your organization. This allows those who are interested in learning about the causes that are participating in this global initiative, to search the hashtag on social channels and find your organization. It's also one the of the best ways to engage your supporters and to demonstrate your organization's mission and values with the #GivingTuesday movement.

We are also happy to help spread awareness about your cause on social media. All you need to do is tag us in your post so we can like and share it with our followers. You can also click on the links below to **follow us @MobileCause** for the latest fundraising ideas and resources for your campaigns year-round.







Sample Social Media Messages

Created by the team at the Belfer Center for Innovation & Social Impact at the 92nd Street Y, these sample social media messages can easily be modified for your social media posts.

Twitter

 $\# Giving Tuesday \ is \ on \ November \ 27 th. \ Stay \ tuned \ for \ our \ plans \ and \ how \ you \ can \ make \ a \ difference! \ @Giving Tuesday \ begin{picture}(100,00) \put(0,0){\line(1,0){100}} \put(0,0){\line(1,0){1$

Facebook

Looking forward to November 27th. Share how you're making a difference with us this #GivingTuesday!

Instagram

Counting down the days til #GivingTuesday. Share pics to show how ur giving back! #givingtuesday #nov27 #unselfie



60% OF DONORS WATCHED A SHORT VIDEO ON SOCIAL MEDIA ABOUT A CAUSE BEFORE THEY DONATED.



#UNSELFIES Brandish the #unselfies

You've done a great job sharing your story, planning out your calendar and sending your messages leading up to #GivingTuesday. Now it's here, time to bring in donations! What better way to join in on a global movement and encourage giving, than by capturing your supporters' participation in a selfless selfie, called the #unselfie? Encourage your supporters to post #unselfies to spread your message and raise visibility when they make a donation on November 27th.

You can even take a picture of yourself holding a sign explaining how or why you and your team are giving this year, and be sure to include your text-to-donate keyword and shortcode in your post. Always use the hashtags #unselfie and #GivingTuesday in the text of your post. Include your donation link in the post along with your picture on your Facebook status, Instagram caption, etc.

#GivingTuesday is the day to post your #unselfie to Instagram, Facebook and Twitter to share with your friends – and encourage them to take unselfies of their own to support your cause.

Create #Unselfie Templates to Personalize and Print

You can create your own branded sign like the one on the right, or download a template from the links below and personalize it. You can share these templates out with your supporters so they can create their own message to show what your cause means to them and then share it with their own personal networks.

#UNSELFIE PPT TEMPLATE #UNSELFIE PDF TEMPLATE





MATCHING GIFTS ARE FREE MONEY AND YOUR ORGANIZATION HAS ALREADY DONE THE HEAVY LIFTING OF ATTRACTING DONORS. DOUBLE THE DONATION CAN CONNECT YOU WITH PARTNERS TO HELP DOUBLE YOUR IMPACT!

ACKNOWLEDGE Say 'Thank You' to your supporters

With #GivingTuesday behind you, the giving keeps on going. Your focus shifts to the month of December and the year ahead. However, don't neglect to acknowledge your #GivingTuesday success and your supporters who helped make it happen.

Thank Your DONORS

1 • Online and Mobile Channels

☐ Record a quick 'thank you'
 video, post it on your website
 and promote it via text message

2 · Social Media Channels

 Post the results of your campaign and thank you video on your social media channels

3 • In-person or Phone

 A personal phone call or recognizing a donor at a live event, goes a long way

Thank Your VOLUNTEERS

1 • Before the Campaign

 ☐ MobileCause sign up forms can trigger follow-up emails that link to videos from your organization

2 • During the Campaign

 Send a lot of encouragements to volunteers to remind them about the impact they are making

3 · After the Campaign

 Tell your volunteers campaign results and recognize them on your website and social media

Thank Your TEAM

1 · Host a Meeting

☐ Take a moment to recognize everyone for all their hard work and commitment to your cause

2 · Gather Feedback

 Ask everyone what they liked about the campaign and what they would change for next time

3 • Recognize and Reward

Added rewards on top of recognition helps to maintain interest for the next campaign



IT'S EASY TO SHOW YOUR APPRECIATION.

DOWNLOAD OUR 'THANK YOU' TEMPLATES,

AND SEND THEM TO SUPPORTERS!





Join the #GivingTuesday Movement

#GivingTuesday is all about remembering what matters most during the year-end and holiday giving season – giving back to those who need it the most. With the 7 steps in this eBook, you will be prepared to give your cause national exposure and take advantage of the global attention this day of recognition offers.

Excited about participating in #GivingTuesday this year but don't have the time to prepare? Don't worry, our team of Digital Marketing Services experts can help you every step of the way.

Contact us at <u>digitalservices@mobilecause.com</u> or **888.222.1234** for a free #GivingTuesday planning consultation today!

About MobileCause

MoblieCause provides online and event fundraising software and services that helps nonprofits raise more money and engage more donors.

TEXT **4MINTOUR** TO **51555** TO WATCH HOW YOU CAN RAISE MORE MONEY AT YOUR NEXT EVENT

For more information, visit <u>mobilecause.com</u>, call us at **888.661.8804** or email us at <u>info@mobilecause.com</u>.

SOURCES

- 1. MobileCause data on file.
- **2.** https://www.givingtuesday.org/

