

Digital Giving

Final Check-in Strategies for Giving Tuesday

With:

Suzy Lee & Lily Blouin

Forefr^{Ont}

Today's Agenda

- Check-in and expectations
- Some 2020 Context
- Baseline for Success
- Timelines for Communications
- Peer-to-Peer Fundraising Champions (P2P)
- Additional topics



What allows
you to feel like
your best self?

When will you get to rest today?



Jefferson Park Working Group on Homelessness



Jefferson Park Working Group on Homelessness

February 8 · 🌐



Cold Snap Update #1:

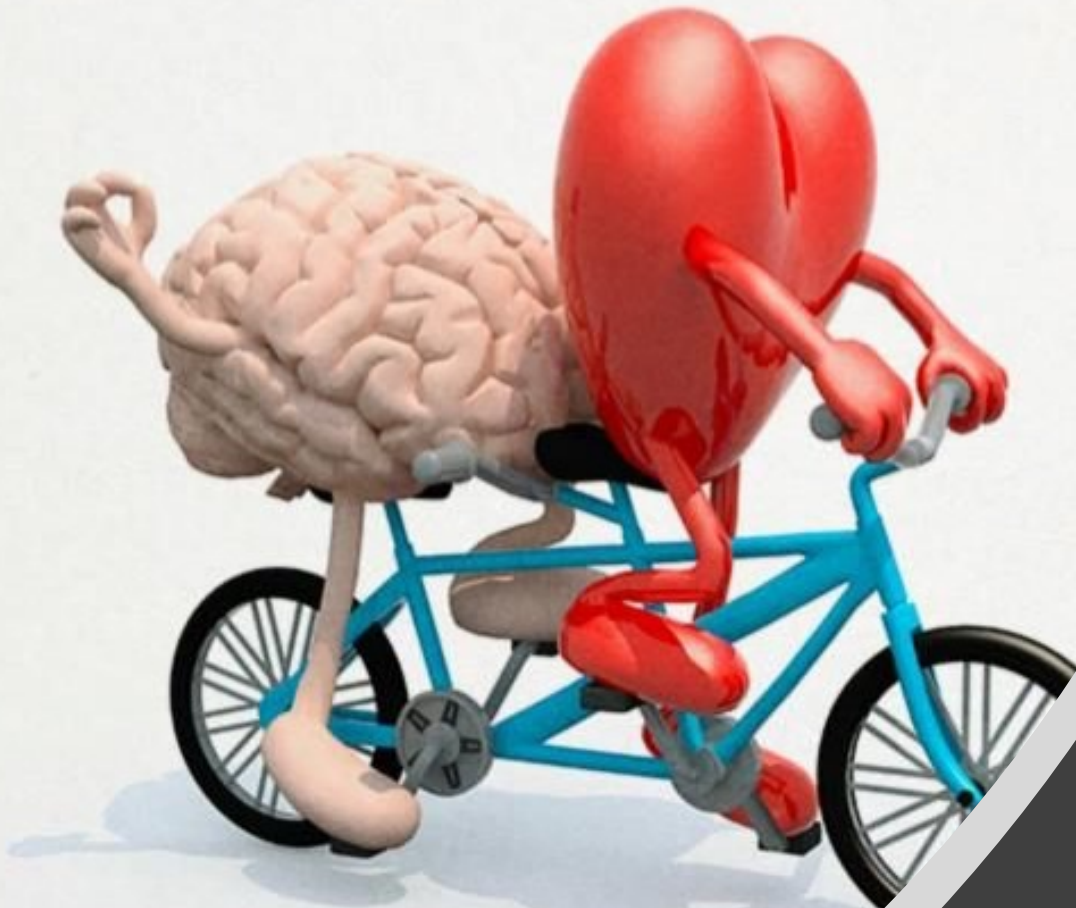
Here at the JP Working Group on Homelessness, we've had a very busy last few days, as you can imagine. With the temps dropping, we had to scramble to help our lesser fortunate neighbors. We managed to get two people to agree to go to a shelter. Unfortunately, those tickets are still open as beds are unavailable. We're going on at least four days for these two requests. Since the city did not declare an emergency, additional resources and beds were no... [See More](#)





“I can help with
that.”

Follow your heart but
take your brain with you.



Moment of
intention.

**Together
we give.**

GI  **ING**
TUESDAY

November 30, 2021

GivingTuesday 2020 Results in the U.S.



U.S. AWARENESS

64%

+14% from 2019



33.1M adults in the U.S. participated, a 23% increase from 2019



16.8M
donated
(+25%)



13.6M
gave voice
(+0%)



7.1M
volunteered
(-7%)



9.8M
gave goods
(+0%)

U.S. Participation on December 1, 2020

75%
**REPEAT
DONORS**

25%
**NEW
DONORS**



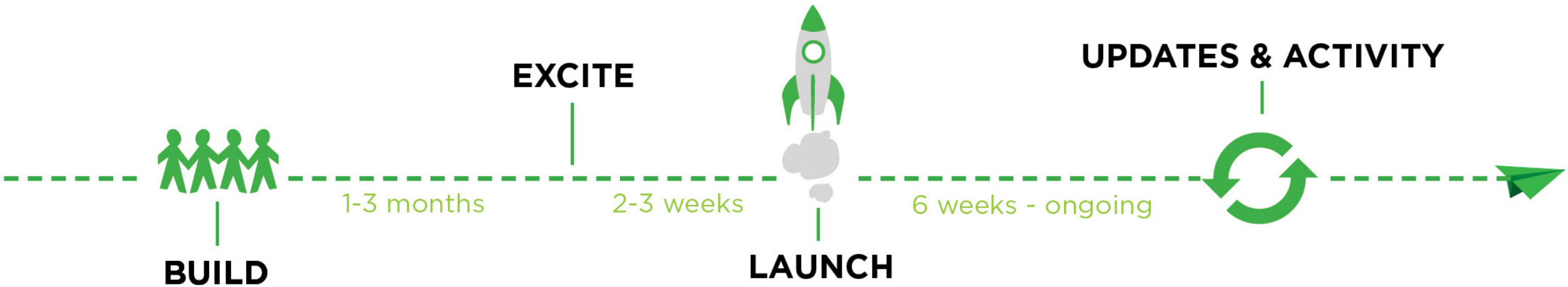
Baseline for Success:

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- Most publicly announced their campaign 2-4 weeks ahead of Giving Tuesday
- Posted average of 15 social media posts in the week prior
- Sent 3-4 emails out on Giving Tuesday* (NOT to board members)
- Engaged 3 or more peer-to-peer fundraisers
- Set a goal for dollars raised that did NOT end in zero

Timelines for Communications

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Year-Round Breakdown

Communication Guide

An interactive workbook to help you complete, plan, and implement your own Giving Day campaign for a successful 24 hours of philanthropy!

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After**

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**1-2
Weeks
After**

21
**1 Month
After**

22
**3 Months
After**

Eight Weeks Before

Major Objective: **Get Started and Get Excited**

Checklist:

	Task	Owner	Notes	Status
Plan	Plan a Giving Day kick-off meeting with your staff. Determine roles and responsibilities, brainstorm fundraising goals, unique ideas to reach those goals, and how to include the Giving Day within your annual fundraising.			
	Sign up and customize your Giving Day profile.			
	Craft your Giving Day profile story.		What's your goal? Why are you fundraising? How will your goal help you reach your organization's mission?	
Promote	Announce your participation in a Giving Day!			

Peer to Peer Fundraising Champions

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GG

- Individuals asking their personal network to support your nonprofit
- Each P2P fundraiser brings an average of 4 new donors
- Organizations with 3 or more active P2P fundraisers see a 20% growth in dollars raised

Peer to Peer Fundraising Champions

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Brenda Webster Fitch

Jun 24 • Cayuga Health Giving Day • 🌐

I support Schuyler Hospital and the Cayuga Health System. We are counting on you to help us reach our goal to expand COVID-19 testing capabilities for our communities. Your support is greatly appreciated and I cannot thank you enough for your generosity. Brenda Warren-Fitch, Chairman; Schuyler Health Foundation.



"Utilizing Peer-to-Peer Fundraising for our Giving Day not only allowed us to engage key stakeholders such as our Board of Directors, it allowed us to greatly expand the reach of our cause far beyond expectations. Our mission came directly from those who care the most – those having a personal and direct interest in our success."

- Tiffany Bloss, Director of the Schuyler Health Foundation

Additional topics:

1. 5 Elements of Outreach
2. Setting \$\$\$ goals
3. Storytelling of COVID experiences or changes
4. Captions that people connect to
5. Strategies beyond social media
6. Ideas for engaging new communities and first-time donors
7. OTHER?!

5 Elements of Outreach

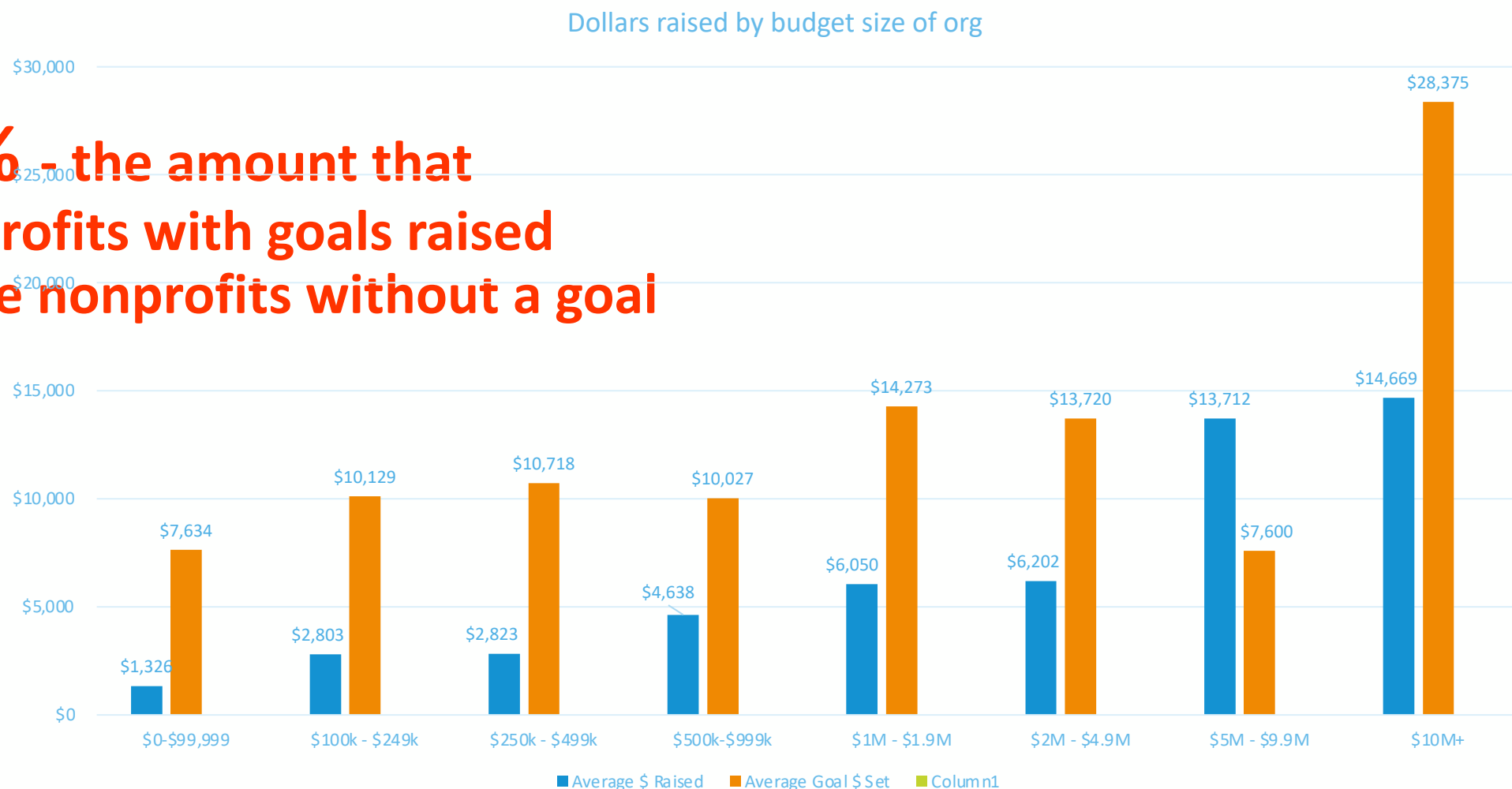
**Digital
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1. Emotional Story
 2. Clear Impact
 3. Urgent need
 4. Specific ask
 5. Campaign consistency
- * Multi-channel is most effective.

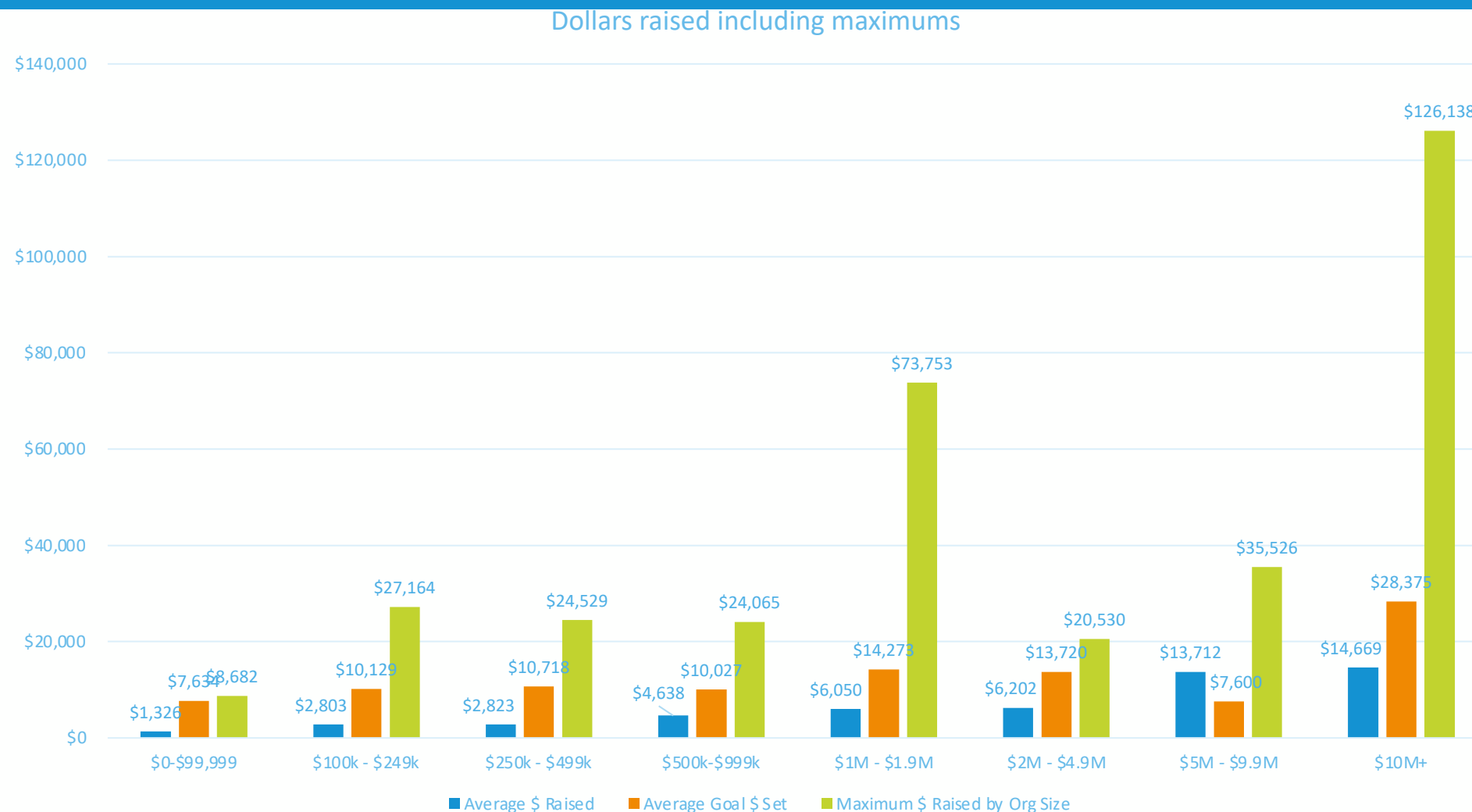


Illinois data on \$ Goals

- **68%** - the amount that nonprofits with goals raised above nonprofits without a goal



MORE - Illinois data on \$ Goals



Why do we think in stories?

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Captions that people connect to:

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“Like many of you, I am working from home with my children home from school, but I can’t help think of the nearly 20,000 children in Los Angeles County who are in and out of foster care today.”

Captions that people connect to:

WHAT CAN YOUR DONATION PROVIDE

100% of your donation funds our work. Funds are used where the need is greatest.



\$3,000

Refugee Rescues

\$3,000 can fund an entire rescue journey & provide resettlement assistance for North Korean refugees.

Give **\$3000**



\$600

Scholarships

\$600 can provide scholarships for North Korean refugees studying in the U.S.

Give **\$600**



\$500

Mobilize Support

\$500 can sustain one traveling representative for 10 weeks on the road as they educate & engage thousands of people.

Give **\$500**



\$180

School Supplies

\$180 can provide books & school supplies for one resettled North Korean student in our program.

Give **\$180**

“What does my gift do, who am I helping, and what does it take to do that?”

Captions that people connect to:

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“U CAN SEE THAT I AM AWESOME”

Strategies beyond social media



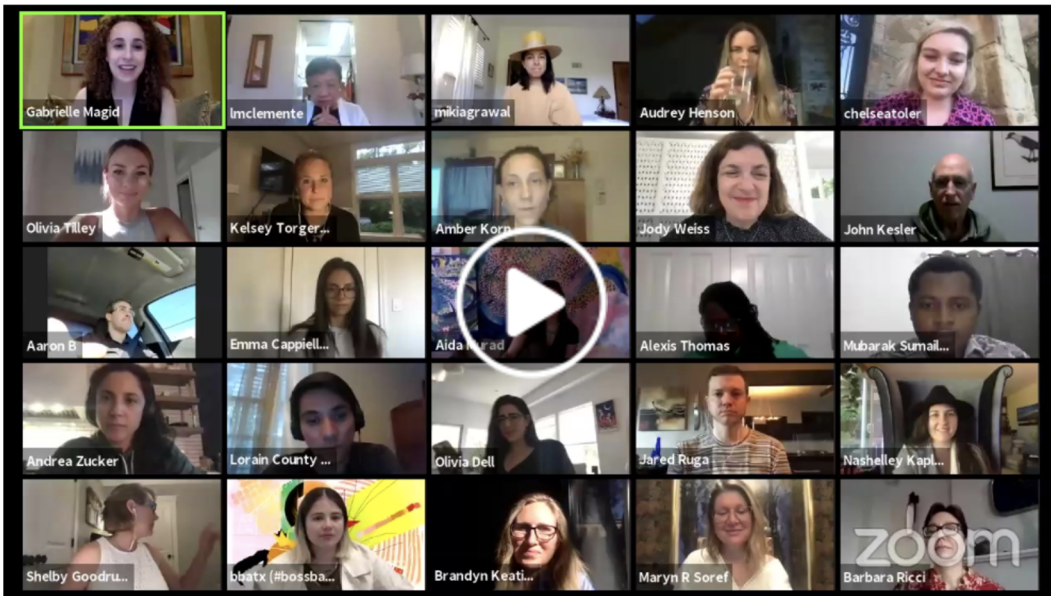
Next Gen Generosity

May 21 · 🌐



So grateful to **Gabrielle Magid** for providing a platform for women founders doing good in the world!

Help us continue the movement every view will be counted towards our goal of 1M next gen acts of generosity for **GivingTuesday**!



Stronger Than Stigma was live.

May 20 · 🌐

We are LIVE!

Ways to engage on GivingTuesday

- Acts of Kindness or Good initiatives
- Gratitude Drives/thank-a-thons
- Direct fundraising
- Art and Volunteer activation
- Contests and Giving circles
- Amplifying community stories
- Free virtual experiences
- Community education, awareness and advocacy

Thread Organizes Massive Day of Service on Giving Tuesday

Local mentoring program rallies more than 1,000 volunteers for citywide outreach effort.



Memphis Rocks



Phone-Tree Phenomenon: How Pilgrim brought 1200+ donors to their campaign in just 1 day!

On 3rd December 2019, UK-based charity Pilgrim received donations from 1228 different people as they took part in LaunchGood's Giving Tuesday challenge, winning themselves \$20k in the process!



Adel Chowdhury

Follow



Apr 11, 2020 · 4 min read



Ideas for engaging new communities and first-time donors

What We've Learned about Giving

MOST PEOPLE PARTICIPATE IN MORE THAN ONE WAY,
GIVING MORE THAN JUST MONEY

28%
gave money

37%
gave in
other ways



35%
did both



e.g. donating food, clothing
drives, and other forms of
nonmonetary giving

Generous people are generous.


People want multiple ways to
connect with causes.

GivingTuesday is one of only three
days each year where donors look
for nonprofits to support.


MILLENNIAL DONORS WORLDWIDE

PREFER TO GIVE

 Online (credit/debit card) 55%


 Cash 14%


 Bank/Wire Transfer 11%

 PayPal 9%

MOST INSPIRED TO GIVE BY

 Social Media 39%

 Email 23%

 Website 20%


 Direct Mail/Post 6%


GEN X DONORS WORLDWIDE

PREFER TO GIVE

 Online (credit/debit card) 55%


 Bank/Wire Transfer 12%


 Cash 10%

 PayPal 10%

MOST INSPIRED TO GIVE BY

 Social Media 33%

 Email 26%


 Website 19%

 Direct Mail/Post 9%


BABY BOOMER DONORS WORLDWIDE

PREFER TO GIVE

 Online (credit/debit card) 54%


 Direct Mail/Post 19%

 Bank/Wire Transfer 10%


 PayPal 8%

MOST INSPIRED TO GIVE BY

 Email 33%

 Social Media 19%

 Direct Mail/Post 18%

 Website 16%



Younger donors have favorable attitudes

- Believe giving is a responsibility
- Were "raised to help others"
- Trust nonprofits and the services they provide

Other platforms for donations:

- Do you know Venmo, Apple Pay, Google Wallet?
- Venmo had over 50 million active users in 2019
- Over 7 million of those users are in the 18-34 age range
- The app processed nearly \$160 billion in total payment volume in 2020



Invite the community in:

- Where does your mission and the community you want to engage intersect naturally?



A word cloud on a light beige background. The word 'Stewardship' is the largest and most prominent, written in a black serif font. Surrounding it are various other words in different colors, sizes, and orientations. 'Vision' is in blue, 'Learning' is in red, 'Caring' is in purple, 'Pledge' is in green, 'LOVE' is in black, 'GROWING' is in black, 'faith' is in red and oriented vertically, 'community' is in black and oriented vertically, 'COMMITMENT' is in purple, 'Giving' is in black, 'Planning' is in black, 'Support' is in orange, and 'GIVING' is in green.

Stewardship

Vision

Learning

Planning

COMMITMENT

Giving

Support

GIVING

faith

Caring

Pledge

GROWING

community

LOVE

Creative Thinking Time:

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