

# Making the Most of

## GIVING TUESDAY



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**T**hursday, we give thanks... and Friday through Monday, we shop. Thankfully, there's #GivingTuesday. Make the most of this day of giving – not getting – and refocus your donors on giving thanks through giving back.

On the Tuesday after Thanksgiving, millions of people worldwide will celebrate #GivingTuesday to give back to their local communities. It's a global movement that **spotlights hometown helpers like**

**your organization and results in raising millions of dollars** for nonprofits, as well as recruiting countless volunteers and supporting activities that change the lives of those you serve.

Build up the thrill of #GivingTuesday for your donors!

**HERE'S HOW:** Use the provided action items or choose your own from the following list to create a winning giving campaign.

## TIMELINE

### SEPTEMBER

**Secure a match.** Reach out to your Board of Directors, corporate partners and major donors to ask them to match your donors' gift up to a fixed amount on #GivingTuesday. By including a matching gift challenge in your #GivingTuesday messaging, you'll build excitement and inspire generosity. Having their gift doubled is a bonus your supporters won't want to miss!

**Save the date!** Remind your donors of the upcoming opportunity to give. Post to your social media accounts to get #GivingTuesday on people's radars. Check out these sample reminders you can adapt to fit your organization's style:

*Are you joining the world to give? Be part of #GivingTuesday and support [Organization Name] on [DATE]!*

*Don't miss it! #GivingTuesday is [DATE]. How will you give? #GivingTuesday #[Organization hashtag]*

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**Start announcing #GivingTuesday via email.** During the fall and holiday season, your supporters' email inboxes can get pretty busy! With all that competition, nonprofit email open rates hover just around 20 percent. Give potential donors multiple opportunities to hear about #GivingTuesday by starting to build awareness early and repeatedly. Even if they miss your first mention, they'll have more chances to get informed and get engaged in future communications.



**Thinking of hosting a #GivingTuesday-themed event?** Remember, live events take time, planning and a lot of outreach. Ensure the gift of a helping hand and start advertising your need for volunteers across your emails and social media now.

## OCTOBER

**Consistency is key.** Start posting regularly (2-3 times per week) on your social media to share more details about your #GivingTuesday campaign, reminding donors and continuing to reach out to volunteers if you plan to host a #GivingTuesday event at your Mission. Consider building out a few paid social media ads or boosting some posts to increase the visibility of your campaign. Check out our tips to get started under Action Items.

**Go local.** Pitch a press release about your #GivingTuesday campaign to local media. Check out a sample press release you can adapt to fit your needs at the end of this guide.

**Get your emails and website ready.** Make sure you're prepared to share about #GivingTuesday with your email list. Write, design, proof and schedule your emails now. Read our Action Items at the end for a sample #GivingTuesday email schedule you can use.

## NOVEMBER

**The month we've all been waiting for!** Amp up your social media with a countdown as #GivingTuesday approaches. Consider pairing each reminder with a photo and caption-length story or quote from someone your Mission has helped. Show donors how their gifts impact lives and will continue to help people like those you choose to feature.



**Thanksgiving or #GivingTuesday?** Be sure to balance your Thanksgiving posts with #GivingTuesday posts. Move beyond merely turkey dinners to engage donors in giving back after giving thanks – but don't neglect your routine requests for support at Thanksgiving too.

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**The day after #GivingTuesday**, don't let that drive to donate decline. Promote your donors' feel-good motivations (and future gifts) by giving your own thanks for their support. Now is a good time to send a thank-you email to your supporters for giving to your organization on #GivingTuesday and to share your thanks on social media.



If you hosted a #GivingTuesday event at the Mission, be sure to post photos from the event along with your thanks to participants!

## DECEMBER

### And it doesn't end there...

Use the momentum of #GivingTuesday to strengthen your Christmas and year-end giving campaigns. Report results from your #GivingTuesday campaign via social media and email to let your donors know what their help has achieved and what is still needed to meet your year-end goal.

Remind donors that #GivingTuesday is only one day in a lifetime of opportunities they'll have to give! This is a good time to introduce your monthly giving club and need for in-kind gifts to those who participated in #GivingTuesday.

Consider including this sample copy in your thank you and follow-up communications with your #GivingTuesday donors:

*What if your favorite holiday came more than once a year? You make it possible for #GivingTuesday to become #GivingMonthly for those we serve when you join our [Giving Club Name] monthly giving club and make the gifts of this season abound all year long!*

*On #GivingTuesday, we're grateful you thought about helping others by supporting organizations like [Organization Name]. Beyond financial gifts, did you know there are more ways you can keep the #GivingTuesday spirit alive? Wrapped presents for children, hygiene kits, warm coats... these and other gifts are blessings our Mission guests always appreciate.*



# Giving Tuesday

## ACTION ITEMS



**T**he number of ways you can engage donors this #GivingTuesday are limitless! Create your perfect #GivingTuesday timeline with these ideas – and let them inspire your own.

### Follow a #GivingTuesday email schedule

Here's a sample email schedule you can use or build upon to amp up the excitement for your #GivingTuesday campaign:

- **2 weeks before #GivingTuesday:** Send an email to let your supporters know #GivingTuesday is coming up soon. If you've secured a matching gift, invite your donors to double their gift by making a gift through this special campaign.
- **On #GivingTuesday:** Send an urgent, day-of appeal to potential donors reminding them that it's #GivingTuesday, and it's 1 day only! Any matching gift language should focus on this not-to-be-missed opportunity to double their gift.
- **After #GivingTuesday:** Plan a confirmation email to thank your donors who made a gift on #GivingTuesday. Also consider a reporting email a few weeks after your campaign to share with everyone how much was raised for your organization on this important day of giving.



**Set up a #GivingTuesday donation page on your website.** Give your donors a place to land after clicking on your links to give via social media or email. Create a #GivingTuesday-specific donation page that reinforces your messaging and shows donors they're in the right place to make their #GivingTuesday gift. You can also create a #GivingTuesday lightbox to greet visitors to your homepage with an invitation to make a special #GivingTuesday gift.



**Need help?** BDI's Digital Team has proven #GivingTuesday email appeals and landing pages to help you build a winning campaign. Keep reading to the end to find out how to get connected!

## Grow Support on Social Media

Like any other holiday, #GivingTuesday involves socializing with those you love and care about. But the majority of this day's socializing is digital. **Engage new, younger donors with a social media campaign** – they're more likely to give when they see their friends have already joined in on the fun.



### Boosted Facebook posts

Organic social media posts shared directly from your page about #GivingTuesday are a great way to start, but you can build even more momentum with a paid ad campaign. For a small fee, Facebook lets you "boost" your organic social media posts to reach a wider audience. Make sure your boosted posts include a link to your #GivingTuesday donation page.



### #UNselfie

Promote an #UNselfie campaign across your social media channels to encourage your donors to share how they are giving back to your Mission – and why their friends should join them in supporting you. People simply take pictures of themselves and their favorite charitable cause and post the photo on social media with the hashtag #UNselfie.

When they donate, give donors instructions on how to participate in this viral campaign:

*Invite your family and friends to join you in giving more this #GivingTuesday! Post an #UNselfie holding a sign sharing why you gave to [Organization Name] or how you are giving back today!*

Provide sample social media copy your donors can fill in when they post:

*I'm giving to #[Organization Name or @mention for your account] on #GivingTuesday. How will you join me in giving back today?*



## Cultivate Community Involvement

Don't discount the value of a helping hand. **Engage volunteers for their priceless support.**



### #GivingTuesday sales and events

Recruit bakers to make goodies for a bake sale hosted at their church, or provide space for a community yard sale or toy drive – with all proceeds and donations going to benefit your Mission. You could even send a staff member or two to the event to share more about your ministry and how to get involved with those who stop by.



### Volunteer initiative

Organize opportunities for people to give their time to your Mission on #GivingTuesday. Host a work day for repairs, cleaning and other needed work.



**And don't forget to say thank you!** Celebrate those who've lent a helping hand to the Mission on your work day. Plan a midday break with goodies, light lunch or refreshing drinks to say thanks for all their hard work!

## Create Hype in Your Hometown

#GivingTuesday may be a global movement, but it starts at your front door. Involve your community to make it more than your giving campaign – make it **their** cause too.



### Donations with purchase

Partner with local businesses to give consumers the option of adding a donation to their purchases on #GivingTuesday to support their local Mission.



### Press release

Notify local media of how your ministry will be participating in #GivingTuesday and how people from the community can join you. You can edit the sample press release to meet your needs.



Download the press release found in the Brewer Library.  
It's easy to edit to share your Mission's good news!

This strategy sheet is provided to you by BDI's Academy and can be found in the Library. If you'd like to discuss the ideas found here or want to know more about the Academy, contact Shellie Speer, Senior VP, Academy at [sspeer@brewerdirect.com](mailto:sspeer@brewerdirect.com) or (719) 210-6207.

