SUPERCHARGE #GIVINGTUESDAY WITH MOBILE FUNDRAISING AND COMMUNICATIONS

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Webinar Agenda

- Lessons From the First 4 Years of the Movement with Lindsey Newman
- #GivingTuesday: What It Is and How It Works with Jessica Schneider
- Day of Giving Best Practices for Campaign Success with Beth Kanter
- Setup Guide to Help Supercharge Your #GivingTuesday with Jeremy Koenig
Speaker Introductions
GIVING TUESDAY FUNDRAISING EXPERTS

Jessica Schneider
Director of Strategy & Collaboration

Beth Kanter
Blogger, Trainer & Nonprofit Innovator

Jeremy Koenig
Creative Director & Product Designer

Lindsey Newman
Senior Copywriter & Social Media Expert
Lessons From the First 4 Years of the Movement

Lindsey Newman
Senior Copywriter & Social Media Expert
1. A Uniquely Mobile Experience

#GivingTuesday is a social media movement at its core and nearly 80% of all social media time takes place on a mobile device. Your ability to get people to promote your campaign and make donations from a smartphone is paramount to your nonprofit reaching a new generation of donors.
#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 year. Focus on these key metrics and you will achieve the best results over your entire year-end campaign.
3. #GivingTuesday Inspires Millennials

Millennials (donors under the age of 35) prefer give to nonprofits get involved that they hear about from friends and social networks. This viral way of giving is unique to the generation and organizations everywhere have the opportunity to reap the rewards. Additionally, it is important to remember that Millennials would rather get involved and give, than just give, so make it easy for them to participate in your day of giving.
#GivingTuesday: What It Is and How It Works!

Jessica Schneider
Director of Strategy & Collaboration
What is #GIVINGTUESDAY?

A global day of giving that unites people and organizations for one common purpose: to do good. Over the past four years, #GivingTuesday has helped nonprofits increase their own capacity and has empowered 45,000+ organizations in over 71 countries to give back the Tuesday after Thanksgiving.

- Raised more than $116.7 million on #GivingTuesday for charities in the US (up from $45.68M in 2014)
- Earned more than 1.5 billion media impressions
- Engaged leading voices—from President Obama and Bill Gates to Justin Bieber and Ellen DeGeneres—to promote the movement and encourage philanthropy at all levels
#GivingTuesday Stats
INSIDE THE GROWTH OF THE MOVEMENT

- $116.7 MILLION TOTAL DOLLARS RAISED
- 1.08 MILLION TOTAL GIFTS
- $107.47 MEAN GIFT SIZE
- 698,961 TOTAL DONORS
- 1.3M TOTAL SOCIAL MEDIA MENTIONS RELATED TO #GIVINGTUESDAY
- 114 BILLION IMPRESSIONS ON TWITTER
- 917,313 USERS REACHED ON FACEBOOK

Online Giving in Millions:


71 COUNTRIES AROUND THE WORLD PARTICIPATED

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Google Is On the Bandwagon

WHEN PEOPLE SEARCH ONLINE MAKE IT EASY FOR THEM TO FIND YOU AND DONATE!
Great Examples of #GivingTuesday Co-Branding

LEVERAGE THE #GIVINGTUESDAY BRAND TO STRENGTHEN YOUR NONPROFIT
Creativity and Collaboration Examples

#GIVINGTUESDAY CAMPAIGNS WITH STYLE
How Do I #UNselfie?

ENCOURAGE ALL SUPPORTERS TO POST AN UNSELFIE TO THEIR FEED ON #GIVINGTUESDAY

Step 1: Take a “selfie” with a caption (or have it on the card in the picture) explaining how or why you and/or your friends are “giving” this year.

Step 2: Always use the hashtags #UNselfie and #GivingTuesday in the text of your post.

Step 3: If you want your friends and family to donate include the donation link (and/or text-to-give keyword if you have one) in the text of your post.

Step 4: Post your unselfie to Instagram, Facebook and/or Twitter and share with your friends.
Civic Pride at the Top Level

LAST YEAR #GIVINGTUESDAY BECAME RECOGNIZED AS A “UNIQUELY AMERICAN HOLIDAY”

On this uniquely American holiday, we also remember that so much of our greatness comes from our generosity. There’s the generosity of Americans who volunteer at food banks and shelters, making sure that no one goes hungry on a day when so many plates are full. There’s the generosity of Americans who take part not just in Black Friday and Cyber Monday, but Giving Tuesday -- recognizing that in the holiday season, what you give is as important as what you get.

R.E.M. FACTORS

S. RES. 323

Supporting the designation of December 1, 2015, as “#GivingTuesday” and supporting strong incentives for all people of the United States to give generously.

IN THE SENATE OF THE UNITED STATES

DECEMBER 1, 2015

Mr. SCHUMER (for himself, Mr. TAYLOR, Ms. STELWEN, and Mr. ROBERTS) submitted the following resolution, which was referred to the Committee on Finance.
An International Social Media Frenzy

CELEBRITIES AND LEADERS FROM ALL WALKS OF LIFE SHOWCASED NONPROFITS THEY LOVE
In the News Around the World

TV, RADIO, NEWSPAPERS, MAGAZINES, AND BLOGS UNITE

Stand together with Guardian US to support refugees around the world

WHAT WILL YOU GIVE TELL US!

#GIVINGTUESDAY

GivingTuesdayMSNBC.com

MSNBC SIGNATURE MEDIA PARTNER OF #GIVINGTUESDAY

Season of Kindness

#GivingTuesday: Why giving is an expression of faith

By New York Faith Leaders

As we approach the holiday season, the excitement builds — this time of year gives us breaks from school and vacations from work. Time to gather with those we love, to watch a parade or a football game, and to share festive meals. These are occasions to express gratitude to God and people we cherish — and to reflect, as families and communities, on the gifts we have and too often take for granted.

This time of year often affords us opportunities to share a tale with people of different views and opinions and backgrounds. We are not always good at doing that right now. Powerful forces are deliberately and incessantly working to divide us, at home and around the world. We are not always good at doing that right now. Powerful forces are deliberately and incessantly working to divide us, at home and around the world. We need to commit ourselves to what unites us across cultures, geographies and faiths. Among the most meaningful and enduring of those unifying forces is the power of giving.

Giving — the act of taking care of one another — is fundamental to faith traditions because it is the embodiment of our shared humanity. Our traditions of giving endure because they require us, in a very
Go to GivingTuesday.org and Register Today

ALL NONPROFITS ARE ENCOURAGED TO JOIN IN THE MOVEMENT

Feel free to contact:
Jessica Schneider
jschneider@92y.org
with any questions!
Beth’s Blog

Day of Giving
Best Practices for Campaign Success

Beth Kanter
Blogger, Trainer & Nonprofit Innovator
Challenges and Opportunities

YES, YOUR NONPROFIT SHOULD LAUNCH A CAMPAIGN!

Common #GivingTuesday excuses:
- I don’t have time to plan anything new
- There’s too much noise and no one will pay attention to my cause
- I don’t want to bombard my donors with another solicitation

The benefits of day-of-giving campaigns:
- They don’t require an extended time commitment
- They have a quick build-measure-learn cycle
- They’re a great opportunity to collect info and data points
- They’re an easy way to help your org test things out

Campaign testing DOs: always be testing!
- Just go for it, don’t focus on perfection—you can always improve
- Today’s communication channels are complex, meaning you need a culture of continuous improvement in your organization
- A/B testing is your best friend

Campaign testing DON’Ts: don’t overdo it!
- Trying to test too much: focus on only one variable at a time
- Overcomplicating things: keep it simple!
Secrets to Success

USE BRAND AMBASSADORS TO EXPAND YOUR REACH

Social media ambassadors do (some of) the work for you.
- People trust people more than brands
- They expand your reach and reach out to people you wouldn’t have
- They amplify your voice on their own communication channels

How to find social media ambassadors:
- Do some research: figure out who is in the space, engages with your organization, and has a social following that trusts them
- Look through your social channels or donor database
- Recruit through your social networks by asking followers to sign up
- You can also use your organization’s own board members!

Give your ambassadors what they need to succeed:
- Reach out to those who you choose to be an ambassador
- Create a toolkit with collateral for them to share
- Set up communication channels, check in and keep them up to date
- At the end of your campaign, thank and acknowledge them
Top Tips for #GivingTuesday
HOW TO GUARANTEE YOUR CAMPAIGN PERFORMS

Beth’s Top Tips:

1. Start planning early and prepare your nonprofit (6+ weeks)
2. Make sure you have measurable goals
3. Take notes DURING your campaign—just jot stuff down
4. Set aside time for an after-action review of your #GivingTuesday campaign within your org to identify strengths and weaknesses

Remember... #GivingTuesday is supposed to be fun and exciting! It’s about joining something bigger than your organization, pushing the needle, and raising the importance of philanthropy during the giving season not just for your organization, but for everyone.
Pre-Order Beth’s New Book!

The Happy, Healthy Nonprofit: Strategies for Impact without Burnout - By Beth Kanter and Aliza Sherman

The book shares why, what, and how your nonprofit can tie personal well-being to your passion for your organization’s mission in order to help your nonprofit sustain impact, with tips and tricks for nonprofit leaders as well as the latest thinking about self-care and well-being in the workplace.

Pre-order now on Amazon
Go to bit.ly/happyhealthynpbook

Book releases on September 24, 2016
Setup Guide to Help Supercharge Your #GivingTuesday

Jeremy Koenig
Creative Director & Product Designer
Create Your #GivingTuesday Page and Keyword

KEEP YOUR CALL TO ACTION CONSISTENT OVER EVERY CHANNEL FOR MAXIMUM DONATIONS

Truth:
Texting a keyword is the easiest way for a donor to get to your donation page in response to a photo, video, or at a live event.

Did you know:
Text-to-donate triggers automatic reminder messages.

Truth:
Clicking a link is the easiest way for donors to give in response to a post, email, or text.

Did you know?
Donors have the most confidence when they go directly to your homepage to donate.

Text DARROW to 51555 or go to darrowschool.org to give!

Example for demo purposes only (try the keyword for yourself)
Collect Maximum Donations

YOUR WEBSITE DONATE BUTTON AND YOUR TEXT REPLY SHORTLINK GO TO THE SAME PAGE

Best practice:
Your donate button should stand out on your main menu and when clicked should go directly to your secure and mobile friendly page.

Best practice:
When you only have one donation page you can measure exactly how much was received for each campaign.
Link Your #GivingTuesday Page to Your Facebook Donate Button

Did you know?
You can embed your donation page on your Facebook page and insert your link as your web URL in your Instagram bio.
Synchronize All Fundraising Channels

**Best Practice:**
Use #GivingTuesday as an opportunity to strengthen traditional channels with digital fundraising solutions.

QR codes should go directly to your #GivingTuesday page.

**Best Practice:**
Make sure that your emails are mobile-friendly as more than half of all emails are read on a mobile device.

Your donate button should go directly to your #GivingTuesday donation page.
Best Practice:
Be sure to include donation instructions in text and on images/videos that you post on Facebook, Instagram and Twitter.

Best Practice:
Use text messages to remind supporters of important opportunities.
A well-timed text can have a huge impact on how many people respond to your campaign as 90% of messages are read within 3 minutes.

Did you know?
In minutes, nonprofits can upload and validate their entire donor database for mobile numbers.
Show Real-Time Results and Automatically Email Tax Receipts

Best Practice:
Share the link to your #GivingTuesday thermometer throughout the day of giving to showcase donors and encourage volunteers!
Remember... It’s All About Ambassadors!
EVERY SUPPORTER YOU HAVE SHOULD BE EMPOWERED TO PROMOTE YOUR NONPROFIT

Best Practice:
The more you provide your ambassadors with training, content to share, encouragement and support, the more your #GivingTuesday campaign will be a success!

#UNSELFIE
I’m giving because Darrow is to the best school for kids!

Text DARROW to 51555 or go to darrowschool.org to give!
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

Jessica Schneider
Director of Strategy & Collaboration

Beth Kanter
Blogger, Trainer & Nonprofit Innovator

Jeremy Koenig
Creative Director & Product Designer

Lindsey Newman
Senior Copywriter & Social Media Expert
MobileCause provides end-to-end mobile and online fundraising software for a new generation of donors. To speak directly to a fundraising expert about implementing solutions for your organization please call (888) 661-8804 or go to mobilecause.com/demo