YOUR #GIVINGTUESDAY GAME PLAN
SPEAKERS

Sean Kerr
Founder & COO

Christy Noel
VP Digital Marketing Services
WEBINAR AGENDA

#GivingTuesday Overview

#GivingTuesday Google Ad Grant Strategy

#GivingTuesday Game Plan

#GivingTuesday Campaign Overview
Poll

Have you conducted a #GivingTuesday fundraising campaign before?

1. Yes
2. No
#GIVINGTUESDAY OVERVIEW

Sean Kerr
Founder & COO – Cause Inspired Media
#GivingTuesday

• #GivingTuesday is a global day of giving that started in 2012, fueled by the power of social media and collaboration

• Celebrated on the Tuesday following Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season

• It’s a simple idea to bring together your community and your organization, find a way to give back and then share your idea
Google Ad Grants Policy Updates

• New bidding types – Maximize Conversions, Target CPA, Target ROAS
• Ability to go beyond $2/Click
• Data, data, data
• Timing is everything
Map Your Google Ad Grants Strategy

- Understand why someone would donate to you
- Tell your story in a compelling way
- Make sure your website or page has strong value
- Get your ads up and running well before #GivingTuesday
Auxiliary Factors to a Successful Short Term Google Ads Campaign

- Social media
- Get in the news
- Update your blog
#GivingTuesday harnesses the potential of social media and the generosity of people to bring about real change in their communities
#GIVINGTUESDAY GAME PLAN

Christy Noel
VP Digital Marketing Services – MobileCause
Plan

- Establish your goals
- Identify your communication channels
- Create your campaign calendar
- Identify match opportunities or incentives
- Set up your campaign website or page
- Segment donor lists
- Develop mobile-friendly donation pages
Produce

- Identify key components of your storytelling
- Develop your stories to inspire giving
- Create meaningful videos with an ask
- Gather images and selfies for posts
- Design email communications
- Write text messages
- Establish groups of ambassadors
Promote

- Build multi-channel communications
- Include images or video with every message
- Increase your number of social media posts
- Provide updates on goal progress
- Publicly acknowledge donors on social media and tag them
- Use #GivingTuesday hashtag and capture #Unselfies
Acknowledge

• Write personal thank you notes to donors and volunteers

• Share campaign updates and how gifts will be used

• Create donor spotlights

• Continue to cultivate donors

• Give shout outs on social media with images or video with a campaign recap
Having a #GivingTuesday Game Plan will help you achieve your goals and solidify lasting relationships with your supporters.
“Having the support from MobileCause’s Digital Marketing Services team for this year’s #GivingTuesday campaign was a total game changer.”

– Heather Edney, Director

Digital Marketing Services Success
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 at 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 Digital Marketing Services 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.

CAMPAIGN IMPACT

91
Doubled number of donors as part of campaign outreach

$14,303
Grew on and offline donations by 150%+ from the previous year

$157
Doubled average gift amounts from new and existing donors
Text CHOC to 41444 or visit choc.org to give

GOAL
$50,000

RAISED
$27,030

REMAINING
7 days 7 hours 58 minutes 15 seconds

THANK YOU TO OUR 222 DONORS
- So $10
- Madge Gallo $100
- Eulalia Brogan $90
- So Flournoy $20
Poll

What has been the biggest challenge you’ve faced so far on #GivingTuesday?

1. Donor burn out – how do I get my donors to keep giving?
2. Creating a successful campaign with limited resources
3. Making my nonprofit stand out on #GivingTuesday
4. Expanding my reach to new donors
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to 4-MinTour.com