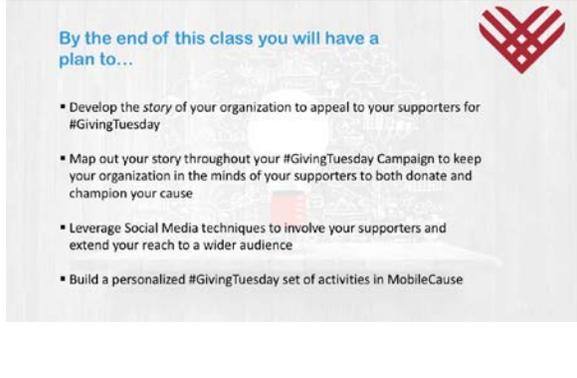


MobileCause
▶▶ Academy

#GI  ING TUESDAY

Welcome to this class on the strategies of #GivingTuesday.

#GivingTuesday has been around since 2012, so a large number of people already know about it. While educating your potential donors to give this November is still important, #GivingTuesday needs to be about how to differentiate your organization from all the others.

 <p>Our Team</p> <p>Xanika Covington Digital Marketing Services</p> <p>Leah Libolt Digital Marketing Services</p> <p>Scott Couchman Training Manager</p> <p>MobileCause</p>	<p>In this session, we will hear the strategic expertise of our Digital Marketing Team, including Xanika Covington and Leah Libolt. And then we'll touch on some of the tools in MobileCause with Scott Couchman.</p>
 <p>Storytelling Planning Social Media MobileCause Tools</p> <p>AGENDA</p> <p>MobileCause</p>	<p>For this class, we'll cover the following four components to your #GivingTuesday campaign:</p> <ul style="list-style-type: none">• How to use and structure your Storytelling for your Campaign• Planning and scheduling your communications to keep your organization in the minds of your supporters• How to use Social Media to engage your audience and inspire them to give.• Ways to use your MobileCause tools for #GivingTuesday, to keep your supporters interested and involved.
 <p>By the end of this class you will have a plan to...</p> <ul style="list-style-type: none">▪ Develop the story of your organization to appeal to your supporters for #GivingTuesday▪ Map out your story throughout your #GivingTuesday Campaign to keep your organization in the minds of your supporters to both donate and champion your cause▪ Leverage Social Media techniques to involve your supporters and extend your reach to a wider audience▪ Build a personalized #GivingTuesday set of activities in MobileCause	<p>By the end of this class you will have a plan to...</p> <ul style="list-style-type: none">• Develop the story of your organization to appeal to your supporters for #GivingTuesday• Map out your story throughout your #GivingTuesday Campaign to keep your organization in the minds of your supporters to both donate and champion your cause

	<ul style="list-style-type: none"> • Leverage Social Media techniques to involve your supporters and extend your reach to a wider audience • Build a personalized #GivingTuesday set of activities in MobileCause
 <p>MobileCause Academy</p> <p>Storytelling</p> <p>#GIVINGTUESDAY</p>	<p>To start your campaign, you need to think about your story.</p>
 <ol style="list-style-type: none"> 1. Introductions 2. Plot 3. Adversaries 4. Conflict 5. Resolution 	<p>Effective storytelling is the same, no matter the medium. You can place the story of your organization in a in a movie-like framework. The structure we'll use for your #GivingTuesday story is a five-part story:</p> <ol style="list-style-type: none"> 1. Introduce the main characters (the good guys) 2. What is the plot line? 3. Introduce the villain or adversaries 4. The fight of good vs. evil or the conflict 5. Resolution
 <p>Once upon a time...</p> <p>Introductions: Who We Are</p>	<p>1. Once upon a time...</p> <p>We all know that every good story starts with an EXPOSITION. Your organization is no different. When gearing up for #GivingTuesday, start by introducing – or re-introducing– the main characters in your organization’s story, namely your beneficiaries or “faces of the organization”.</p> <p>When people give on #GivingTuesday, they want to know who they are giving to, so it is important to make this clear from the outset.</p>

Note: even if the beneficiary of your organization is not a person, or group of people, the goal is to highlight the noun or object being positively impacted (*ex: the school district, the city of Boston, the animals, etc.*)

EXAMPLE:
This is Luthando. Each day, Luthando wakes up at 4 am and walks over 17 km to reach his school on the outskirts of a small village in rural Kenya. Luthando’s class has 36 students, all of whom share one text book that is provided for the class.

The average ratio of students to textbooks in Northeast Kenya is 52:1 .

Luthando is one of thousands of young learners in Northeast Kenya whose access to textbooks is severely limited.



2. What do the main characters do?

It might seem obvious, but it is easy for you to get so caught up in preparing for #GivingTuesday, that you forget to actually tell people what you are doing. It is critical in a successful #GivingTuesday campaign to tell your supporters what your organization is dedicated to, otherwise they won't know how their potential contribution impacts the main characters.

Update your supporters in the lead up to #GivingTuesday. What new programs have you launched? What have you been doing this year to advance your organization’s mission? Share your story!

EXAMPLE:
Books for Kenya has been dedicated to providing textbooks to students like Luthando for over 8 years. Each year, we make three trips down to Luthando’s village

	<p><i>and surrounding areas in Northeast Kenya to deliver new and recycled textbooks directly to the schools in impacted areas.</i></p> <p><i>Through strengthening relations with local teachers, we are able to find out which subjects students will be learning next semester, and conduct fundraising drives throughout the year to acquire the correlative textbooks each student needs. Last year alone we were able to increase the quantity of books delivered by 220.</i></p>
 <p>Conflict: Obstacles to Doing What We Do</p>	<p>3. But every story has a villain...</p> <p>Unfortunately, a good story would not be complete without a bad guy. For nonprofits, the evil character takes shape in the form of any obstacles you are currently facing.</p> <p>What is/are the main issue(s) facing the main characters in your story? What is preventing good from prevailing? Is it a lack of funding to expand a school in an impacted school district; or trouble delivering goods to homeless people in rural communities?</p> <p>Problematize the issues your organization is facing so that you can set yourself up to show how the donor can help!</p> <p><i>EXAMPLE:</i> <i>Still, our efforts are fraught with challenges. Last year, when trying to deliver a shipment of books to one of the schools outside a rural village, the small delivery truck we had access to broke down while navigating a windy, unpaved road. The truck had to be left and the books were unable to be delivered to the students.</i></p> <p><i>The roads our team navigate in rural Kenya can hardly be considered roads. Sometimes it takes over 6 hours to drive less than 80 miles due to extreme conditions and lack of easy</i></p>

	<p><i>access to rural areas. Were it not for the service delivery trouble, we would have been able to provide over 400 more books to students last year.</i></p> <p>In this case, the ‘villain’ is quite simply the lack of infrastructure in Northeast Kenya.</p>
	<p>4. The battle of good vs. evil</p> <p>This section is all about IMPACT, and there are a few key elements to making your story impactful. First, you must convey your plan of action.</p> <p>Since your audience now knows who your beneficiaries are, and what obstacles they face, you need to create and communicate your plan of action to help good prevail over evil. Second, it is important to convey your plan before #GivingTuesday so that, when the day comes, your audience is prepared to help you fight your battle.</p> <p>On #GivingTuesday, communicate regular updates on the status of your campaign; let your donors know how close (or far) you are to reaching your goal. Continue to express the impact that can be achieved with donor engagement. The objective is to make your story suspenseful, as if your audience is watching an action film!</p> <p><i>EXAMPLE:</i> <i>This #GivingTuesday we are raising \$20,000 to purchase a new heavy-duty service delivery truck to transport books from Nairobi airport to the rural villages in Northeast Kenya.</i></p> <p><i>If we had this last year, we would have been able to safely transport the 400 books that got left behind. We would have impacted 400 more students lives.</i></p>

With a new truck, we will be able to transport even more textbooks to young learners and decrease the number of students sharing textbooks in class.

You have the power to help take the ratio of students to textbooks from 52:1 to 4:1 in one year by supporting our #GivingTuesday campaign.



5. Resolution

Halting communication with your donors immediately after #GivingTuesday is like switching off a suspenseful movie right before the bad guy meets his end—don't do this to them! You've spent all this time building them up and getting them into the storyline, don't cut them off now.

The key is to keep communicating over the next few weeks.

Even if you do not reach your fundraising goal on #GivingTuesday, let the donor know this. If anything, it may motivate them to give another year-end gift, and maybe give more.

Conversely, if you smash your goal, let your constituents know. Again, outline your plan of action for implementation and keep them in the loop. #GivingTuesday will end, but your organization's story should not!

EXAMPLE:

Thanks to the overwhelming support we received from all of you this #GivingTuesday, we exceeded our goal of \$20,000 by \$3,487. Now, not only are we now able to purchase a heavy-duty truck to help transport textbooks, we are investing the additional \$3,487 in an estimated 2,000 brand new textbooks for three schools up in the Northern-most province of Kenya – an area we were not

able to access last year. By choosing to give to our campaign, you have enabled hundreds of rural schoolkids to have their own textbooks, increasing their ability to learn and study independently.



The Resolution can feel like your credits scene in your movie. But like so many action movies, there can be an after credits scene teasing the next story.

While you should wrap up your #GivingTuesday campaign and share your successes, consider encouraging your supporters to "stay tuned" for the next chance to help! Maybe a Year End Giving campaign?



Now that you have your story outlined, it's time to plan out how to share that story with your supporters.

Types of Communication

	Mail	Social	Email	Text	5 Part Story Elements
Exposition	M [envelope icon]	S [thumbs up icon]	E [envelope icon]	T [text icon]	1. Introductions 2. Plot 3. Adversaries
Impact	M [envelope icon]	S [thumbs up icon]	E [envelope icon]	T [text icon]	3. Adversaries (continued) 4. Conflict
Ask	M [envelope icon]	S [thumbs up icon]	E [envelope icon]	T [text icon]	4. Conflict (continued) 5. Resolution
Stewardship	M [envelope icon]	S [thumbs up icon]	E [envelope icon]	T [text icon]	5. Resolution (continued)

Reach your supporters through all the communication methods:

- Physical Mail
- Social Media
- Email
- Text

You can build the communication part of your campaign through the four categories.

- Exposition
 - Your Introductions and your Plot from your story are in your Exposition.

You can bring in your Adversaries here too.
- Impact

	<ul style="list-style-type: none">○ You can start your Impact phase with your Adversaries, but the main focus should be your Conflict.● (The) Ask<ul style="list-style-type: none">○ A blend of your Conflict and your Resolution will be part of your Ask: Telling your supporters how you will reach your goal, but also telling your progress toward your goal.● Stewardship<ul style="list-style-type: none">○ This is the resolution. Tell your supporters, new and old how the campaign went. <p>On your calendar (see the next page), you can build up your story like a movie so the big action occurs on #GivingTuesday.</p>
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Communication Calendar

Key

Channel

M: Mail

S: Social

E: Email

T: Text

Type

● Ask

● Exposition

● Impact

● Stewardship

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 29	Oct 30	Oct 31	November 1	2	3	4
	M [M]	[Pumpkin]			S [Like]	
5	6	7	8	9	10	11
		E [Envelope]		S [Like]	T [Text]	
12	13	14	15	16	17	18
		S [Like]		S [Like]	T [Text]	
19	20	21	22	23	24	25
		E [Envelope]		[Turkey]	Morning E [Like] Mid-day S T [Like]	Black FRIDAY
26	27	28	29	30	Dec 1	Dec 2
	Morning E [Like] Mid-day S T [Like]	Morning E S T [Like] Mid-day S T [Like] Evening S T [Like]	E S T [Like]	M [Mail]	S T [Like]	

- Start and end your campaign with physical mail.
- Use your Fridays for Texting. Tuesdays and Thursdays can alternate between email and social media.
- The first two weeks of November is where you start to tell your story.
- The next two weeks, through Thanksgiving week, tell the impact.
- The day before and on #GivingTuesday, give your Ask
- For the rest of the week, remember your stewardship: let people know how you did!



Get your supporters involved and engaged by using Social Media.

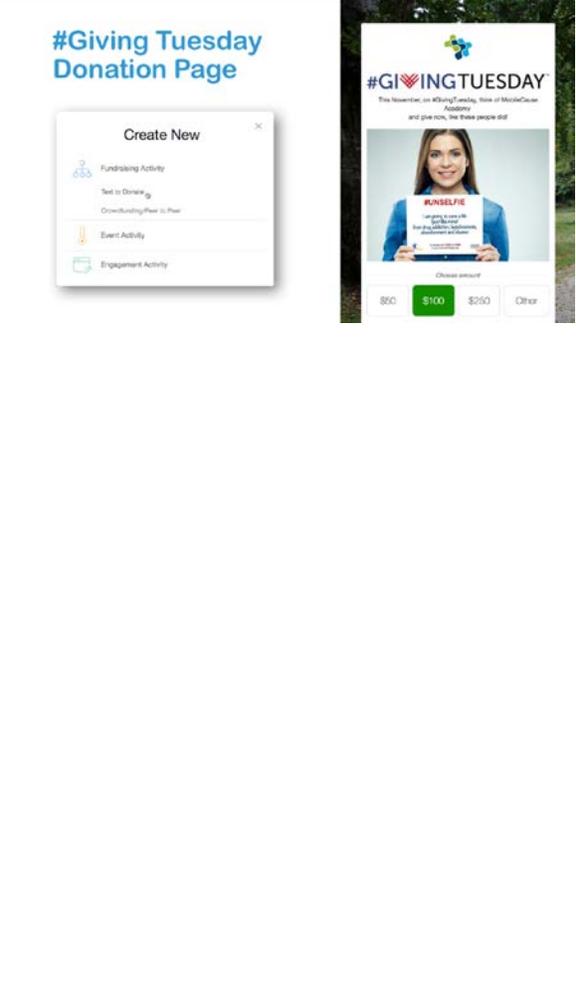


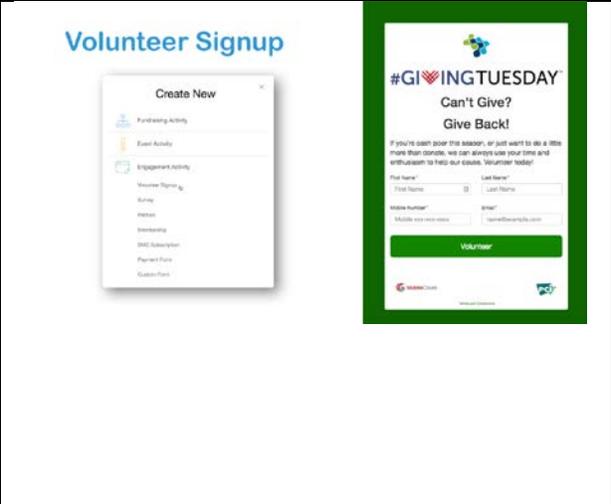
Encourage All Supporters to Give Online and Post an Unselfie to Social Media.

The more touchpoints you have the more money you will collect:

- Facebook and Facebook Live
- Instagram and Instagram Stories
- Twitter

	<ul style="list-style-type: none"> • Snapchat • LinkedIn • Pinterest <p>Download the Unselfie Template:</p> <ul style="list-style-type: none"> • PowerPoint • PDF
<p>Images as a Thermometer</p>  <p>Accompanying Message: You've let us reach our goal of 450 books for #GivingTuesday and we've funded 476 books so far. Can we reach 600? http://igt.us//live/in</p>	<p>Build a Thermometer of progress that you can share when you reach milestones. Make it personal, about what you will do, not just the money you raise.</p> <p><i>For example, show that you've raised enough to give the gift of 450 books instead of the dollar amount going toward those books.</i></p>
<p>Live Stream #GIVINGTUESDAY <small>TAKE YOUR ORGANIZATION TO THE WORLD!</small></p>  <p>YouTube LIVE</p> <p>#GIVINGTUESDAY</p>	<p>Nonprofit organizations of all shapes and sizes can live stream #GivingTuesday events to friends, family, alumni, volunteers, ambassadors, and donors around the world in an instant.</p> <p>This example used YouTube Live.</p>
<p>Live Stream #GIVINGTUESDAY <small>TAKE YOUR ORGANIZATION TO THE WORLD!</small></p>  <p>f LIVE</p> <p>#GIVINGTUESDAY</p>	<p>This example used Facebook Live. Post the link to your donation page in the description.</p> <p>Best practices for live streaming #GivingTuesday fundraising events:</p> <ul style="list-style-type: none"> • Empower supporters who can't attend your campaign or in-person event to join the event on Facebook Live • Show your impact in action, be out in the community making a difference • Feature the Executive Director sharing how the money raised will be used • Hear from people who have been impacted by your work

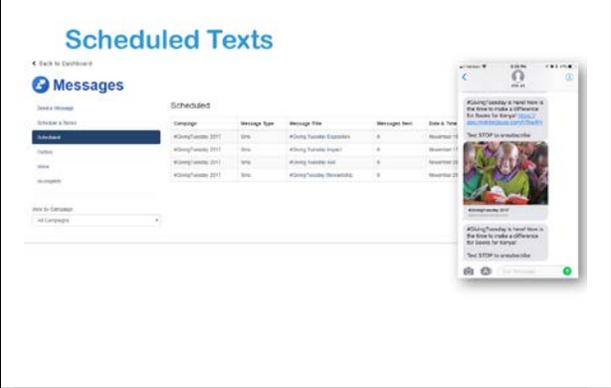
	<ul style="list-style-type: none"> • Mention donor names or online comments during the broadcast • Every cause can now easily create a culture of worldwide participation for #GivingTuesday!
	<p>MobileCause can help you with your campaign.</p>
	<p>The core of your #GivingTuesday campaign will, of course, be your Text To Give Donation page.</p> <p>This is where you can further engage your supporters is by continually modifying your #GivingTuesday Donation page throughout your campaign.</p> <p>Add new sections and Add Custom Fields of supporters showing their #UnSelfies or videos of them helping.</p> <p>With the Show/Hide switches, you can queue up several at once, and then just switch them on and off throughout the day.</p> <p>Add a disclaimer with the Custom Fields: Custom Message and Checkbox that your supporters can select, allowing you to use their name or image or video for the campaign.</p> <p>For Form Design tips, click here. For information on the Custom Fields, click here.</p>



You want to engage your supporters, get them involved to champion your organization for you. So, consider adding a Volunteer Signup Page from the Engagement Activities.

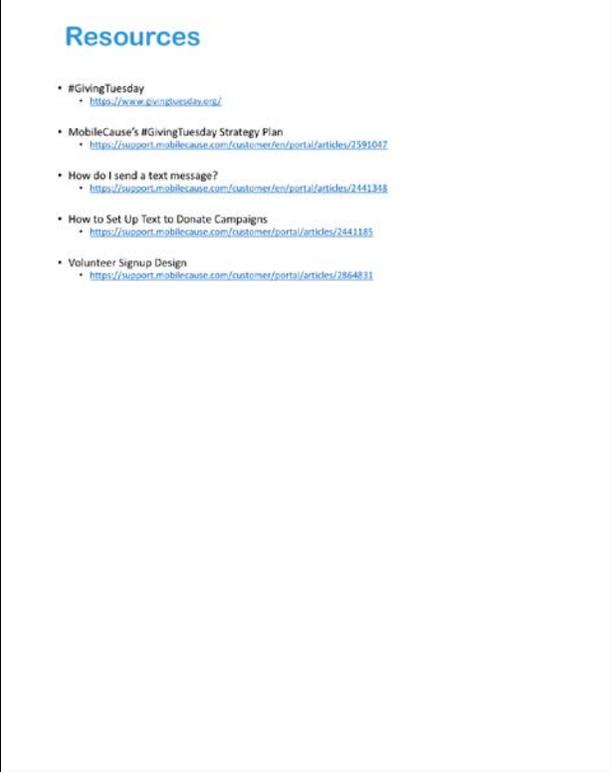
Let them know that if they can't give (money) then maybe they can give time. Or maybe they can do both.

For more on setting up a Volunteer Signup form, [click here](#).



Under Communication & Marketing, build all your text messages in one sitting while you have your story in mind, and then just schedule the dates and times for each message to automate the texting side of your communication campaign.

For more on Sending Text messages, [click here](#).



#GivingTuesday
<https://www.givingtuesday.org/>
 For #GivingTuesday images, further strategies and more, go to the official #GivingTuesday site.

MobileCause's #GivingTuesday Strategy Plan
<https://support.mobilecause.com/customer/en/portal/articles/2591047>

How do I send a text message?
<https://support.mobilecause.com/customer/en/portal/articles/2441348>

How to Set Up Text to Donate Campaigns
<https://support.mobilecause.com/customer/en/portal/articles/2441185>

	<p>How do I add Custom Fields & Sections to Donation Forms https://support.mobilecause.com/customer/en/portal/articles/2441159</p> <p>Volunteer Signup Design https://support.mobilecause.com/customer/en/portal/articles/2864831</p>
 <p>MobileCause Academy</p> <p>Closing</p> <p>#GIVINGTUESDAY</p>	<p>The story will get your supporters engaged. Describing the good you can and will do, will help energize your supporters to your cause.</p> <p>Break out your story over the month so you are continually engaging and reaching your donors toward the excitement that can be your #GivingTuesday.</p> <p>Get your supporters involved with Social Media through things like #UnSelfies and Live broadcasts.</p> <p>Broadcasts don't even need to be anything big. They can be as simple as you telling your story while thanking your donors as they donate.</p>
<p>Handouts</p> 	<p>Get this guide and the Strategy Plan workbook on the MobileCause GivingTuesday page.</p>
 <p>#GIVINGTUESDAY</p>	<p>Questions?</p>

<p>Why use Digital Marketing Services?</p> <p>We develop your campaign strategy and communication plan. You focus on connecting with your donors.</p> <p><small>Our team of Digital Marketing Strategists have experience in nonprofit management and are power users of MobileCause. Using best practices and extensive fundraising, marketing and communications experience, the team provides fully integrated development and setup of your campaigns. Enabling you to spend your time executing programs and connecting with your constituents, Digital Marketing Services help you:</small></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Acquire new donors</p> </div> <div style="text-align: center;">  <p>Increase money raised</p> </div> <div style="text-align: center;">  <p>Establish recurring gifts</p> </div> <div style="text-align: center;">  <p>Strengthen donor relationships</p> </div> <div style="text-align: center;">  <p>Present your story</p> </div> </div> <p>http://mcause.us/dmsinfo Text DMSINFO to 41444</p> <p><small>MobileCause</small></p>	<p>As 2017 quickly comes to a close, your #GivingTuesday and Year-End Giving campaigns should be jumping into high gear. Many organizations are short-handed and do not have the time or resources to build a campaign properly. Let the MobileCause Digital Marketing Services setup your campaign(s) for you to help reach your goals more efficiently and effectively. Our digital marketing strategists will develop and implement:</p> <ul style="list-style-type: none"> • A 30-day campaign calendar • A compelling story to connect donors with your cause • Branded #GivingTuesday online giving forms • A communication plan of action for the big day <p>To request Digital Marketing Services for your nonprofit organization, click here.</p>
<p>MobileCause Academy</p> <h2 style="text-align: center;">Year End Giving</h2> <p style="text-align: center;">Thursday, November 30, 2017 11:00 am Pacific / 2:00 pm Eastern</p> <p style="text-align: center;">http://mcause.us/mcaye</p> 	<p>Sign up for our next MobileCause Academy class on Year End Giving Strategies by clicking here.</p> <p>Thursday, November 30, 2017 11am Pacific / 2 pm Eastern</p>
<p>MobileCause Academy</p> <h2 style="text-align: center;">Weekly Training</h2> <ul style="list-style-type: none"> • Mondays, Wednesdays, Thursdays <ul style="list-style-type: none"> • MobileCause 101: Basic Overview • Tuesdays <ul style="list-style-type: none"> • November: #GivingTuesdays • December: Year End Giving • New Feature Fridays <ul style="list-style-type: none"> • New content every month! 	<p>Every day MobileCause Academy offers live training for your MobileCause needs.</p> <p>Mondays, Wednesday and Thursdays, we normally have the MobileCause 101 class to get to know your account as a new user of the platform.</p>

	<p>Tuesdays, in November, we will cover the same #GivingTuesday strategies as from this session. In December, we will shift this over to Year End Giving Strategies.</p> <p>Fridays, we discuss the new features released in MobileCause. The content will update monthly, so be sure to check back every month to see the latest features in action.</p> <p>Click here to see the schedule.</p>
<p>Thank You!</p>  <p>MobileCause</p> <p>#GIVINGTUESDAY</p>	<p>Thank you!</p>