Our time together today
• Tap into the collective wisdom
• Access ideas, tools, processes, resources
• Create connections
• Create accountability
Who is in the room?
First and Second Interactions for Return Donors

<table>
<thead>
<tr>
<th>First Interaction</th>
<th>Second Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation</td>
<td>Donation</td>
</tr>
<tr>
<td></td>
<td>Recurring</td>
</tr>
<tr>
<td></td>
<td>Fundraiser</td>
</tr>
<tr>
<td></td>
<td>Ticket</td>
</tr>
</tbody>
</table>

- Donation: 94%
- Recurring: 2%
- Fundraiser: 2%
- Ticket: 2%

#GTNWOOMastermind
82% of participating organizations use GivingTuesday to experiment or try something new.
Differentiate your organization

Sample Giving Tuesday Goals

- Tell people what we do with their donations
- Recruit volunteers
- Increase alumni giving online
- 100% Board participation
- Specific campaign for a mission project
- Introduce online giving
- Introduce recurring donations
- Raise specific dollar amount
- Create awareness of specific projects
- Year over year increase
- Replace lost income
- Community education on mission
- Share and talk about good experiences
Challenges

• Sustain momentum
• Competing priorities
• How do external events affect the campaign
• Negative perception of mission
• First campaign
• Technology
• Differentiate yourself on social media
• Competing with annual appeal