

BLACK FRIDAY, CYBER MONDAY...

# #GIVINGTUESDAY

11.28.17



DRIVE AWARENESS AND ATTRACT NEW  
DONORS ON THIS GLOBAL DAY OF GIVING

# #GIVINGTUESDAY: A GLOBAL DAY OF GIVING SOCIAL MEDIA EXPERIMENT

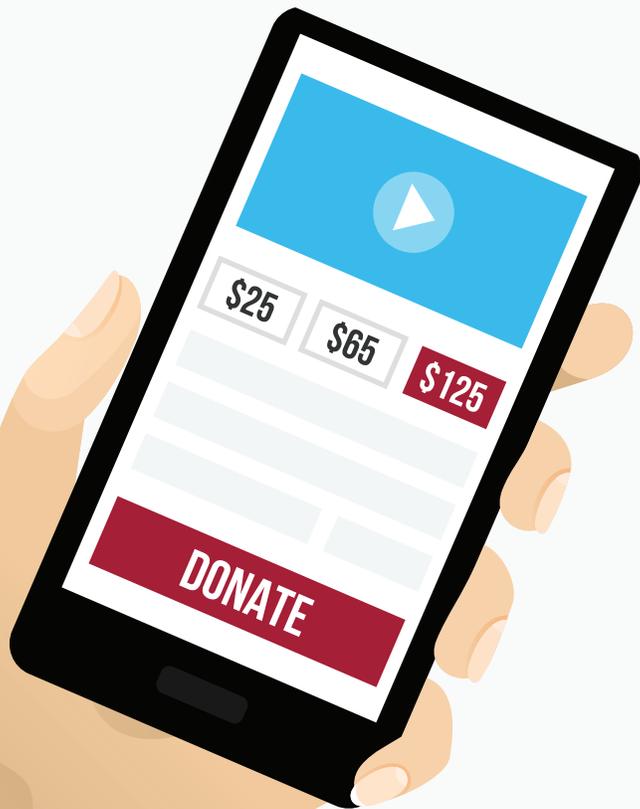
**November 28, 2017 is the sixth annual #GivingTuesday and will be one of the most impactful days of the year.**

Last year nonprofits collected more than \$177M (up from \$116M in 2015) on #GivingTuesday fueled by the power of more than 1.5B media impressions.

The time is now to develop a strategy for maximum exposure that will win over the hearts and minds of all your supporters and inspire them to make a donation on #GivingTuesday and post an #unselfie.



# WHAT WE'VE LEARNED FROM THE FIRST FIVE YEARS OF #GIVINGTUESDAY



## MOBILE + SOCIAL = HUGE RESULTS!

**#GivingTuesday is a social movement at its core and nearly 80% of all social media activity happens on a mobile device.**

Your ability to get people to share your campaign and make donations from a smartphone is paramount to success.

## IT'S ALL ABOUT NEW SUPPORTERS

**#GivingTuesday is a great way for your organization to connect with new supporters who would not have otherwise made a donation, or have never heard of your cause.**

Set clear supporter and donor acquisition goals to measure campaign performance and investment.



## #GIVINGTUESDAY INSPIRES MILLENNIALS

**Millennials (under the age of 36) prefer to give to causes that they hear about from their friends.**

Remember, young donors would rather get involved than just donate, so make it easy for them to volunteer and fundraise for your cause! Additionally, 67% of Millennials said they would be more inclined to buy a gift from a company that contributed to charity than one that did not.

# TOP 7 ONLINE GIVING TIPS FOR #GIVINGTUESDAY

## #UNSELFIE

I am giving to save a life  
(just like mine) from drug  
addiction and hopelessness

To donate text **TEEN** to **41444**  
or go to [teenchallenge.org](http://teenchallenge.org)

## 1. BRANDISH THE #UNSELFIE

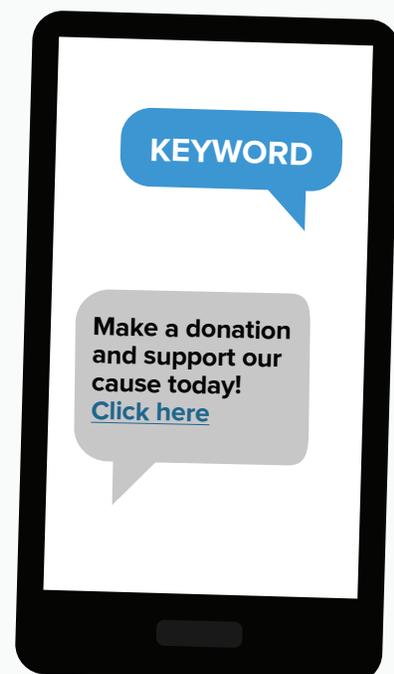
Encourage all your social media followers and activists to post an #unselfie with a handwritten message about why they are giving to your cause on Facebook, Twitter and Instagram and to replace their profile picture for the day.

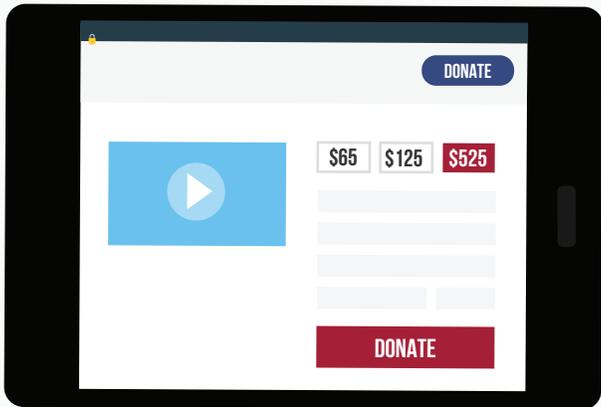
**Best Practice:** Provide a download link to a PDF sign that includes your logo and donation instructions that can be printed and used for #unselfie photos.

## 2. USE TEXT-TO-GIVE TO COLLECT DONATIONS OF ANY AMOUNT

Provide a text-to-give option to make it easy for supporters to donate in response to #GivingTuesday videos and photos. All they have to do is text your keyword and they'll receive a reply message containing a link to your donation page in which they can give any amount with a credit or debit card. The average text-to-give donation size is \$107.

**Best Practice:** Send three message reminders to those who text your keyword, but do not complete a gift. This drives fulfillment to 84%.





### 3. MAKE IT EASY TO GIVE ON YOUR WEBSITE FROM ANY DEVICE

Approximately half of the donations you receive on #GivingTuesday will come from supporters who go to your website and click the donate button on your header. Ensure that your donation page is mobile friendly with minimal fields to make it easy to give online.

**Best Practice:** If you do not have a responsive website, link your donate button to a stand alone mobile-friendly donation page that is secure.



### 4. RECRUIT AND TRAIN SOCIAL MEDIA AMBASSADORS

Ambassadors are active social media followers who agree to promote your campaign to their network of friends and family. Provide them with content, training and encouragement before, during and after #GivingTuesday.

**Best practice:** Show ambassadors how to create their own #unselfie posts and videos that they can use to promote your text-to-give keyword and website donation page.



## 5. CREATE VIDEOS THAT ENGAGE SUPPORTERS

Encourage supporters to donate on #GivingTuesday with videos that evoke an emotional connection between the cause, the benefactor and the donor.

Showing appreciation is one of the most important parts of #GivingTuesday. Every person who gives should receive a thank you message (post, email, text or note) that reinforces what their gift will do for your cause.

**Best Practice:** Create a compelling thank you video that autoplays after a donation is made or at the end of the campaign.



## 6. GET MATCHING DONATIONS FROM CORPORATE PARTNERS

People love to give when they know their donation will be matched! This is especially true on #GivingTuesday when you are working towards a specific fundraising goal.

**Best Practice:** Include partner logos on campaign photos, videos, and donation pages and provide content to corporate partners for them to promote on their website, with their employees and on their social media channels.



## 7. PROMOTE YOUR CAMPAIGN VIA SOCIAL MEDIA, EMAIL AND TEXT

Each supporter prefers to be communicated with in a unique way. Make sure you tailor your communications to meet the needs of different donor personas and profiles.

**Best Practice:** Validate the mobile phone numbers you already have and start sending text messages to your supporters who prefer this method of communication. 90% of text messages are read within 3 minutes.

# TOP 4 #GIVINGTUESDAY MYTHS EXPOSED



## 1. MYTH: YOU ONLY NEED MINIMAL PLANNING

#GivingTuesday success results from planning early and working towards measurable goals. Start by searching your lists of social followers, donors, board members and volunteers to find ambassadors.

**Best Practice:** Create a toolkit of scripts, posts, photos and videos that ambassadors can use and replicate to spread the word about your cause and raise donations.

## 2. MYTH: YOU CAN SET IT AND FORGET IT

Share campaign progress before, during, and after your day of giving to motivate ambassadors and inspire donors. Pre-plan communications for when the goal is 25%, 50%, 75% and 100% reached.

**Best Practice:** Publicly display a live fundraising thermometer to track campaign performance in real-time. You can shout out donor names while streaming on Facebook Live.





### 3. MYTH: ALL SOCIAL MEDIA POSTS ARE CREATED EQUAL

Make sure that you tailor messages, photos, and videos to the format and donor audience of each social media channel. Use social posting tools (like Hootsuite) to schedule and synchronize posts throughout #GivingTuesday.

**Best Practice:** The tone, style, length and size of your content, as well as your call-to-action, should be adjusted for each specific network: Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and Snapchat.

### 4. MYTH: MY DONORS WILL BE ANNOYED

#GivingTuesday is all about joining a global movement and inspiring people to do good! This is perhaps the one day of year that it is impossible to ask for donations too much, so use it to your full advantage.

**Best Practice:** Set a goal to connect with each donor persona in three different ways on #GivingTuesday. This increases donor likelihood to give by 50%.





**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 #GivingTuesday please call **(888) 661-8804** or go to **[mobilecause.com/free-consultation](http://mobilecause.com/free-consultation)****