

PURSUANT®

THE ULTIMATE
#GIVINGTUESDAY
FIELD GUIDE

Proven Tips, Ideas, and Examples to Help You Reach
More Donors and Raise More Money

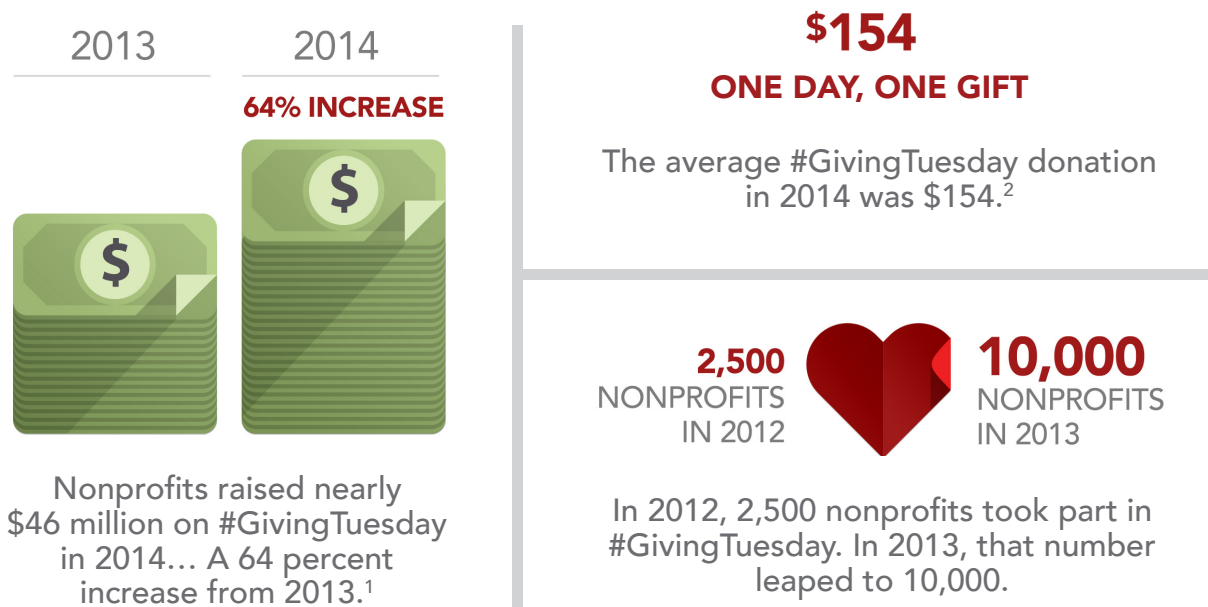


REBECCA GREGORY SEGOVIA & RACHEL MUIR

INTRODUCTION: A Day You Can't Afford to Ignore

#GivingTuesday has quickly become a philanthropic phenomenon that your nonprofit can't afford to ignore. Held the first Tuesday after the Thanksgiving holiday, it has become one of the most important days on the calendar for many fundraising professionals.

Here are just a few reasons why...



The statistics speak for themselves. The increasing popularity of #GivingTuesday has created an incredible opportunity for many organizations to reach more donors and raise more money. But it's also caused fundraisers to ask some very challenging questions...

How do you make your #GivingTuesday campaign stand out from all the others?

More importantly... how do you continue to cultivate relationships with the people who do give and turn them into lifelong donors?

These are the questions we want to answer in this resource. In the next few pages, we'll unpack everything you need to know in order to create a successful #GivingTuesday campaign.

Are you ready to maximize the opportunity you have through #GivingTuesday? Let's get started...

How to Make Your #GivingTuesday Stand Out Above the Rest

#GivingTuesday may only be a few years old, but it has had a profound impact and shows no sign of slowing down. Last year, there were more than 754,000 Tweets² sent with the #GivingTuesday hashtag.

With so many organizations beginning to maximize the opportunity of #GivingTuesday, how can you make sure your organization's case for support stands out?

Here are three things we encourage our clients to do in order to rise above the noise on #GivingTuesday:

1. Make sure your emails are optimized to convert.

If your emails don't clearly communicate your organization's case for support and why the recipient should care, the likelihood of it converting to a donation is very slim. Renew your focus on understanding constituent interests, tailoring messaging to constituent segments, and creating mobile-friendly emails and donation forms.

2. Send a "teaser" email the day before #GivingTuesday with your compelling case for support.

While most organizations put all their focus on taking advantage of the 24 hours they have on Tuesday, you should consider sending out an email a day early. This distinguishes your case for support a day ahead of time. Additionally, people are more likely to open emails from organizations and brands on Cyber Monday looking for deals and information. In fact, one of our clients experienced their highest average gift day on Cyber Monday last year.

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3. Be prepared to send two (or more) emails on #GivingTuesday.

We've seen a lot of success with our clients sending multiple emails in one day for specific time-sensitive campaigns. This is incredibly effective when you're close to achieving your goal. Treat #GivingTuesday as a single fundraising day. Don't just ask for money (although that's the point). Make sure you include pictures/stories of impact. Be specific on what the funds will help accomplish at your organization.

4. Find a major donor or corporation willing to make a matching gift.

Matching gifts provide an incredible opportunity for your organization on #GivingTuesday. Not only are you able to secure a significant donation, it also grabs the attention of your donors and increases their likelihood of giving. In fact, a matching gift can increase response rates by 71 percent and the average donation by 51 percent.³

Don't forget about corporate matching gift programs! 65 percent of Fortune 500 companies offer matching gift programs⁴. Add a box to your donation form for "My employer offers a corporate match" so you don't leave this money on the table.

Taking the time to consider how your organization can implement these ideas is essential for #GivingTuesday success. Don't be overwhelmed by the number of organizations competing for attention. Instead, develop a plan to engage donors at the right time, with the right message, and a compelling call-to-action.

Generating Real Impact: How to Convert, Upgrade, and Retain Your Donors on #GivingTuesday

A successful #GivingTuesday campaign demands a lot of planning. In fact, planning what you will do AFTER #GivingTuesday is just as important as, if not more than, all the planning you put into the big day.

Do nothing to meaningfully convert your first time #GivingTuesday donors into making a second gift and you will waste all the hard work you put into creating your campaign.

How to Convert, Upgrade, and Retain Your Donors on #GivingTuesday

Here are five things your nonprofit can do to effectively convert, retain, and upgrade the people who give to your cause during #GivingTuesday:

1. Follow a solid, actionable plan to acknowledge, thank, and welcome new donors properly.

More than likely, your organization is putting a lot of effort into your #GivingTuesday campaign to acquire new donors. In the same way, you need to have an intentional communication strategy for converting a new first time donor into a lifelong fan.

You need a thoughtful plan to convert these first-time donors into consistent supporters.

2. Set a memorable auto-responder.

Many nonprofits use auto-responders to simply function as a confirmation of a gift. But have you ever thought about using them as a way to educate, entertain, or inspire people who donate to your cause? Now's your chance. Developing a creative auto-responder is a simple way to stand out immediately with something fresh, funny, and warm. The truth is we should be doing this everyday. If you aren't, start now. Grab your donor's attention.

TIP: Make your email autoresponder stand out with copy that is inventive, inspiring and gushing with gratitude. Remember – a great email auto-reponder DOES NOT replace your thank you card, postcard, letter or phone call. Your email autoresponder lets them know you got their gift. Your thank you let's them know it mattered. Which leads us to the next point...

3. Be prepared to thank them by having pre-printed thank you card stock with thoughtfully crafted copy ready to send out.

We are huge fans of the handwritten thank you card and if you prepare these ahead of time, including your copy, you can get them out the door effortlessly. Saying thank you is a privilege.

Jay Love, CEO of Bloomerang, said in his guest webinar, [What Every Fundraiser Can Do To Stop Falling Retention Rates](#), "Effective donor engagement begins with the thank you letter." Don't let the gift size dictate whether they are properly thanked. If you want these donors to give again you need to show them the personal touch immediately.

4. Welcome them into your communication stream with a series of targeted emails.

Many organizations have an email welcome series for new donors. This is your chance to tailor yours for #GivingTuesday. Roll out the red carpet with a warm introduction to your cause.

TIP: Make the donor the hero of your story by using the pronoun "you" and sharing powerful storytelling that gives your donors the credit for changing lives.

5. Qualify their interests to learn more about them and upgrade their giving through the use of video.

Many of our clients have experienced tremendous success by creating engaging donor videos that reveal critical data about their interests. You likely already have great behavioral insights from events your donors attend or programs they support.

TIP: Taking the time to gather behavioral data about your donors can provide valuable insights which can be passed on to a gift officer who can then know precisely which programs and topics the donor cares about when they engage them.



Learn more about the value of observation data in our free infographic **Are You Really Listening to Your Donors?**

Download at <http://www.Pursuant.com/Intelligent-Fundraiser>

Five #GivingTuesday Follow Up Tips Every Nonprofit Should Know

Congratulations! You've made it to the big day... #GivingTuesday.

Up to this point, you've probably learned that a successful #GivingTuesday campaign demands a lot of planning. However, planning what you will do AFTER #GivingTuesday is just as important as, if not more than, all the planning you put into the big day.

In order to help you maximize the success of all the effort you've put in so far, here are five follow up tips to turn your #GivingTuesday campaign into long-term fundraising success:

Tip #1: Don't be predictable.

Everyone is expecting you to lead with the perfunctory "Thank you for supporting our mission..." Yawn, yawn, yawn. Stand out! Make them feel they are there in the room with you.

Consider sending a specific response like, "The screams and squeals from the 9th grade class at the Ann Richard's School for Young Women Leaders when they found out, thanks to YOUR generous gift, they'd be going to the nation's capital were positively deafening."

Make sure you change your copy for your year-end campaign. You don't want donors getting the same thank you twice.

Tip #2: Make it personal and visual.

Email auto-responders do not count as a personal thank you. Recruit personal stories from the lives you're impacting at every opportunity. Another great idea to add a personal touch is to use a photo in the thank you. Don't use a group photo, pick 1-2 people in a close up.

I, Rachel, spent 12 years running a nonprofit organization and we gained scale and efficiency with our thank you cards by using branded cardstock and preprinting a variety of close up photos of the programs in action in each card. We even engaged students and volunteers in the fun and had them write the thank you cards.

Tip #3: Thank before you bank.

An email auto-responder is immediate but your thank you card, postcard, or letter should be prompt as well. A good goal is getting it out the door in 24-48 hours. Don't exceed 5 days, but late is better than never. This is where [automated fundraising software](#) can make a tremendous

difference. However, if you still have to rely on manual processes, make sure you are prepared to allocate time and staff accordingly.

The longer you keep your donors and cultivate them effectively, the more they will give over time!

Tip #4: Allocate time and staff resources accordingly.

Be sure you set aside appropriate staff time (specific number of hours, as many staff as possible) for working through those thank you's. You'll need even more resources during the holidays, so plan ahead and be prepared. Make it a daily (or weekly) part of your routine.

Create a weekly "power hour" where you pick up the phone to call and thank donors. Allocate 5 minutes at the start of each board meeting for your board members to call and say thanks. If it's end of year and you're processing many gifts, think of it like a fun way to break up the day. Get your team together to help write thank you's, play some music, have lunch brought in—make it a fun ritual and even give it a name.

Tip #5: Don't ask for another gift in your thank you.

This is a time for expressing gratitude and sharing the meaning of their gift, not for giving potentially offending them with another ask in your thank you.

Failing to develop a meaningful strategy to convert your first time #GivingTuesday donors into making a second gift could potentially mean you wasted all the hard work you put into creating your campaign.

Don't miss the opportunity to cultivate your new donors this year! Instead, take the time to think through how your cause can leverage each of these five tips to generate long-term success from all the hard work you've put into this year's #GivingTuesday campaign.

Case Study: How to Generate 33% of Online Giving Revenue on #GivingTuesday

We know you want to maximize the opportunity for year-end giving. Where do you start? The key is to be intentional about maximizing the most important times of the year: #GivingTuesday and the last two days of the year.

As a bonus, we wanted to share with you the profile of one of our own clients, an international nonprofit organization, that developed a strategy for maximizing #GivingTuesday as part of their year-end online fundraising strategy.

Discover how one organization generated 33% of its total online revenue with a winning #GivingTuesday strategy.

THE CHALLENGE:

Like most nonprofits, they were looking for a way to stand out from all the other nonprofits competing for year-end giving attention. #GivingTuesday was only in its second year. We knew more nonprofits would be jumping on this trend and asking people to give more than ever before.

THE SOLUTION:

Pursuant worked alongside the client and developed an intentional strategy for maximizing #GivingTuesday to kick off their year-end fundraising campaign. Through a 5 part multi-message appeal, they incorporated the best practices around email and leveraged Cyber Monday to engage constituents. The campaign led with a personal story, included two updates in between launch and end-of year updating donors on their campaign's progress, and ended with a series of "last chance" reminders to give.

THE RESULTS:

33 percent of their annual online fundraising revenue was generated on #GivingTuesday. In fact, because they used it as an opportunity to kick off their year-end campaign, 88 percent of their annual online fundraising revenue was generated in just four days (two different two-day periods: Cyber Monday and Giving Tuesday and December 30th and 31st).

The organization experienced their highest average gift for the entire year on #GivingTuesday: \$257. Another valuable result was that their largest online gift was actually given on Cyber Monday.

TAKEAWAYS:

1. #GivingTuesday provides an incredible opportunity for you to kick off your year-end campaigns.
2. Cyber Monday is a great time to tease your #GivingTuesday Campaign.
3. #GivingTuesday should be intentionally leveraged. Just sending an email on #GivingTuesday won't work.

CONCLUSION:

Ready... Set... #GivingTuesday

#GivingTuesday has become the “Christmas Day” for many fundraisers and development teams. In fact, #GivingTuesday represents the second highest single giving day of the month, right behind December 31st, for most of our clients.

With a little planning and research, you can reach donors before the rest of the pack gets there and reap the rewards. From there, it's about cultivating those donors to create a lifetime of value.

#Giving Tuesday is more than just a day. It can be a catalyst for a strong year-end. You can also think outside the giving box use this day for stewardship, to encourage your base to volunteer, or to ask your audience for stories of how your organization has helped or inspired them. But are you ready? Here are three final questions you have to ask yourself:

1. Do I have the time, resources and staff to properly invest in #GivingTuesday?
2. What do my donors get out of this experience? Am I treating them like an ATM or can I use this opportunity strategically to bring them closer?
3. Do I have a plan and dedicated resources to acknowledge, thank and welcome my new donors properly?

You might not be able to implement every idea in this resource, but doing something to engage your donors is better than completely ignoring it. Take some time to consider how you might implement these tips and ideas into your campaign. Don't wait... #GivingTuesday is right around the corner.

SOURCES:

1. <https://philanthropy.com/article/Giving-Tuesday-Shows-Strong/152149>
2. <https://www.mobilecause.com/giving-tuesday-infographic/>
3. <http://www.causecast.com/blog/which-companies-give-matching-gifts-most>
4. <http://www.donorperfect.com/nonprofit-technology-blog/2015/01/matching-gift-essentials-for-fundraising/>

NEXT STEPS

- ✓ Need help creating and implementing an effective #GivingTuesday Campaign? [Connect](#) with our team today!
- ✓ Check out our [entire list of fundraising resources](#) for more content papers, fundraising tools, and webinars.
- ✓ Connect with us on [Twitter](#), [LinkedIn](#), and [Facebook](#).
- ✓ [Subscribe](#) to The Intelligent Fundraiser, our daily blog featuring valuable insights and best practices around today's most important fundraising topics.
- ✓ Call us at 214.866.7700.
- ✓ [Contact us](#) to discuss your organization's fundraising needs.

ABOUT THE AUTHORS



With leadership experience spanning over two decades, Rebecca Gregory Segovia has a strong vision and passion to help nonprofits reach donors and raise dollars to further their mission. Currently, Rebecca serves as Executive Vice President of Client Strategy at Pursuant. Her strength is to come alongside nonprofit organizations, regardless of size or tenure, and help them achieve their long-term vision and goals. Her specialties include integrated marketing, direct response fundraising, and leveraging technology to achieve results. Connect with Rebecca on [LinkedIn](#) or [Twitter](#) (@GoConnectServe).



Rachel Muir serves as Vice President, Training Services at Pursuant. An expert consultant, trainer, and presenter with more than 20 years of fundraising experience, Rachel's career spans launching and running successful nonprofit organizations, leading an online fundraising consulting practice, and managing major gift portfolios for some of the country's largest and most successful nonprofit brands. You can connect with Rachel on [Twitter](#) (@RachelMuir), [LinkedIn](#) or by visiting our [training center](#).

RELATED RESOURCES

The **INTELLIGENT** **FUNDRAISER'S GUIDE** to Year-End Fundraising

Reach Your Goals by Working Smarter, Not Harder

**THE END OF THE YEAR IS ONE OF THE MOST
CRUCIAL TIMES FOR ALMOST EVERY NONPROFIT.**

Consumers donate an estimated \$48 billion on average during
November and December every year. (Source)

50% of nonprofits receive a majority of their annual donations from
October through December. (Source)

How can you make a greater impact this year than ever before?

FOUR KEYS **TO INTELLIGENT YEAR-END FUNDRAISING**

Here are four proven ways to exceed your goals by working smarter, not harder:

1

Develop Your Strategy with Data

RELATED RESOURCES

THE BEGINNER'S GUIDE TO DIGITAL FUNDRAISING



REBECCA GREGORY SEGOVIA
Executive Vice President, Client Strategy



RELATED RESOURCES



The most important fundraising season throughout the nonprofit industry is just around the corner. Year-end giving amounts to an estimated 40-70 percent of many nonprofits' annual budgets. The most charitable season of the year is a prime opportunity to secure new supporters and to lift the giving levels of current donors.

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What is the next step for your organization?

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