



Successful strategies for GivingTuesday

The tactics you need to build a strong digital campaign.



“There’s an overarching and unifying vision to GivingTuesday – and that is a more just world fueled by generosity.”

– **Asha Curran**
CEO of GivingTuesday

GivingTuesday history

Founded in 2012, GivingTuesday is a global generosity movement that has been adopted by nonprofits across the globe. Since then it has seen year-over-year growth.

In 2019, GivingTuesday reported \$511 million raised online in the U.S. Combine that with offline channels, and the total skyrockets to \$1.97 billion.

Just from these numbers alone, it's clear that donors and nonprofits alike have embraced the idea of a global day of giving. Falling on the Tuesday after Thanksgiving, GivingTuesday marks the start of year-end giving for many nonprofits. And if your organization isn't making this day special, you could be missing out on a major source of year-end revenue.



What you will find in this eBook

In this eBook, we've compiled a few innovative digital tactics with tried-and-true strategies to form a toolkit every nonprofit should have in their back pocket when planning GivingTuesday campaigns.

From overall campaign messaging down to smaller channel-level tactics, we'll showcase real-life examples and share some do's and don'ts when preparing your campaign.

Let's dive in.



Tactic 1:

Secure a match amount

Having a match amount is one of the best ways to ensure success on GivingTuesday. Not only does it provide powerful messaging opportunities, it also makes donors feel like their gift is making an even bigger impact.

However, a match campaign takes a little planning ahead of time. If your organization wants to leverage a match campaign, start reaching out to major donors or corporate partners in mid-August to allow for plenty of time for planning.

Bonus tip:

Can't have a match? Set a goal instead! Donors like to have a total they can help work toward. This goal can be for GivingTuesday alone or part of a bigger year-end campaign.



Tactic 1:


Secure a match amount

In this GivingTuesday campaign, Animal Rescue League of Iowa leveraged a triple match to entice donors to give.


Notice how the triple match was called out six separate times in the messaging and creative. And, under each donation amount, the donor was able to see how much further their gift would go thanks to the match.

Although it may seem repetitive, this frequency drives home the message and makes the donor feel like their gift is going even further than it would on any normal day.

Get this one a little early, you're Giving Tuesday!



Give Now



Be the
MIRACLE

Gifts **TRIPLED** for
#GIVINGTUESDAY

Make Three Times The Miracles Happen

It's GivingTuesday! On this global day of giving back, the ARL of Iowa wants all of you to help us triple every gift you give today to a total of **\$127,000**.

That means your gift will go three times as far for neglected animals like Roy who came to us at 2 weeks old, barely clinging to life.

At the Animal Rescue League of Iowa, Roy found his second chance in the form of love. With a little extra love, staff and all the volunteers all of them is here to be the **support of people's lives**.


Your Gift is Tripled

Give \$50	Give \$150
Thanks to us, you're \$150	Thanks to us, you're \$150
Give \$250	Give any amount
Thanks to us, you're \$750	Thanks to us, you're \$750

Miracles make a difference every day, and this goes even further with your help. Making this match happen means we can help more of the animals in our care.

Go ahead, it'll be an amazing personal experience, and we'll be so grateful for your gift. We thank you!

In gratitude,



Tom J. Coleman
ARL of Iowa
1010 E. Park Avenue, Iowa City, IA 52242

Tactic 2:

Be intentional about creative

When developing creative for your GivingTuesday campaign, keep a few things in mind:

1. What is your overall message, goal or match? This should be communicated clearly and effectively throughout all creative components.
2. What are your donors used to seeing? Just because GivingTuesday has an added layer of branding, doesn't mean the look and feel of your messaging should feel off-brand for your organization. The GivingTuesday logo should come second after your organization's brand.
3. Do your donors need to be educated about GivingTuesday? This may determine how early you need to launch your campaign and if you need to spend some time sharing the impact of participating in GivingTuesday.
4. Above all else, make sure the call to action is impactful. There's a deadline to GivingTuesday, and donors should be able to feel that through your messaging.

Familiar messaging paired with a clear call to action resulted in an emotional appeal that drove donors to give on GivingTuesday.



Tactic 3:

Leverage community giving days

Does your community have a giving day on GivingTuesday? If you choose to participate, go all in or risk confusion.

Awareness for community giving days is likely higher in these instances, so lean on their branding and messaging instead of traditional GivingTuesday messaging.

Crossing wires between the two may ultimately lead to an unclear call to action and confusion among donors.



Tactic 3: Leverage community giving days

Each year, #iGiveCatholic Day falls on GivingTuesday and is well known throughout the Catholic community.

In partnership with the Archdiocese of New Orleans, Second Harvest Food Bank in South Louisiana participates in #iGiveCatholic every GivingTuesday.

Take note of the messaging, which resonates with their Catholic constituency and leans on #iGiveCatholic Day branding instead of GivingTuesday branding.

Giving Tuesday donations will be doubled up to \$25,000

SECOND HARVEST FOOD BANK
FEEDING SOUTH LOUISIANA

Donate Now

WELLS FARGO

#iGIVECATHOLIC DAY IS HERE

Like Loaves and Fishes, Your Gift Will Multiply

Dear MRS. [Name],

We #iGiveCatholic Day — a day to give back to our community and honor Second Harvest's partnership with the Archdiocese of New Orleans.

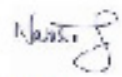
Today, your gift goes twice as far. Wells Fargo is generously matching your gift, up to \$25,000. That means every \$1 dollar you give to Second Harvest Food Bank can help provide 3 meals to children, families, and seniors facing hunger.

[Give this #iGiveCatholic Day while your gift is doubled.](#)

Give Now

Your donations, with this generous \$25,000 match, will help fund our mobile pantry program, which enables us to provide meals to those in need who don't have easy access to a food pantry. That means we can bring hope, joy, and nutritious meals to even more neighbors in need this holiday season — and in the coming New Year.

With gratitude,



Mollie Joyce
President and CEO

Sponsored by:

WELLS FARGO

Tactic 4:

Spread the word on social

Social media ads are a great way to educate donors about GivingTuesday ahead of time and promote your campaign on the day of. Organic social posts can also be used to update donors throughout the day.

Since GivingTuesday is primarily a digital day of giving, it's important that all of your digital channels are promoting it.

Whether your budget allows for paid Facebook posts or needs to stick to organic, social media is a great tool to spread awareness and collect donations.

All posts should be cohesive and tie in campaign messaging from your larger digital efforts.

Bonus tip:

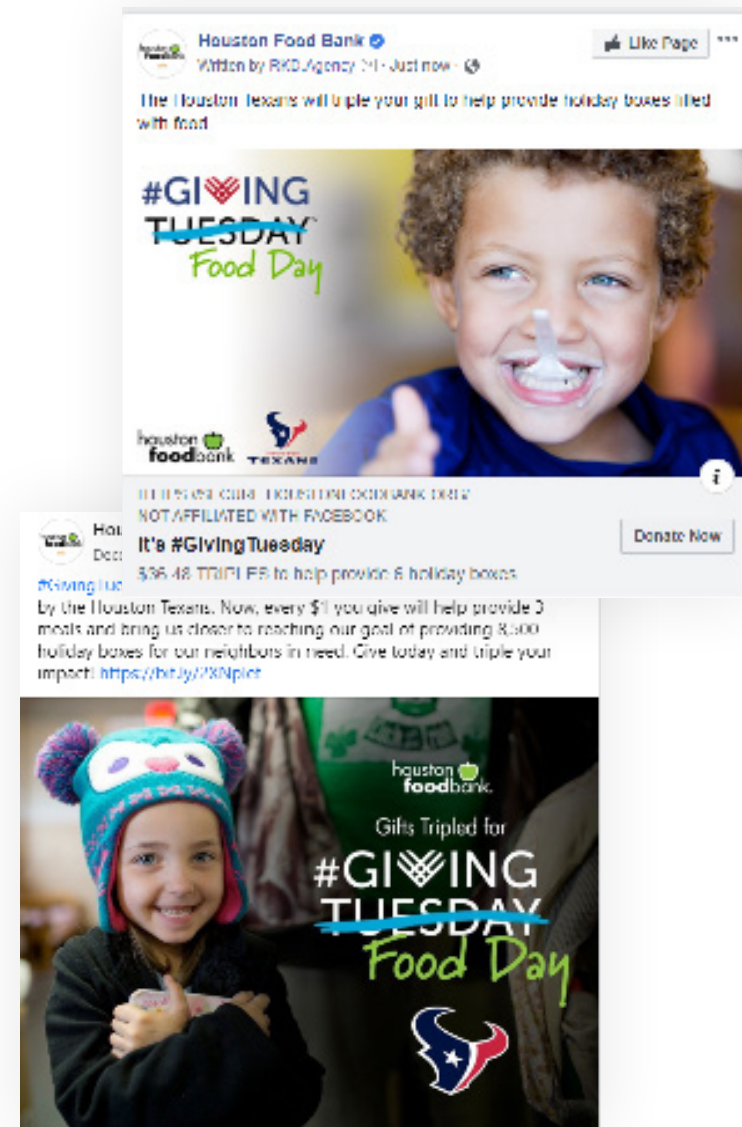
Check out our Mock Facebook Social Posts on the toolkit landing page to get you started!



Tactic 4: Spread the word on social

Houston Food Bank leveraged organic and paid social media throughout GivingTuesday to increase their impact. Notice the consistency in the posts' creative, messaging and call to action.

By calling out their triple match and partnership with The Houston Texans as well as using traditional GivingTuesday branding, they provided a clear and consistent experience for donors throughout social media and the rest of their digital campaign.



Tactic 5:

Adjust message frequency

GivingTuesday is the one day you can get away with more emails than you typically send to donors. It's important to make the day feel special and create an urgency to give.

This can be done through a series of emails throughout the day updating donors on the progress made toward your match campaign or goal.

To avoid fatigue, consider suppressing donors from subsequent messages after they make a gift. Nothing says insensitive like hitting them up for money hours after they made a donation.

For dedicated supporters, like mid-major donors and sustainers, think about decreasing the frequency of messages to one. Because they already support your organization in a major way, messaging should acknowledge that.



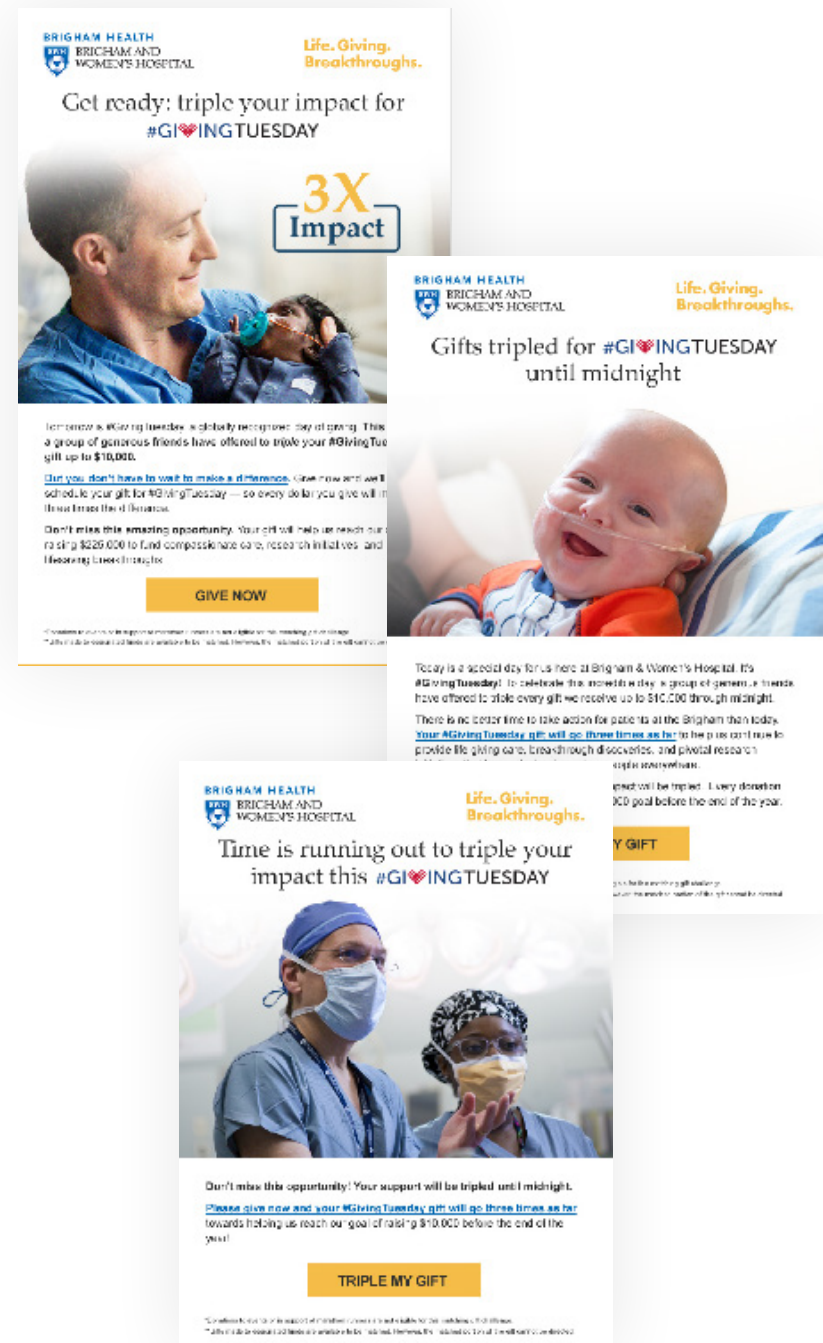
Tactic 5:

Adjust message frequency

Brigham and Women's Hospital's GivingTuesday campaign leveraged a series of emails before and during the day to educate and update donors.

The day before GivingTuesday, an email was sent to notify donors of the triple match, allowing donors to give early and still have their gift tripled.

On the day of, emails were sent in the morning and then again in the afternoon. As it gets later in the day, you can see how the copy becomes increasingly urgent, creating a deadline for donors before the match runs out.



Tactic 6: Don't forget about your website

Lightboxes, homepage heroes and countdown timers are all impactful ways to include a temporary message about GivingTuesday on your website.

They can be launched ahead of time to begin building excitement around the giving day and can serve as a reminder for website visitors who haven't made a donation yet.



Tactic 6:

Don't forget about your website

In addition to their email campaign, Connecticut Food Bank launched a GivingTuesday lightbox on their website to notify any visitors of their campaign and drive them to their donation form.

The campaign focused on the urgent need that hungry people in Connecticut have, and the impact a dollar could have on their lives. The lightbox referenced this message and included a “Give Now” linked directly to their donation form.



Conclusion

Whether this is your first time around or you're looking for new, innovative ways to spice up your GivingTuesday campaigns, having these tactics in your toolkit can make the difference between average and record-setting results.

Don't believe us? Check out the breakthroughs on our GivingTuesday page to see them in action. You won't be disappointed!





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