

# GIVING TUESDAY

## Offering Opportunity: How to Give Hope This Giving Season

The world currently needs a lot of hope. To say the past two years threw us a few curveballs would be an understatement. Unexpected challenges continue to arise as we all navigate these uncharted times. **Jesus is the light of the world, and the Church has the opportunity like never before to spread hope.**

As we enter the end of the year with the holiday season quickly approaching, churches can seize the day and leverage **GivingTuesday** to maximize generosity and expand hope to a world that desperately needs it.

The Tuesday following Thanksgiving has been dedicated to celebrating generosity, and millions have taken part in the global movement. In this eBook, we'll discuss how you can leverage generosity to help transform your community and the world.

# What is **GIVINGTUESDAY**?

GivingTuesday, created in 2012, was the brainchild of New York's 92nd Street Y and the United Nations Foundation. This holiday serves to create a global movement of generosity and kindness by inspiring people to donate to nonprofit organizations around the world.

Similar to how Black Friday represents the beginning of the holiday shopping season, GivingTuesday is the kickoff of charitable giving – placing focus on the true meaning of the season. This holiday began as a social media movement (hence the hashtag used across social media: #GivingTuesday). Donors often share information about their favorite causes and organizations on Facebook, Twitter, Instagram, etc. – encouraging their friends and family to contribute as well!

## Here are some stats from GivingTuesday 2020



**\$2.47 billion**  
in donations



**75** countries and hundreds  
of cities participated



**34.8 million**  
people participated



**29%** more people gave  
than in 2019

GivingTuesday prompted giving, collaboration, and action from millions of individuals, businesses, nonprofits, communities, and global brands.

According to the report from GivingTuesday, the average dollar growth percent increased 6.5% in religion related causes, while all other causes (e.g., arts, education, environment and animals, etc.) dropped, except for a substantial increase in human services. This is a key indicator that people desire to support the outreach, missions, and community projects that churches are advocating.

GivingTuesday always falls on the Tuesday after Thanksgiving. This year, GivingTuesday will be celebrated on November 30.





## Why your church should participate

Though GivingTuesday was created for all types of nonprofits, it can be especially beneficial for faith-based organizations and churches. Historically, religious organizations receive the largest share of charitable donations. In previous years, up to 32% of all charitable donations went to religious organizations.

Most of these donations can be attributed to people giving to their local place of worship. This event unites people around the world in doing good which makes GivingTuesday the perfect time to raise donations for a special fund or mission that your church is organizing.

Many people outside the Church often think of Christians (and Jesus) as being set apart from them. Looking at Jesus' ministry, though, He was amongst the people in areas that many didn't go to at that time. He met people where they were and wasn't looking from the outside in like so many people might think.

GivingTuesday presents a less frictional way for churches to leave the church walls, be a part of their community, and make an impact. This is an opportunity for people to really see who churches are and to possibly change opinions that can potentially lead to heart change. Churches can do something positive in the community by accelerating generosity through participation in GivingTuesday.



## How to launch your GivingTuesday Campaign

Now that you know what GivingTuesday is and how it can help kick off your giving season, you're probably wondering what you need to do to set up a GivingTuesday campaign for your church.

Having the capability to collect charitable gifts online is a must. Though churches have opened their doors again, many people continue to attend services online. And remember, GivingTuesday is a 24-hour, online giving event. You'll need digital and mobile giving tools to make the most out of it.



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# Here are **3 steps** to get your church ready for GivingTuesday



# 1

## **If you don't already have an online giving solution, be sure to set up an account.**

Online giving solutions are easy to sign up for and you can begin accepting donations in as little as 24 hours. Also, look for a comprehensive solution that fits all your church's giving needs – even beyond GivingTuesday. Our platform provides multiple ways to accept donations (online, mobile app, text, and kiosk) and offers price plans to fit all church sizes.

According to the GivingTuesday report, online giving was up in 2020. The report stated, “Not surprisingly, 2020 saw disruptions in some traditional and event-based giving modes and an increase in online giving, in both incidence and value.” It's important to have an online giving solution in place so your church can not only participate in GivingTuesday but also see an increase in giving.



# 2

## After setting up your online giving solution, create a special donation form for your GivingTuesday campaign.

A custom form that can be embedded on your church's website appeals to potential donors a lot more than sending them away from your website to complete their donation. Once you've created your form, send it to a few staff members to test it out before the big day to make sure everything is just how you want it.



### New Feature: Fund Goals

Set up a GivingTuesday fund goal on your giving form. That way, everything that is donated on GivingTuesday can easily be tracked.

The donor will simply select the fund from a dropdown menu. Instead of choosing the “general” church fund, they can select whatever GivingTuesday campaign you’re doing, whether it’s to raise money for mission trips, for a special outreach your church is doing, or for another non-profit your church is partnering with.

### Generosity Tip

Create a fund goal for your GivingTuesday campaign. This will encourage people about what you’re doing and how it’s going along the way. There is a visual representation with a progress bar that will display when they open the giving form online. It will show what amount has been raised of the total goal and the progress bar will move as donations are made. When people can physically see their contribution adding to the impact, they may even consider donating more!



# 3

## Make it About More Than Money

GivingTuesday is an incredible opportunity to go out into the world and make a difference. Not only is it a non-confrontational way to talk about giving, but it's a creative way to reach out into the community and partner with others who are passionate about doing good.

Along with raising funds for a special project or ministry, consider encouraging your congregation to give of their time or talent. Reach out to local nonprofits who may be hosting a toy drive or feeding those in need. What are new ways your church can help by linking arms with another organization?

## New Feature: Sign-Up Slots

Use the Sign-Up Slots feature in our forms management system so people have an easy way to register to serve. The form will collect the volunteer's contact info, allow them to choose which area they prefer to serve, and provide them with all the information they need about the event.

This is a way to make the cause bigger than your church. Encouraging your people to serve their community will not only make a difference to those around them but it allows them to utilize their non-treasure gifts as well. The Sign-Up Slots feature is a great method to get people registered in an easy-to-use manner, and it's already included in the giving solution.





## Start spreading the word that you're participating in GivingTuesday in the weeks leading up to the event.

Send emails out to current and past donors and start posting frequently on your social media channels with messages that include your fundraising goals and how your donors can help promote your campaign. To help save time on the day of, consider scheduling several posts through tools like Hootsuite or Buffer. Don't forget to include #GivingTuesday and create your own hashtag that directly references your campaign.



## New Feature: Managed Giver Engagement

Church staff and volunteers are extremely busy this time of year, so coming up with a communication plan can seem overwhelming. Your teams are often overburdened with work and ministry, so it may feel challenging to get them on board with the idea of a GivingTuesday campaign.

That's why we created our Managed Giver Engagement Service. Let us take some of the burden off your shoulders, lessen the workload, and do the heavy lifting for you. We've created a customizable, pre-written email campaign that you can use to communicate your GivingTuesday cause and goals. With this service, we will create and send emails on your behalf to your congregation. What this means for you is less time developing creative copy and manipulating email templates and more time focusing on your ministry impact this GivingTuesday.



# GivingTuesday Follow-up

People appreciate a little appreciation. Send out personal thank you emails to all your donors within 48 hours. Make sure to include the final number of donations received and what exactly those funds will be used for. Let them know how their contributions have impacted the community.

People love to know that they have helped make a difference! Another idea is to offer an additional donation option for those who weren't able to give on GivingTuesday. Just because people didn't participate in this event doesn't mean they aren't interested in more traditional giving.

## Ready to launch your GivingTuesday campaign?

GivingTuesday was created with the goal of bringing people together to unleash radical generosity in the world. Your church has the opportunity to be a part of this! It's a great way to increase awareness and connect with the community, do good, and kick start year-end giving by being thankful and giving back.

Start with the comprehensive solution that thousands of churches trust with their online giving. We'll help you not only kick off this one-time giving event, but we're a team who is on your side to help develop sustained giving throughout the year. Click the button below to connect with one of our Church Success Partners today!

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