



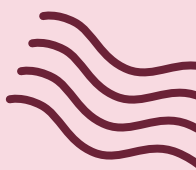

Maximize Donor Engagement: A Giving Tuesday Guide to Video

A Giving Tuesday Guide to Video | September 28, 2021



Giving Tuesday is a moment where our donors and prospects really start to think about their holiday giving and being charitable.

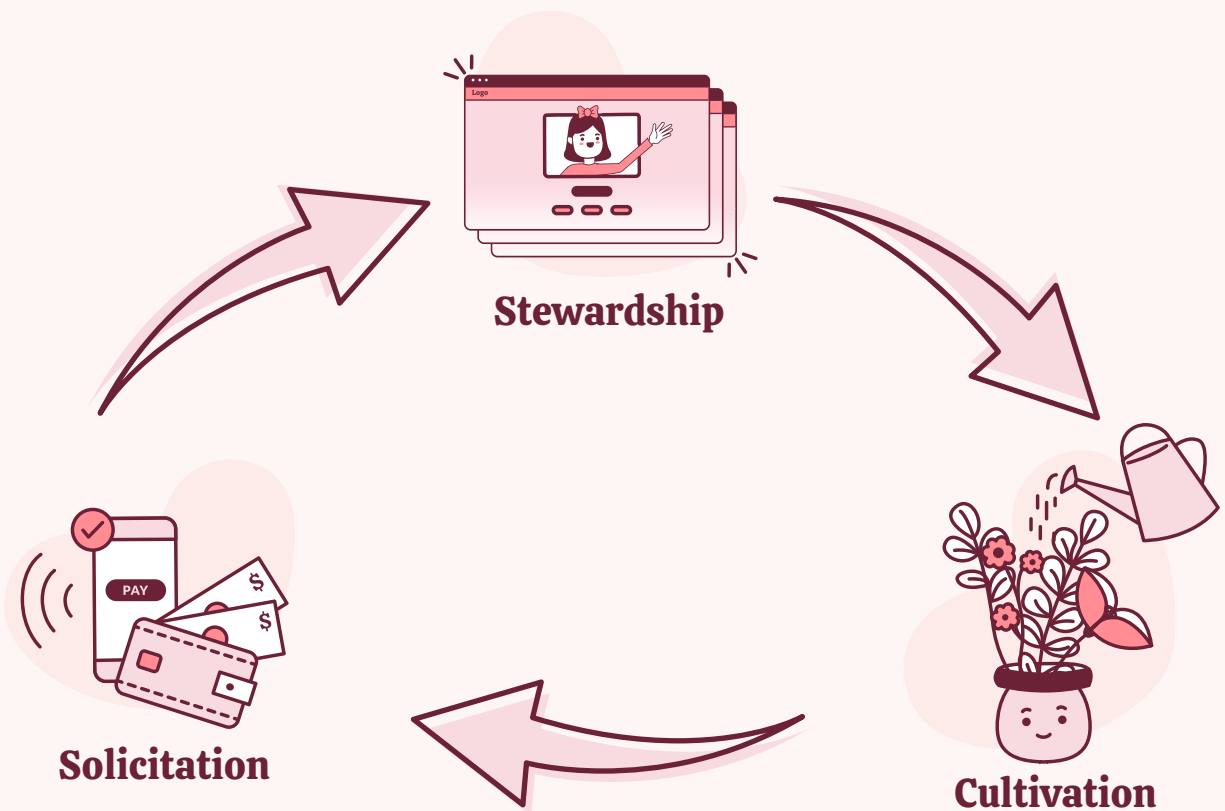
JD Beebe,
CEO at ThankView



The Donor Engagement Cycle Framework

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Donor Engagement

Donor engagement doesn't have a universal checklist that you can follow. It's a mindset and approach that runs deep through your organization. It's the way that you talk to prospects, build relationships with donors, and stay in touch with them throughout their time with you.

Every nonprofit organization is different, so don't be afraid to switch things up a little. Use this framework as the basis for your personalized version that matches your needs and goals perfectly.

Here's what's involved in a typical donor engagement cycle.



Cultivation.

The first stage of the donor engagement cycle is cultivation. It's like growing a plant. This is where you put in the work up front to see the results later on. It's a relationship that you nurture over time.

Cultivation is all about creating and maintaining a relationship and connection with your prospects and donors. It's where you get to know your donor, and they get the chance to discover more about who you are and what you do.

There's a real opportunity here to forge a close connection with your donors. Discover who they are, what they're passionate about, and how they like to engage with the organizations they support. At the same time, give them enough content so they decide whether to add you to their list.

Cultivation covers everything from that first meeting right up until they decide to support your nonprofit. It's also those moments in between donations. Cultivation is an ongoing process that doesn't stop after they contribute that first gift. Donor relations is a long game, with many first-time donors returning for a second donation almost a year later, but it's worthwhile.

Most nonprofits build and develop that relationship with donors through a mix of tactics. Here are some of the most popular:

1. Email newsletters
2. Social media content
3. Online communities
4. Telephone or video call
5. Direct mail
6. Volunteering opportunities

7. Presence at community events
8. Meetings with major donors
9. Hosting social events and non-ask events

At this stage of the process the goal is to welcome the prospect into your community. You want them to know, like, and trust you — in the hope that they'll become a supporter for years to come.

Solicitation.

Your prospect now feels a real connection to what you do. They've thought it through and they're open to becoming a fully fledged supporter of your organization. Here's where you jump in and make that ask, and your donor responds with a gift or commitment.

The ask might result in a small one-off donation, a commitment to a gift matching program, or a regular monthly donation. The key thing here is that your donor is ready and happy to support you in some way.

It's super important to match your solicitation strategy and methods to your donor. Make the wrong move and they might just feel like you don't know them that well at all. Use your insights to decide whether to go all in on a personalized email campaign or whether an in-person meeting is more appropriate.

Giving Tuesday can be the perfect opportunity to make that ask of your prospects and donors. People are feeling the holiday spirit and are in the mood for giving. Here are some of our other favorite ways to encourage donations:



1. Online giving
2. Social media
3. Membership events — both live and virtual
4. Direct mail
5. Telemarketing
6. Crowdfunding
7. Major gifts
8. Matched gift programs
9. Annual giving campaigns

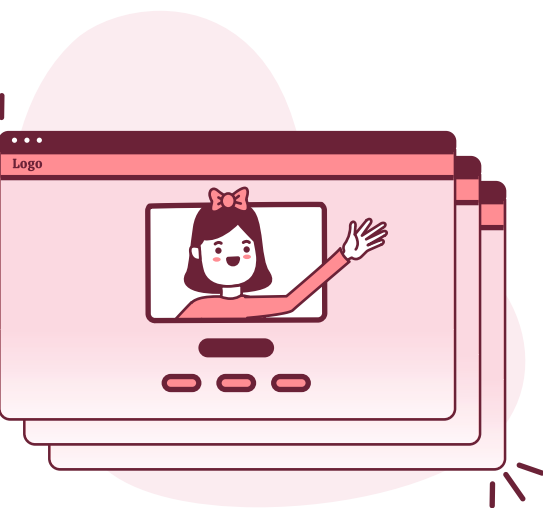
Your prospect might also make their gift to you through another donor. It's a popular way to raise additional funds, with **the average peer to peer fundraiser bringing in \$568**. Many nonprofit organizations allow donors to set up peer-to-peer fundraising pages, where they can ask friends and family to support the cause they care about. This means it's more important than ever to foster those strong connections with your donors through the cultivation stage.

Stewardship

Once your donor has made a gift, you'll find yourself in the next stage of the process — stewardship. This covers all of your **donor relations** that happen after a gift has been made.

This part of the process can include everything from an automated on-screen message that thanks someone for their online donation to a personalized, handwritten letter to a major donor.

Stewardship can feel similar to cultivation, but the major difference here is that you're showing the impact that your donor's gift can make or has made. It's an impact-driven moment of gratitude, and a powerful opportunity to stay in touch with your donor.



Your main stewardship communication is likely to be through email or direct mail, but you can also let your donors know about progress updates through email newsletters and social media content.

After those initial thank yous and campaign updates, it's time to jump back into cultivation. Keep in touch with your donors and continue to offer them new ways to engage with your organization. An effective way to do this is through video.



Why Video Is the Most Engaging Type of Content



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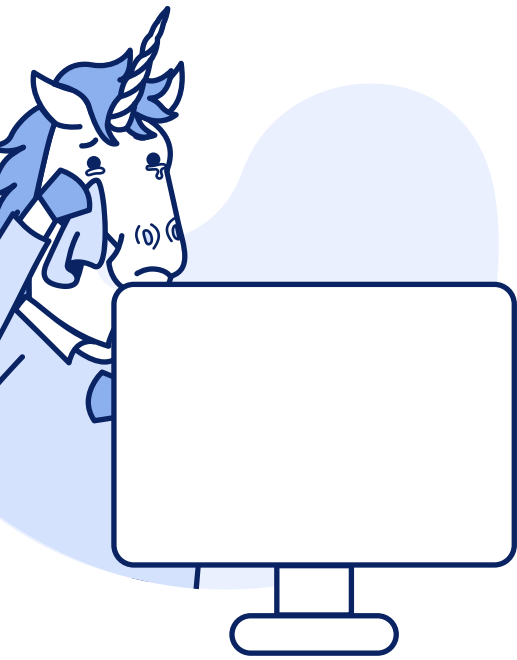
Video Content

There's a reason why so many nonprofits are using video these days. And we're not just saying that because we offer the [personalized video platform](#) to help you do it.

Video content is super compelling. It's highly engaging and moves you in a way that text just can't. Video captures your attention, holds it, and then drives you to take action based on what you've seen.

Watching a great video is like seeing something you didn't even know you needed. And once you've seen it, there's no going back. Harness the power of video and you could transform passive prospects into engaged donors.

Here's why video content is so engaging.



Evokes an Emotional Response.

It's hard not to have an emotional reaction when you're watching a video. The combination of visuals, sound, and storytelling is so powerful. Studies have shown that [the use of video clips is one of the most effective ways to induce a mood](#), so use that to your advantage. Video gives you the perfect platform to share your story, campaign for change, or talk about impact in a way that hits people directly.

A lot of the emotive response from video comes from the storytelling, but subtle changes like the narrator's voice or the video's pacing can change the whole meaning. A well-constructed video gets all of these points right (and more) to create an experience that stirs up emotions.

Concise and Easy To Consume.

The written word isn't going anywhere just yet, but sometimes you want that information fast. That's something video can deliver on. In less than a minute you can introduce an idea, propose a solution, or make an ask. You can shorten your story and make it easy to consume.

We recommend videos of anywhere between 30 seconds and one minute in length. That's the perfect amount of time to capture someone's attention without commanding too much of their time. It also makes the content super shareable for social media and messaging platforms.





Because It's Designed To Captivate.

Nobody likes sitting through an uninspiring slide deck or reading yet another generic email. With video content, you get the chance to stand out and be compelling simply because the medium is designed to be engaging.

Sure, some videos come out really dull. Your first few might not be perfect. But video gives you the platform to tell your story in a way that's way more engaging than a poster, press release, or newsletter.



How To Use Video as Part of Your Donor Engagement Framework for Giving Tuesday



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Using Video for Donor Engagement

If you're interacting with new prospects for the first time in the run up to Giving Tuesday, video content is a great way to grab their interest in just a few minutes. Even if your audience isn't new to you, it's a fun way to engage them and get them excited about your fundraising.

Giving Tuesday campaigns work best if they're focused, with an easy-to-understand goal or theme. You'll want to create unique content for your videos here, instead of using a generic campaign video.

There's no time like now to introduce more video into your donor engagement strategy. To help you get started, we've assembled some of our best ideas on how to use video at each stage of the process.



Video Ideas To Help You Cultivate Those Relationships.

We love the cultivation stage of donor relations as you can have a lot of fun with it. There's endless ways you can stay in touch with donors and get to know them better.

Here are some of our favorite ways to use video to cultivate donor relationships:

- ▶ **Ask to get to know your donors better.** Include a short and sweet video alongside a survey that asks about their interests and preferences to see how they align with your programs and goals. Use this information to personalize future asks.
- ▶ **Request a quick call with your prospect or donor.** Send them a video alongside a calendar invite so they can set up a phone call or video call at a time that suits them. Let them know there's no agenda here and no upsell — you just want to get to know them better.
- ▶ **Share a personal video update about a milestone or project.** You can use the data you've collected about their interests to send them updates about what matters most to them.
- ▶ **Send a thank you video for their support so far, just because.** Let them know you're grateful for them whether they've recently donated or not.
- ▶ **Share a personalized video message on your donor's birthday, graduation anniversary, or other significant life moment.** Be part of their world, not just an organization they donate to.

- ▶ **Send leadership updates via video**, so they don't have to read news articles or your annual report to get the latest information.
- ▶ **Seek out video testimonials from your donors** about why they love your organization and why they give. Compile these into one video and send out to your donor network to promote philanthropy and community.
- ▶ **Start your email newsletter off with a personalized video message** that highlights the areas they'd be most interested in reading about.
- ▶ **Share a behind-the-scenes look** with a video site visit or virtual tour, so your donors can see firsthand how you operate.

There's a lot you can do with video to create and maintain donor relations. Take some of the ideas above and tailor them to your organization and your audience for fun new ways to engage with donors.

Innovative Methods To Encourage Support and Donations.

Video can be just as powerful throughout the solicitation stage. You can use everything you know about your donor to create fun, personalized campaigns that encourage them to engage with your ask.

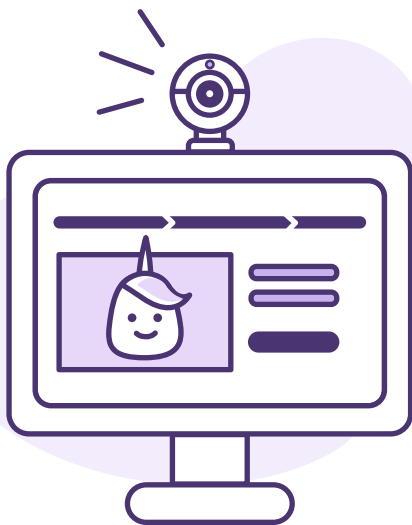
Here are some ideas to help you use video to solicit donations:

- ▶ **Let your gift beneficiaries do the talking for you.** Have them create a personal appeal to donors about the impact their gift would have on them. This can often be more powerful than someone from your organization talking about it.



- ▶ **Share progress on your fundraising milestones.** Create a video that details how far you've come since the start and make the ask to help you reach your next milestone. Mention what you need and how your donors can help you get there.
- ▶ **Harness the magic of your volunteer network and the influencer community.** Get them involved and create personal video appeals for their own communities. Send this alongside a link to your fundraising page to make it easy for their closest friends, family, and supporters to donate.
- ▶ **Use video to promote the benefits of major gifts.** Ask one of your major donors to record a video that explains their passion and motivation for what they do. Package this as part of a strategy or challenge to encourage more donors to get involved.
- ▶ **Offer exclusive e-tickets to events.** Tempt people's curiosity and desire to feel like a VIP at your next [livestream event](#). Use this as an opportunity to raise awareness and encourage support from your loyal base of donors.

Often we can fall on tried and true habits when it comes to donor solicitation. Get creative and feel inspired by these ideas to update your donor engagement strategy with some fresh new video tactics.



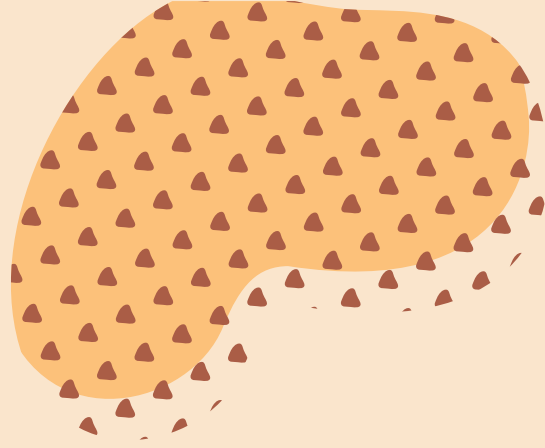
Powerful Ways To Use Video in Stewardship.

Your donor communications don't stop just because they've gifted. Keep the ball rolling, express your gratitude, and stay in touch through the power of video.

Here are a few ideas to get you started:

- ▶ **Send a personalized thank you video** from a collection of people at your organization. Even better, have those impacted by the donation contribute to the video instead. Talk about powerful.
- ▶ **Customize your thank you videos based on the donor's contribution.** Create specific videos for each donation tier, big and small.
- ▶ **Film a video of you reading thank you letters aloud** from the people impacted by your fundraising efforts. Let your donors hear straight from the people whose lives they've helped.
- ▶ **Share regular video updates on how the funds from your campaign are being used.** This is a fun way to keep your donors in the loop and excited about your fundraising.
- ▶ **Create a video slideshow** about the work your organization does and how it's been made possible by your donors' contributions.

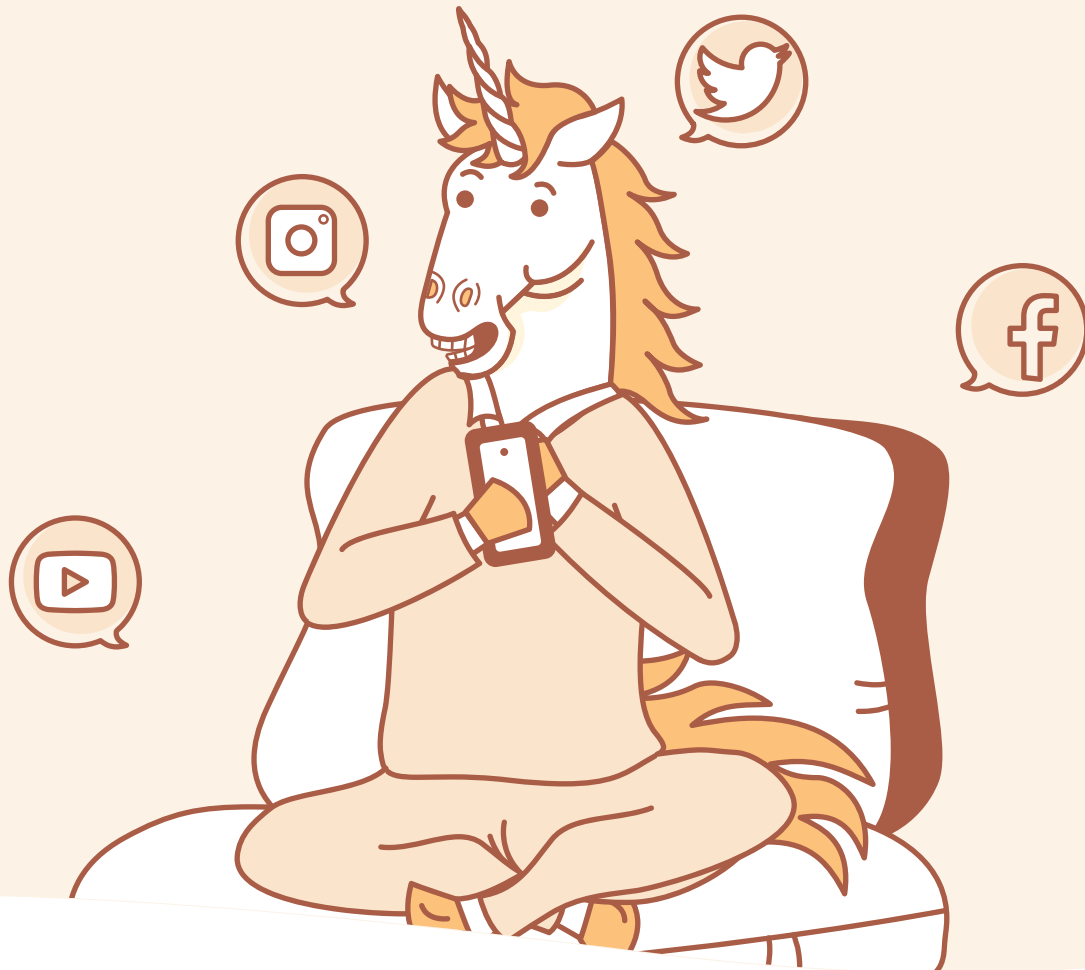
Stewardship is a great stage to introduce video at because you can really communicate your gratitude on film. And for some inspiration for your videos, take a look at these [creative ways nonprofits have used ThankView](#) to send video content to supporters.



Great Ways To Integrate Video With Other Channels

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Video Integration

The fun doesn't stop after you've created and sent your video content. Your videos should sit at the heart of your donor engagement strategy and appear on other channels. It's a great way to maximize the reach and impact of your work.

You can get so much value out of repurposing or resharing your content onto other channels. Here's how.

Email.

A lot of donor relations happen via email. Email is the perfect platform for it because you can stay in touch with so many people in a direct, personalized way.



Here are a few ways to integrate video into your email communications:

- ▶ **Use email as a way to send your personalized video content to donors.** This can include thank you messages, campaign asks, and more. You'll find all our best ideas for this in the section above.
- ▶ **Embed links to externally hosted video content in your email newsletters.** This can transform a typically text-heavy bulletin into something way more interactive.
- ▶ **Create automated email sequences for all stages of the donation cycle.** These aren't just great for companies making product sales — they work for nonprofits too. Get a handle on the [basics of marketing automation](#) and try your first campaign.

Email's a pretty powerful tool, and it's only growing. Over the last 12 months, [78% of marketers have seen an increase in email engagement](#). You can make magic happen when you perfect your content. We recommend working on your [email subject line](#) too, so you can grab your donors' attention right away.



Social Media.

You need someone's details to send them an email, right? If you're not at that stage yet — or you want to reach a wide audience all at once — social media could be your perfect match.

Video content does super well on social media at the moment. Research shows that [video is people's favorite type of content to consume](#) on social media.

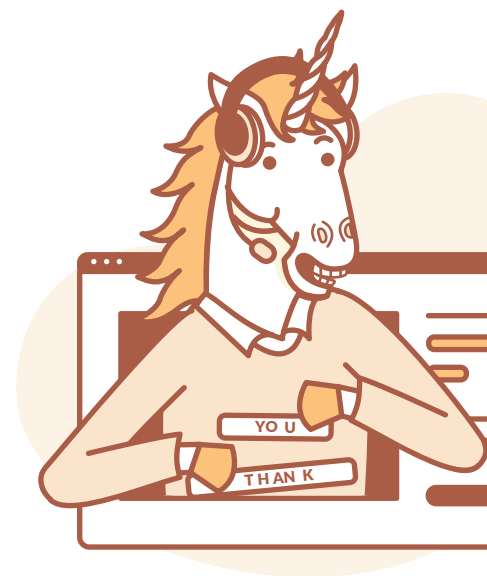
Want to get in on the action? Here's a few ways to use video on social media:

- ▶ **Create a hashtag to go alongside your video campaign.** Don't forget to feature #GivingTuesday too.
- ▶ **Host a livestream directly on your Facebook page or other social media channel.** Use this as an opportunity to fundraise or raise awareness about your Giving Tuesday campaign goals. Platforms like **Givebutter** give you a way to integrate a livestream with donation collection for free.
- ▶ **Share snippets from your video content as stories** on platforms like Instagram and Facebook.
- ▶ **Recreate what's trending on TikTok and Instagram Reels.** Study the platforms to see what's hot, then put your own spin on the trend to promote your nonprofit.
- ▶ **Run paid social media campaigns that feature your video content** or drive traffic towards it. You can even use targeting to run promoted content to the email addresses of your donors, so they're more likely to see your campaign in multiple places.
- ▶ **Work with social media influencers** to create bespoke videos or promote existing content.

You can really have a lot of fun with video content on social media. Experiment with different platforms, video lengths, and styles to find out what suits your nonprofit best.

Website.

Your website is your digital home and the place where people go if they want to find out a little more about you. This makes it a great place to feature your videos.



Here are some influential ways to showcase your video content on your website:

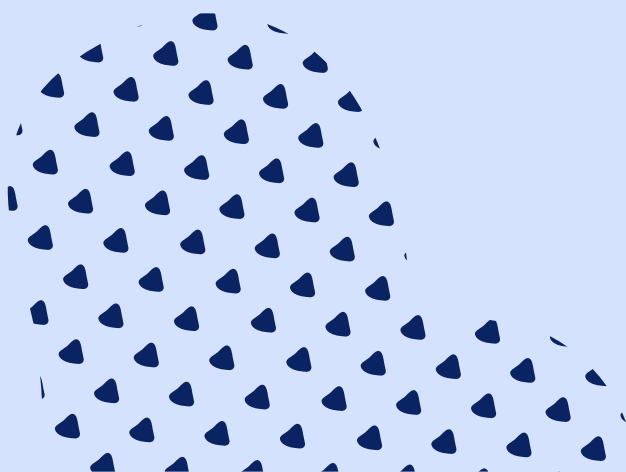
- ▶ **Embed video content directly on your website.** You could run this as a feature on your homepage, or embed awareness videos and thank you videos on your campaign pages.
- ▶ **Feature a thank you video when someone donates** through your website, instead of text. Not many organizations do this, so it's a great way to stand out.
- ▶ **Share video testimonials** in a dedicated section on your website or create a library where people can watch previous videos.

An organization's video content often lives in different places across the web. Give your best work a home on your website and you'll have even more ways for prospects and donors to engage with you.



Quick Tips To Help You Create Compelling Video Content

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GET STARTED BY WATCHING

OUR 7 TIPS VIDEO

Easy Tips To Create Video Content

Mastering video content takes time. The great news is that as viewers, we often love that raw, unpolished, DIY approach to video anyway. It puts your storytelling and mission right at the heart, instead of your flashy editing skills.

With that said, some awareness of how to create smashing video content certainly helps.

Here's our quick and easy guide to get you creating powerful video in no time:

- ▶ **Put people at the front and center of your video.** We love to see happy faces and see people interacting.

- ▶ **Keep your video short and sweet.** Between 30 seconds and one minute is ideal. You want people to be able to engage with it wherever they are and whenever they have a spare moment.
- ▶ **If you buy anything, buy a microphone.** It'll seriously improve the audio quality of your video — whether you're using your iPhone or a video camera.
- ▶ **Get familiar with a simple video editing program.** You might get that perfect one-take video, but editing software will let you bring together different clips.
- ▶ **Most importantly, personalize your video wherever you can.** Including your donor's name can really make them feel special and encourage them to engage in the conversation. Plus, it translates to a **35% higher retention** rate on average compared to generic content. Personalize your videos in moments using our **user-friendly video platform**.

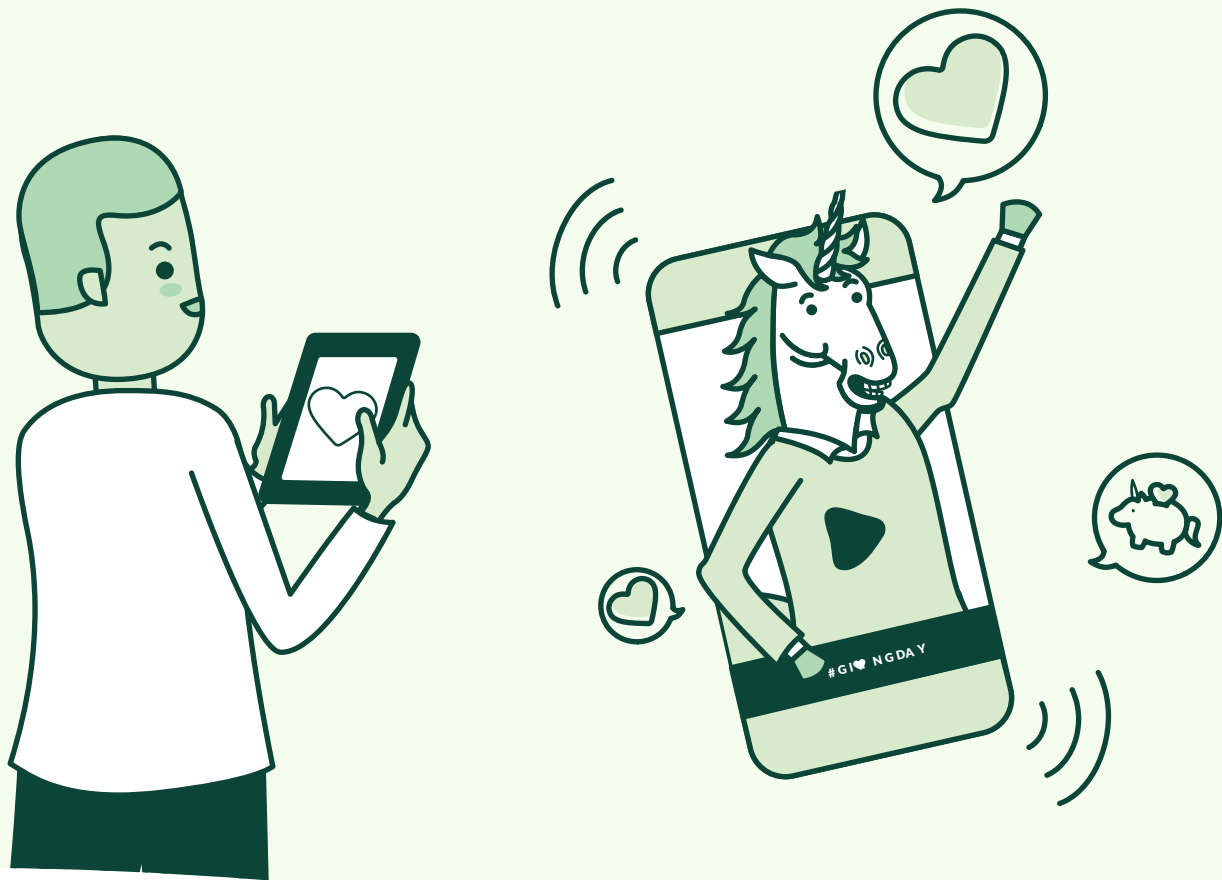
Follow these tips and you'll have a strong yet simple framework to create and film your videos. Don't be afraid to try something different and explore new ways of sharing your message through video.



Stand Out With Video Content This Giving Tuesday

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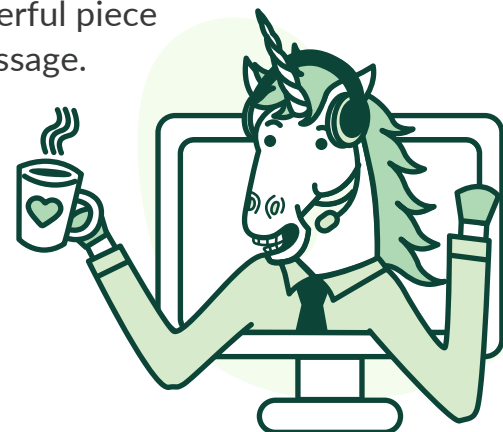
Create Video for Giving Tuesday

There's nothing quite like video for building a connection with your audience. Use this to your advantage and make it a central part of your donor engagement strategy for Giving Tuesday. And when the event's over, you can use those same tactics year-round to increase engagement.

At ThankView, we can help you create powerful, personalized video content for your Giving Tuesday campaign. With our intuitive video platform you can create highly engaging thank you videos, campaign asks, and project updates to share directly with your donors. Personalize your video and bring together different clips to create a powerful piece that encourages your audience to engage with your message.

Ready to get started? Learn more about our personalized video platform.

[Book a Demo](#)





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