

Live from Toronto, It's #GivingTuesday



About Us: Shauna Krajacich

Rethink Breast Cancer
(Shauna.krajacich@rethinkbreastcancer.com)

Shauna Krajacich comes from a digital fundraising background, previously working with non-profit clients to create fundraising strategies that included the world of digital. She has moved to the client side, currently the Digital Marketing Manager at Rethink Breast Cancer, where she looks for ways that Engaging Networks to help the organization run innovative campaigns.

About Us:

Brandon Fuller

Raise the Roots (Brandon@WeRaiseTheRoots.com)

Raise the Roots helps nonprofits get the most from their online tools through strategy development, content creation, production, reporting, data management, supporter acquisition, marketing automations, email and page templates, migration, social media, Google Grant management and more.

Challenges and Goals



Challenges:

- Rethink's audiences heavily concentrated on social media
- It's difficult to create consistent campaigns across channels
- Audiences skew younger
- Existing donor base has not grown

Goals:


- Significantly increase #GivingTuesday fundraising
- Unite communications channels with consistent theme
- Create highly engaging content
- Expand reach beyond current donor base






Challenges and Goals

 **Rethink Breast Cancer** ·  Follow

Pay it Forward this Holiday Season ...

Nikki, Sarah, Kim and Leisse are paying it forward to other young women with breast cancer... [See More](#)



 Like  Comment  Share   31 · 2 Comments

Solution

#GivingTuesday Give-A-Thon:

- Emphasize Rethink's "Give-A-Care" care packages
- Thank donors in real time on Instastories and on Twitter
- Feature images of the Rethink team gathering in their conference room and engaging with supporters
- Regularly update social media and email with status



social and email



[@kathryneaster](https://twitter.com/kathryneaster)

[@laurajanepetelko](https://twitter.com/laurajanepetelko)

[@cumbriaco](https://twitter.com/cumbriaco)

[@inessa11.11](https://twitter.com/inessa11.11)

[@journey2previve](https://twitter.com/journey2previve)

[@cotcanevents](https://twitter.com/cotcanevents)

[@lechehope](https://twitter.com/lechehope)

[@jessica_macd](https://twitter.com/jessica_macd)

[@movingtowardsless](https://twitter.com/movingtowardsless)

[@carrizlem](https://twitter.com/carrizlem)

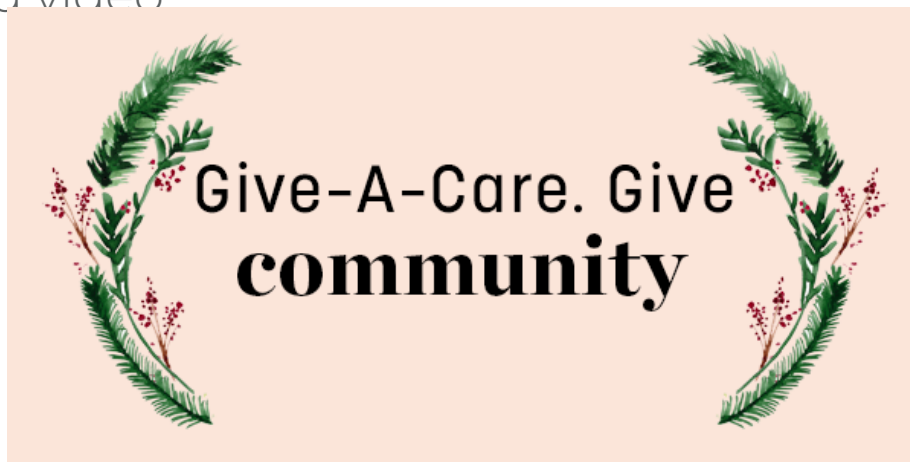
thank you for showing
you Give-A-Care!

rethinkbreastcancer.com/give

Building Hype

Previewing the Give-A-Thon:

- November 13 – Blog post previewing the #GivingTuesday campaign.
- November 20 – Save-the-Date email with links to Rethink social channels
- November 26 – 24-hour notice on social media and email with goal, matching gift, and video



Building Hype

Swipe up to sign up for our emails to stay in the know about what we have in store for Giving Tuesday this year!



How does it feel to receive a @give.a.care package as a young woman with breast cancer?

Swipe up to read!



For just \$25, send a Give-A-Care package to a young person living with cancer

Swipe up to give now!

Building Hype



Tune-in on Twitter and
Instagram!
[View this email in your browser](#)



Dear Friend,

We are so excited for tomorrow's Give-A-Care Give-A-Thon for #GivingTuesday. Rethink supporters are some of the most committed and empathetic people I know. That's why I know you'll help us reach our goal of 150 Give-A-Care packages.

But there's one really exciting announcement to share before I go! Pfizer will be generously matching donations dollar for dollar tomorrow up to \$5,000. [This means that your donation of \\$25 will provide not one but two women living with cancer a Give-A-Care package.](#)

Inside each package, we include our Care Guidelines and items carefully selected for the unique needs of women with cancer. We throw in a little needed humour too.

We hope you'll join us on [Twitter](#) and [Instagram](#) - and that you'll make a [donation](#). We'll be thanking donors live and posting updates as we work toward our goal of 150 Give-A-Care packages on Giving Tuesday.

Have a great night and I hope to thank you tomorrow for your gift!

Good night,



Doing Shout-Outs

Customizing the Donation page:

- Ask donors if they'd like to be thanked
- Specify their preferred social channel
- Collect handle for message
- Include channel/handle in notification email
- Follow donors and use handles for future re-targeting and look-a-like audiences



RethinkBreastCancer @rethinktweet · 27 Nov 2018

Thank you for showing you Give-A-Care on #GivingTuesday! @allield @josiemassard @erinletson Every gift of \$25 sends a give-a-care package to a young person with cancer this holiday season. bit.ly/2Qs9oip



Doing Shout-Outs



Your Name and Email Address

FIRST NAME*

LAST NAME*

EMAIL ADDRESS*

WHICH SOCIAL NETWORK?*

WHAT IS YOUR HANDLE?*



#GivingTuesday

Emails:

- First email scheduled for 7am ET
- Three emails sharing survivor stories and fundraising status updates
- Final email with an urgent tone and increased goal amount

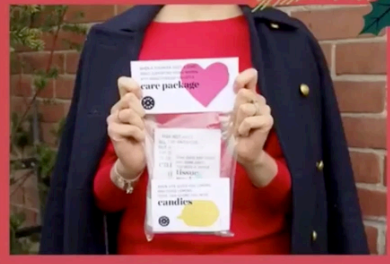
Social:

- Instastories featuring graphics, photos, and videos
- Tweets with graphics and mentions of donors
- Influencer social outreach
- Paid social advertising




#GivingTuesday

RENNEL Holiday • Follow 33w



**It's a #GivingTuesday
Give-A-Thon!**

Every \$25 raised will send
~~1~~ 2 Give-A-Care packages
to young people with cancer
this holiday season

Swipe up to give now! 

See More >

#GivingTuesday



RethinkBreastCancer @rethinktweet · 27 Nov 2018

Thank you @Juliecassidy_td @cmcm1 for showing you Give-A-Care on #GivingTuesday. Every gift of \$25 sends a give-a-care package to a young person with cancer this holiday season. bit.ly/2Qs9oip



#GivingTuesday



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thank you for showing
you Give-A-Care!
rethinkbreastcancer.com/give



thank you for showing
you Give-A-Care!

[@mbaxterw23](#)
[@shami_lachhar](#)
[@jellybean0406](#)
[@mscmommylife](#)
[@carlyn_ckck70](#)
[@chelsporter](#)
[@christineday4474](#)
[@glennvogelsang](#)
[@incooperated](#)
[@karikajay19](#)



#GivingTuesday
Give-A-Thon
rethinkbreastcancer.com/give

We're getting closer to
our goal of 150
[@give.a.care packages!](#)



update:
100 Give-A-Care
packages sent

rethinkbreastcancer.com/give

Swipe up to give now!

See More >



We've reached our #GivingTuesday goal of
sending 200 Give-A-Care packages!

But the work doesn't stop here.

Approx 1000 young women are diagnosed
with breast cancer in Canada each year.

#GivingTuesday



Liked by taniakwong and others
nikkileighmckean @RethinkBreastCancer is having a #GivingTuesday Give-A-Thon! Help send 150 Give-A-Care packages to young people living with cancer this holiday season. Donations are being matched today up to \$5000, so for every gift of \$25 you can send not one but two Give-A-Care packages, plus receive a shout-out from the Rethink team on Twitter or Instagram stories! Show young people living with cancer that you Give-A-Care and donate today at rethinkbreastcancer.com/give

November 27, 2018



Liked by taniakwong and others
thrivetoshine Starting my day off right!

I just donated \$25 to @rethinkbreastcancer for their beautiful 'giving' campaign @give.a.care ❤️

#GivingTuesday



#GivingTuesd



Dear Friend,

Give-A-Care care packages were designed for the unique needs and experiences of women with cancer. The products help manage the side effects of cancer treatments, the messages bring humour to an difficult journey, and the care guidelines contain crucial information.

When Shauna received a Give-A-Care package, it gave her comfort on one of her hardest days...

"I got my Give-A-Care package from a nurse at my hospital after a long and scary appointment where I learned about the treatments I'd be getting in the months ahead. The timing couldn't have been more perfect. Not only did the package provide me with guidelines that encouraged me to ask questions that I wouldn't have thought of on my own, it provided me with small comforts that I used consistently through chemo and radiation." - Shauna

You can help someone like Shauna this holiday season. [Show you Give-A-Care by paying it forward and donate today!](#)

To show our gratitude we're sending shoutouts to donors all day on [Twitter](#) and [Instagram](#). **And all gifts are doubled, thanks to a generous match from Pfizer.** This means your donation will make **twice the impact!**

- [Give \\$25 to send 4 2 Give-A-Care packages](#)
- [Give \\$50 to send 2 4 Give-A-Care packages](#)
- [Give \\$100 to send 4 8 Give-A-Care packages](#)

GIVE-A-CARE ON #GIVINGTUESDAY

engaging NETWORKS

ENCC-TORONTO
2019



Raise the Roots

Success!

Overwhelmingly successful campaign:

- Beat our fundraising goal mid-day, increased to stretch goal – and beat it
- Alignment of communications across channels – videos, blogs, emails, social posts
 - Email: 54%
 - Instagram: 27%
 - Facebook: 14%
 - Website: 4%
 - New Donors: 32%
 - Average Gift: \$68.35
 - New Donor Average Gift: \$60.89
 - Donors Thanked: 54%
 - Preference: 94.6% Instagram

Success!

Organic Social Results



17573 impressions
138 engagement



42923 impressions
1112 engagements



19793 reach
1547 engagements

Lessons Learned

Continue:

- Using Give-A-Thon approach to motivate supporters
- Targeting online advocates for donations – 57% of donors
- Emphasizing Give-A-Care \$25 donation option
- Using personal stories in content – videos and quotes



Lessons Learned

Start:

- Actively recruit new advocates throughout the year
- Experimenting with higher donation asks
- Asking donors to reply to shout-outs with their reason for giving
- Allowing donors to specify a tributee for shout-out



Lessons Learned

Stop:

- Underestimating giving capacity of donors
- Avoiding social as a giving channel year round
- Using the same welcome series for all new supporters
- Using IGTV as a channel – significantly lower engagement than Facebook
- Relying on paid social on #GivingTuesday – market oversaturation



Thank You. Questions?

Shauna Krajacich

Rethink Breast Cancer

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Brandon Fuller

Raise the Roots (brandon@weraisetheroots.com)