

Giving Tuesday Campaign



Created in 2012, GivingTuesday is a simple idea: a day that encourages people to do good. It takes place every year on the Tuesday after Thanksgiving in the United States - and increasingly on a global scale. In 2020, \$2.47 billion were raised in this 24 hours alone in the USA¹.

Plan Your Giving Tuesday

GivingTuesday is one day. You have 24 hours to get donors' attention and donations. How can you make it count? With good planning. Most people begin the planning phase several months out. Here are a few tips to get started with your planning:

- ☐ Define your financial (both revenue and cost) and engagement goals.
- ☐ Can you obtain a campaign 'match' to encourage donors?
- ☐ What is your 1-day campaign message or theme?
- ☐ After you've picked your theme, outline your story arc.
- ☐ Create a rough calendar for GivingTuesday AND the days before (teasers) and after (thank yous).
- ☐ Communicate with other stakeholders internally for campaign operations.
- ☐ Communicate with influencers who can help accelerate your campaign.

Giving Tuesday Tactics for the

Some tactics you'll use to execute your campaign are essential, some are recommended and some are (really) nice to have. Take a look at our list and evaluate if you're using these. If not, you may still have time to try something new!

Essential tools

- ☐ Email - Message your list with donation appeals.
- ☐ Donation page - Direct supporters to your donation page on GivingTuesday. Ideally you'll also update content with match information if you have one and GivingTuesday copy.
- ☐ Website - Make a prominent ask right on your homepage.
- ☐ Social media - Spread the word and ask for support - it's GivingTuesday!

Highly recommended tools

- ☐ Advertising - Search Engine Marketing like Google and also social media advertising can have an enormous ROI on giving days.
- ☐ Homepage lightbox - You'll stand apart if you DON'T have a lightbox nudging donors to give on GivingTuesday.
- ☐ Peer-to-peer fundraising - Start this early but for those who can't give much, they may be willing to rally friends and family to give.

It would be nice if...

- ☐ Digital wallets - Make it easy for supporters to give the way they want.
- ☐ SMS - Send texts to supporters with a nudge to donate.
- ☐ One-click donation pages - Using saved information, a donor gets a page where all they click is the amount and submit, easy.
- ☐ Different payment options - Some may prefer to use Paypal or even Bitcoin to donate.



Testing on GivingTuesday

Why would you test on a one-day campaign? Easy, in one day at the beginning of year-end fundraising season you'll have statistical significance. Use this data to iterate and adapt the remainder of your holiday campaign. What do you test? Here are some starter ideas...

- ☐ Email content - Focusing on engagement within the email, how can you optimize clicks to donation pages?
- ☐ Homepage lightbox - Try different images, video, copy or buttons to increase engagement
- ☐ Donation form performance - Add heatmapping or a similar tool for this day to see where people click, where they leave and any other trouble areas
- ☐ Donation ask amount - Test an 'enter your own', different set amounts or even a 'suggested gift amount' based on previous donations

Workplanning for GivingTuesday

Oops! This section doesn't have checkboxes. That's because how you lay out your plan internally to execute the campaign is up to you. We just wanted to make note to allow enough staff time to pull all aspects of your campaign together.

Evaluating Your GivingTuesday Campaign

Yes, you're exhausted and still busy but this one day teaches a lot. Especially if you checked some testing boxes. Take a moment to review the data - numbers don't lie. Debrief anecdotally with your team. Consider what you learned and take it forward into the rest of the year and the year to come.

- **Overall performance** - How did the campaign do? Were there any remarkable data points? Were there areas for improvement? How did the campaign stack up to previous years?
- **Testing performance** - If you ran tests, what did you learn? Was there anything impressive enough to change the course of your holiday campaign and boost results?
- **New tools** - If you tried any new tools, how did they perform?
- **Staff review** - Check in with staff and be sure they aren't overwhelmed. Also, did they hear anything about the campaign that can inform your progress?



Setting up a GivingTuesday campaign takes planning and hard work but the results can be remarkable. Starting with a good set of digital engagement tools, like Engaging Networks, gives you a significant head start.

Visit our site at

engagingnetworks.net

for more tips on GivingTuesday
and fundraising.

¹Stats as reported by <https://www.givingtuesday.org/united-states/>