

The Short & Sweet Guide to

#GIVINGTUESDAY

DECEMBER 2, 2014

A TOOLKIT FOR NONPROFITS

Campbell & Company

Advancement Planning • Fundraising • Communications • Executive Search

Campbell & Company



THE SHORT AND SWEET GUIDE TO #GIVINGTUESDAY

Over the past two years, we have seen exponential growth in the popularity and visibility of the “#GivingTuesday” concept. #GivingTuesday was founded in 2012 by New York’s 92nd Street Y in partnership with the United Nations Foundation. Today, #GivingTuesday is “a global day dedicated to giving back,” and a day when people “around the world will come together for one common purpose: to celebrate generosity and to give.” Over the past two years, #GivingTuesday, in collaboration with many dedicated influencers and founding partners, has launched a global movement anchored in social media interaction that has engaged over 10,000 organizations worldwide.

At Campbell & Company, our articulated mission is to collaborate and innovate with people who change lives through philanthropic vision and action. As a firm, we encourage our clients to take a strategic, disciplined and creative approach to managing and developing relationships with members, donors and friends. Accordingly, we recognize #GivingTuesday is a great opportunity to weave interactive engagement into those relationships and act as a touchpoint in our clients’ cultivation efforts. Our goal in compiling this guide is to assist our nonprofit friends as they innovate to leverage #GivingTuesday, telling their stories to inspire gifts and strengthening the fabric of their communities—local, national and international—for the better.

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DESIGN YOUR #GIVINGTUESDAY PLAN

DEFINE YOUR GOALS AND OBJECTIVES

It is important to set goals and/or objectives that will keep your organization on track and focused as you start planning for #GivingTuesday.

What are your goals and/or objectives for #GivingTuesday?

- What action do you want your donors and friends to take?
- Are you trying to gain visibility for your organization as a whole or are there specific projects you want to build visibility around – or both?
- How many donors do you hope to engage?
- How many dollars are you trying to raise?
- How do you want to increase advocacy/awareness for your organization?

DEFINE YOUR METRICS

Donors, potential donors and other individuals who participate in your organization's #GivingTuesday activities are going to want to be informed of results. The best way to show results is to track your metrics throughout #GivingTuesday. This will give constituents real-time updates on your progress and will make it easier to provide a more detailed recap later in the week.

What metrics do you want to track?

- Total donation amount
 - # of donors (total)
 - # of new donors (for the fiscal year)
 - Average amount raised
- Social media and email metrics
 - # of social media shares, likes or comments
 - Open rates
 - Click-through rates
- Other
 - Develop additional metrics that align with your goals for the program

Design your
#GivingTuesday plan

DEFINE YOUR GOALS AND
OBJECTIVES

DEFINE YOUR METRICS

DETERMINE YOUR
AUDIENCE AND
MESSAGING

DETERMINE YOUR
RESOURCES AND STAFFING

DETERMINE YOUR
LAUNCH AND POST-
#GivingTuesday PLAN

Design your #GivingTuesday plan...

DETERMINE YOUR AUDIENCE AND MESSAGING

Knowing your audience on #GivingTuesday will be key. Based on the event's social media emphasis, it's most likely that you will primarily be reaching those constituents who are already engaged with you on platforms like Twitter, Facebook and Instagram. If you are trying to reach beyond your current social media following, it will be important to try to build your social media presence before #GivingTuesday.

Who are you trying to reach? What is your message to each group?

- Existing supporters
- New supporters
- Community Partners (think matching gifts)
- Members
- Friends

What are you going to try to do to cut through the noise?

What is your specific hashtag?

NOTE - a specific hashtag for your #GivingTuesday campaign is recommended.

What is your call to action?

DETERMINE YOUR RESOURCES AND STAFFING

What resources are you planning to leverage for your #GivingTuesday campaign? Defining roles is critical and it will be important to delegate tasks such as updating social media, creating content, and staying on track with your timeline.

Some resources to consider:

- Staff
- Volunteers/Ambassadors
- "Celebrity" spokesperson
- Press
- Website
- Email
- Social media channels
- Print

Design your
#GivingTuesday plan

DEFINE YOUR GOALS AND
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Design your #GivingTuesday plan...

DETERMINE YOUR LAUNCH AND POST-#GivingTuesday PLAN

Your day-of tasks and how you plan to follow up with your new and old donors is essential to the success of your #GivingTuesday campaign.

Who is responsible for day-of tasks?

How are you going to track progress throughout the day?

How do you plan to respond to your donors as they engage with you?

What is your post- #GivingTuesday plan?

#GivingTuesday provides an excellent opportunity to reach out to constituents who may be first time donors. It will be imperative to steward these #GivingTuesday donors in order to increase the likelihood of another gift.

Here are some post #GivingTuesday activities to consider:

- Stewardship for new donors
- Messaging to #GivingTuesday donors
- Measuring success and communicating this success to donors
- Reporting and analyzing your activities

Design your
#GivingTuesday plan

DEFINE YOUR GOALS AND OBJECTIVES

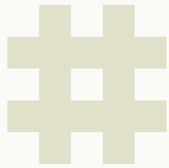
DEFINE YOUR METRICS

DETERMINE YOUR AUDIENCE AND MESSAGING

DETERMINE YOUR RESOURCES AND STAFFING

DETERMINE YOUR LAUNCH AND POST-#GivingTuesday PLAN

LEVERAGE #GIVINGTUESDAY



CONTENT CREATION



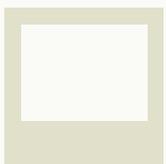
TWITTER



FACEBOOK



INSTAGRAM



PICTURES

Leverage #GivingTuesday...

CONTENT CREATION

Pick two or three “projects” or success stories to drive donations

Alumni/constituency/member stories: Reach out to alumni or other stakeholders and ask them to share how they are participating in #GivingTuesday.

Organization initiatives or need: Compellingly showcase the programs or initiatives that constituents’ donations will support.

Success stories: What has your organization accomplished lately? Success stories are a good way to connect with your donor base. Tweet or share a link to a newspaper article or story on your website.

Message from leadership: Have your Executive Director/President share how they are going to participate in #GivingTuesday.

TWITTER

Twitter is #GivingTuesday’s home; it’s where the movement got its start and provides organizations a rapid, real-time outreach option. Millions of users, many of whom are millennials, use Twitter as a way to connect to their world quickly and easily in 140 characters. If these users are following your organization on Twitter, you will have the ability to communicate with them through short messages, pictures, or videos.

To Do: create a unique hashtag to use consistently throughout campaign

- #endowmentfund
- #GivingTuesdayPHL
- #scholarshipsforkids

Terms to know: Retweet, Favorite, @, #

(the hashtag)

What is this?

- Symbol in the social media universe that is used to instantly create a searchable term, which in turn creates a topic thread
- These topic threads include all of the other users using the same #
- Use # when you would like all of the entries to be gathered in one place

Leverage #GivingTuesday

CONTENT CREATION

TWITTER

FACEBOOK

INSTAGRAM

PICTURES

Leverage #GivingTuesday...

Twitter / # (The Hashtag)...

Tips

- Do not #overusethehashtagsymbol
- Try to limit to three hashtags per post
- Limit use to unique hashtags you have developed and #GivingTuesday

@ (tweeting at other users)

What is this?

- Use when you want to get the attention of other users
- To use effectively, find constituents or donors close to your cause (or individuals you want to engage) and then tweet at them to prompt them to respond or to promote your cause

Tips

- Limit the number of users you address in an entry to one or two
- Ex. "@gatesfoundation help spread the word about our #scholarshipsforkids fund helping the urban youth #GivingTuesday"

"Retweet" or "favorite"

Tips

- Use these actions when someone has tweeted you and you want all of your followers to see what a user said about your organization
- For example, if the Gates Foundation tweeted your organization: "@organization so impressed by your #scholarshipforkids program that helps the urban youth! #GivingTuesday" you would want to "Retweet" AND "Favorite" that tweet!

FACEBOOK

Facebook is another highly effective way to reach out to your constituents. Contact with your donor base or potential donor base through Facebook will be less rapid-fire than Twitter, but posts can be more in-depth and detail-oriented.

To Do: Change profile picture to showcase #GivingTuesday involvement. This picture should be such that constituents and supporters can use to replace their current picture.

To Do: Create a series of images that showcase your involvement in #GivingTuesday. Don't forget a Call-to-Action!

Leverage #GivingTuesday

CONTENT CREATION

TWITTER

FACEBOOK

INSTAGRAM

PICTURES

Leverage #GivingTuesday...

INSTAGRAM

Instagram is picture and video driven. The best way to reach constituents through Instagram is to connect the account to the organization's Facebook and Twitter accounts.

To Do: Create a 30 second video about #GivingTuesday to post to Instagram and link to Facebook and Twitter.

PICTURES

- Take a series of pictures that best represent your organization. Try to stay away from "stock photos".
- Share pictures unique to your organization.
- When you share the photos use #GivingTuesday and your unique hashtag.



JOIN THE GLOBAL MOVEMENT

#un·sel·fie

noun [uhn-sell-fee]

1. A show of support for Giving Tuesday. Take a pic, tag it **#unselfie** and **#givingtuesday**, and upload to your Instagram, Twitter, or Facebook from now till December 4.

#GIVINGTUESDAY
GIVINGTUESDAY.ORG

Leverage #GivingTuesday

CONTENT CREATION

TWITTER

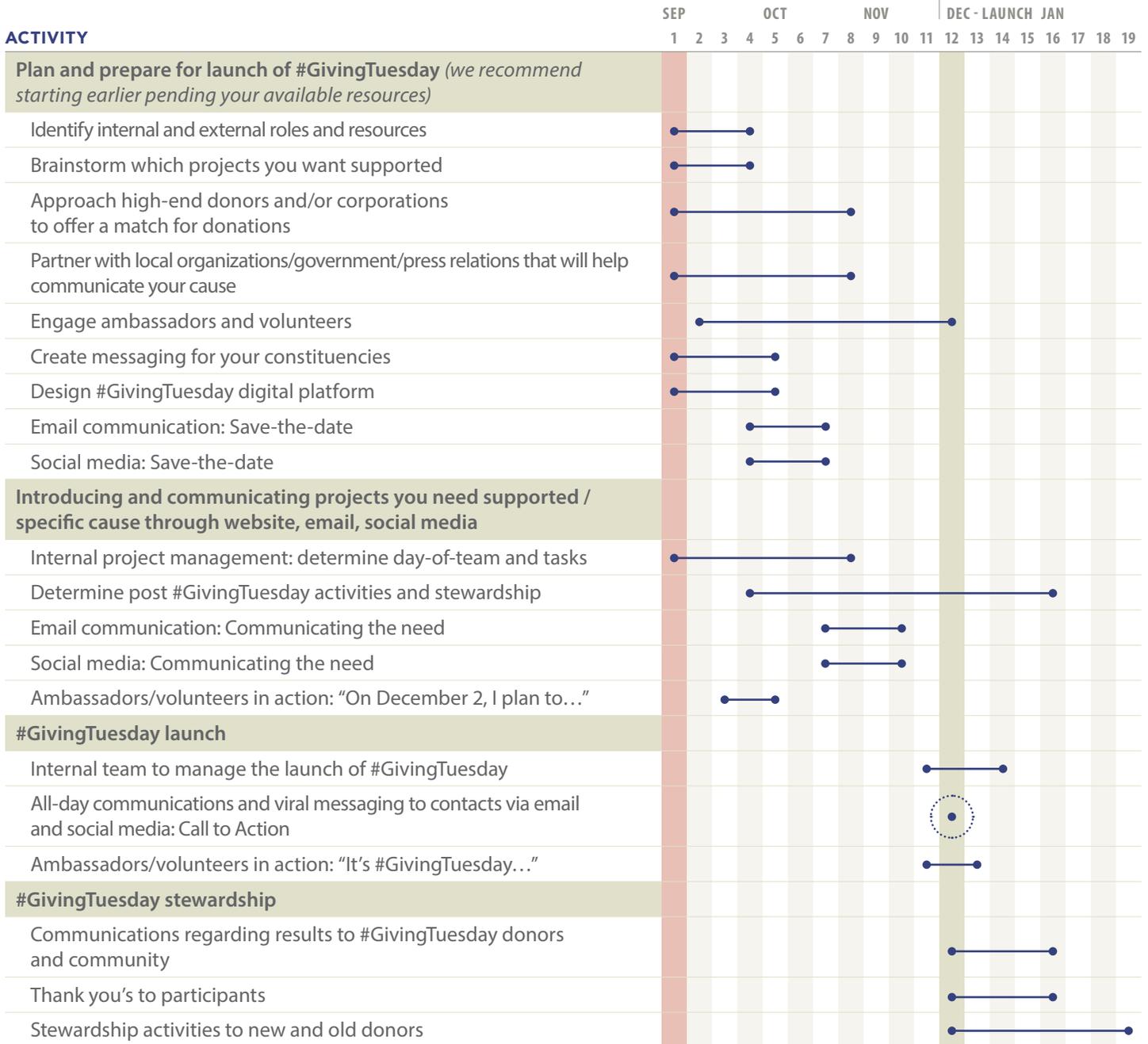
FACEBOOK

INSTAGRAM

PICTURES

APPENDIX A: #GIVINGTUESDAY SAMPLE TIMELINE

#GivingTuesday
December 2, 2014



APPENDIX B: OTHER RESOURCES YOU CAN USE

Giving Day Playbook: From best practices to templates to examples, this guide includes a comprehensive look on how to plan for a giving day.

givingdayplaybook.org

#GivingTuesday website: Check out ideas and examples on the GivingTuesday website.

www.givingtuesday.org

Network for Good: Download “A Nonprofit Guide to a Successful Giving Day”

<http://networkforgood.org>

QUESTIONS?

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