

The 2015

#GIVINGTUESDAY™

E-Book

How to Prepare for this Growing Phenomenon



donorperfect

online fundraising software

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WHAT IS #GIVINGTUESDAY?

#GivingTuesday was founded in 2012 by New York's [92nd Street Y](#), in partnership with the [United Nations Foundation](#). The goal of #GivingTuesday is to create a global day of giving back that celebrates generosity and kindness. The day itself falls on the Tuesday following American Thanksgiving each year, meaning #GivingTuesday for 2015 falls on December 1.

In the same way that Black Friday and Cyber Monday kick off the buying season, #GivingTuesday kicks off the giving season. It's a day to step back from the commercialization and consumerism that comes with the holiday season, and promote doing good for others.

ADDRESSING CHANGE

Change is scary, but successful nonprofits know that change is necessary. Some nonprofits have expressed their concerns regarding #GivingTuesday. Some may wonder whether donors actually buy into the idea of a "day of giving", or if the potential increase in donations is worth the definite increase in effort that they'll need to put into the event.

Perhaps the biggest concern is that #GivingTuesday will simply take away from other end-of-year campaigns. These are all valid questions, and now that it's in its fourth year, we have some answers.



THE IMMEDIATE AND GROWING IMPACT OF #GIVINGTUESDAY

Total Dollars Contributed
Continues to Rise



2012
185K #GivingTuesday
mentions



2013
320K #GivingTuesday
mentions



2014
700K #GivingTuesday
mentions

2012
2,500 Participating
Nonprofits



2013
10,000 Participating
Nonprofits



2014
Over 20,000
Participating
Nonprofits



WHY YOU SHOULD PARTICIPATE

Clearly a day like #GivingTuesday can drive donors to make donations, but the question many nonprofits ask is "Will #GivingTuesday take away from our other end-of-year campaigns." Are these donors, who would ordinarily donate at the end of the year, simply changing the day that they make their donation, leaving nonprofits with the same year-end total as they would have had without #GivingTuesday?

Simply put, the answer is NO!

Nonprofits who participated outgrew their non-participating peers in the all-important December fundraising season by nearly two to one in online and offline donations. Participants saw online giving increase 19.4% in all of December while those who did not participate grew their December online fundraising by 8.4%

The data we've reviewed over the past three #GivingTuesday's has proven two things:

1. GivingTuesday does not take away from end-of-year giving,
2. GivingTuesday is not a fad, but a hugely successful and sustainable fundraising tool.

The sooner you're on board with #GivingTuesday the better, because it will only grow bigger each year.

HOW CAN YOU PREPARE FOR #GIVINGTUESDAY?

Now that we have data to prove that #GivingTuesday can make a real, positive impact on your fundraising, it's up to you to prepare for the day. We can help you get there! Below are the steps we recommend that will best prepare your nonprofit and your donors for a very successful #GivingTuesday. You'll also receive a follow-up email containing email templates as well as a direct mail template that you can use as a start for your communications.

October 15 – If you haven't already done so, be sure to set up a merchant payment account. The ability to collect donations online is a must for #GivingTuesday, and the sooner you have a merchant payment account, the better. Creating the account by October 15 will give you plenty of time to set up your forms and be comfortable with how everything works. If you're using DonorPerfect and WebLink, every field automatically imports to your Main, Gift, Bio, or Other Info records. With PayPal or other big-name merchant payment account providers, the data must be manually imported to your fundraising management system.

November 1 – Have your online donation form set-up and tested by this date! Your donation form is critical to your campaign's success, so it's important to have this locked down early. If you're a DonorPerfect client, a good place to start is the free #GivingTuesday template in DonorPerfect's WebLink template library. From there, you can customize the form with your logo, colors, etc. Once it's been tested, send the form to your board of directors for recommendations on how to improve it (and while you're at it, have them test it by making a donation, or even better, provide a challenge gift that offers to match every gift made up to some amount).

For those who don't have donation forms, WebLink online donation forms come FREE with every new system of DonorPerfect.

Two weeks prior to #GivingTuesday - Inform your donors that you're participating in #GivingTuesday and give a brief explanation of what it is to those who might not know. Tell them that you have a goal of raising X dollars for your cause. Donors who are aware of your

“In 2014, DonorPerfect clients saw a 73% increase in total dollars donated and more than double the total number of donations from 2013! For the third year in a row, #GivingTuesday proved it was more than a flash in the pan.”



participation are much more likely to donate on the day.

This is also a good time to begin your social media mentions of #GivingTuesday (FaceBook, Twitter, LinkedIn, etc.). You can schedule these ahead of time to sync with your email schedule using tools like [Buffer](#) to ensure you don't forget.

One week prior to #GivingTuesday - Remind your donors again that you're participating in #GivingTuesday, and continue to spread the word on social media. Reinforce the idea behind the day as well as your nonprofit's fundraising goal. You should also provide the option to "donate now" in case some donors will be unavailable or unable to donate on the actual day.

The day before #GivingTuesday - Send an email to your donors explaining that the campaign starts at midnight, and educate them on the way(s) they can contribute. Spread the excitement and enthusiasm that the day is almost here! This can be short, sweet, and to the point. You should also prepare to feature #GivingTuesday on the homepage of your website on the day. Let visitors know you're participating, and how they can get involved.

Note – These dates are just suggestions for how to prepare. The most important thing is that you are ready when #GivingTuesday arrives, and that your donors are aware.

WHAT TO DO ON #GIVINGTUESDAY

You've finally made it! You've setup your merchant account, tested your forms, and informed your donors. Congrats! Now the fun can really begin.



At **6AM**, send an email to your donors announcing the official kick-off of your campaign, and give them a link to your donation form. Change your home page to feature #GivingTuesday and send out social media updates to your followers. Share your excitement despite the early wake up!



At **10AM**, email a brief reminder about the campaign and its significance to your nonprofit. Be sure to send social media updates throughout the day to keep as many donors as possible informed.



At **2PM**, send out your first status update. Tell donors how close you are to reaching your fundraising goal for the day, and reinforce the ask. If you have a matching gift for #GivingTuesday, provide an update on how close you are to that goal.



At **5PM**, give a second status update.



At **8PM**, give a third status update.



At **11PM**, send a final appeal to get in any last minute donations.

While this may seem like a lot of emails, our experience shows that during an event like this, there's no such thing as too much communication - similar to a telethon, your constituents care about you, and will want to know how you are doing.

WHAT TO DO AFTER #GIVINGTUESDAY

First and foremost, take a deep breath!

Now that your wildly successful #GivingTuesday campaign has come to an end, there's still a small bit of work to be done.

The day after #GivingTuesday - Give your donors an update on the final number of donation dollars received, and unrelenting thanks for being so generous and supportive! Be sure to tell them what their donations are going toward. You can also offer an "In case you missed it" donation option for those who were unable to give on #GivingTuesday.

Remember the data we shared with you earlier: just because they gave to you now, doesn't mean you can't ask for the traditional end of year gift, planned gift, capital campaign, and every other fundraising effort you traditionally offer. Think of #GivingTuesday as "additive" and not a replacement for other giving!

During the week following #GivingTuesday- send your staff and board members an update on the results, discussing what worked, what didn't work, and how you can improve for next year -- while it's still fresh in your mind.

"Just because they gave to you now, doesn't mean you can't ask for the traditional end of year gift, planned gift, capital campaign, and every other fundraising effort you traditionally offer. Think of #GivingTuesday as "additive" and not a replacement for other giving!"

CONCLUSION

#GivingTuesday is rapidly changing from a campaign to a tradition, growing from a small segment of the nonprofit sector to a worldwide phenomenon. Best of all, nonprofits who participate are not only reaping donations, but attracting new donors and raising more money.

Ready to kick off your #GivingTuesday Campaign? Get started with the #1 rated nonprofit and online fundraising software, DonorPerfect.

[CLICK HERE to Start Today!](#)



#GIVINGTUESDAY™

Hopefully this eBook has convinced you to participate in this year's #GivingTuesday. And if it has, we hope the steps and templates provided will set your nonprofit up for a hugely successful December 1st, as well as the rest of December giving. Please refer to our Additional Resources section for more information, tips and tools to help with #GivingTuesday.

If you have any questions about any content in this E-Book, you can contact a DonorPerfect Account Manager at 800-220-8111 or givingtuesday@softerware.com.

If you already have DonorPerfect and are interested in processing online donations through WebLink, login to your DP system and click on AppLinks, WebLink.

If you're not a current DonorPerfect client, and you're interested in using DonorPerfect fundraising management software to manage your donors and their activity, as well as ALL your #GivingTuesday success, you can [request a free trial and demonstration of the software here](#). We also provide [WebLink online donation forms](#) (as previously mentioned) to process all online donations and automatically enter them into your DonorPerfect system.

Good luck and have a fantastic rest of 2015!

ADDITIONAL RESOURCES

- What is #GivingTuesday? [Watch this short video for an overview](#).
- Check out [this webinar from 2014](#) that features Henry Timms, the creator of #GivingTuesday, as well real nonprofit success stories from the day.
- Not convinced about Online Giving? Read the [10 Reasons to Promote Online Donations](#).
- Now that you're convinced, see how to [attract online visitors and their donations!](#)
- Visit the official [#GivingTuesday website](#) for free logos, toolkits, ideas, and more!

ABOUT DONORPERFECT

Thousands of nonprofits use DonorPerfect to organize constituent data in one unified database. It has easy to use tools for making smarter, timelier decisions that help nonprofits raise more money. In particular, DonorPerfect provides superior reporting capabilities, world-class support, bank-level security, and integration with key partners to expand its value and capabilities. Two nonprofits, NTEN and Idealware, gave DonorPerfect more 'excellent ratings' in their donor management systems' report than any other software.