

Moving the Needle: The Success and ROI of #GivingTuesday

Wednesday, October 29, 2014
3pm-4pm EDT

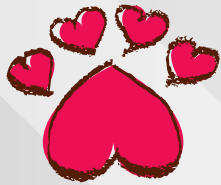


#GIVINGTUESDAY™

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Presented By:



HEARTS UNITED
for ANIMALS



Mennonite
Central
Committee



Loaves & Fishes
Ending Hunger ✂ *Empowering Lives*

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Sponsored By:



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Thank You For Getting the Word Out!



Heather Scott, ACT for Alexandria
Pam Esser, ADDA-SR
Ledell Edwards, Albuquerque Christian Children's Homes
Nicole King, Caring About People, Inc.
Joyce Powell, CHED Santos Anonymous
Gloria Drake, Clearbrook
Steven Roth, Commonwealth Foundation
Maureen Mahoney Hill, Consultant
Desiree Coleman-Cohn, Cornerstone Hospice
Karen Hartley, Crystal Run Village, Inc.
Susan Brinker, EHVI
Christopher Gengo, Erie Community College Foundation
Brenda Eckel, First Refuge Ministries
Elizabeth Hendricks, Geisinger Health System Foundation
Ross Basen, Greater Plainfield Habitat for Humanity
Pam Benedict, Hope Remains Youth Ranch
Jeri Milburn, Horizon Prison Initiative
Katy Mcfall, HumanKind
Lauren Wisbeski, International Institute of New England
Don Schultz, Jeffrey Byrne + Associates

Paula Maddox, Lifespace Foundation
Kimberley Harper, MedShare International
Talia Selove, Montclair Kimberley Academy
Olivia Evans, Mountain TOP
Chelsea Mudd, National Center for Fathering
Cathy Blankenship, North Star Reach
Jolene Merica, Project Read
Sharon Murrah, Saint Anthony Foundation for Education
Amy Stone, United Hebrew Congregation
Alison Reed, UnitingCare Wodonga
Irene Amoros, University of Maryland School of Medicine
Christine Dimas, Hunterdon Land Trust
Dianne Giroir, Mission Bend Christian Academy
Jonette Oldham, Friends of Duck Creek Regional Library
Karen Pittenger, Black Olive
Leah Ronen, Augusta Jewish Federation/ JCC
Marisel Morales, Trinity Washington University
Mary Constance, Camp Allen
Tish Slater, California Youth Connection (CYC)
Wendy Boscia, Ridgefield Visiting Nurse Association

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Agenda



- Introduction-Housekeeping Items
- Background of Giving Tuesday
 - Henry Timms, Executive Director, 92Y
- DonorPerfect #GivingTuesday Research
 - Jon Biedermann, Vice President DonorPerfect Fundraising Software
- Success Strategies and Stories
 - Brad Fair – Mennonite Central Committee
 - Lori Hook – Hearts United for Animals
 - Matt Chicola – Loaves and Fishes Community Services
- Summary
- Q&A *(Note: Due to the number of participants, your question may not be answered during the webinar.)*
- Conclusion – Thank You & Acknowledgments



#GivingTuesday Background



Henry Timms, Executive Director, 92Y



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CYBER MONDAY SALE!!

SHOP 'TIL YOUR MOUSE BREAKS!

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DECEMBER 2

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#GIVINGTUESDAY™

40+

Countries had active #GIVINGTUESDAY efforts in 2013

10,000+

Charities, nonprofits, corporations, community groups and government agencies participating in #GIVINGTUESDAY

3BILLION+

Total global impressions in traditional and social media



40%

Year-over-year increase in the dollar value of the average donation



270%

Online donation volume on Tuesday after Thanksgiving since 2011

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2X Double your Donation

all donations matched Nov. 27th

© Laila Bahaa-el-din

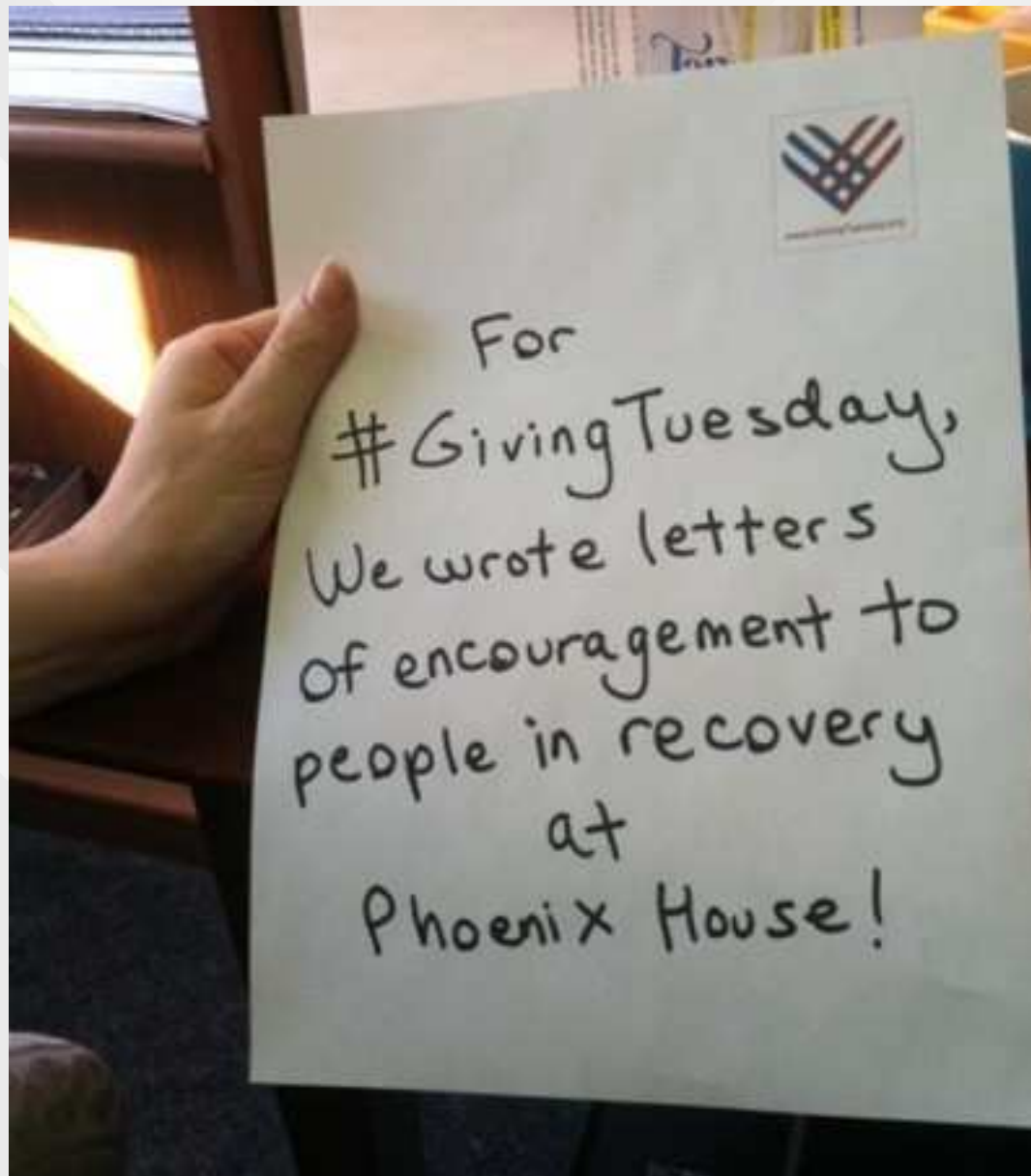


www.panthera.org/givingtuesday

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DRESS FOR SUCCESS®
WASHINGTON, D.C.

Help local women get back to work by supporting

#GivingShoesDay

December 3, 2013



I am supporting #GivingShoesDay
by collecting shoes for Dress For Success Washington,
D.C. to help the women of our city get back to work!

#GivingShoesDay is in support of #GivingTuesday,
a national day of giving that celebrates and encourages
charitable activities that support nonprofit organizations.

A box is placed on the landing outside of Arbor Education and
Training 300 Q St. NE 2nd Floor Washington DC 20002.

Gently worn, in season shoes will be collected
on Tuesday, December 3! I hope you will join me in supporting this
great cause!

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A LITTLE GOES A LONG WAY

B MORE GIVES MORE
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\$300
Provides 75 students with classroom instruments.

\$50
Provides a man with a suit for job interviews.

\$15
Provides Thanksgiving dinner for a family of 4.

\$150
Supplies new beds for homeless veterans.

\$5
Plants a tree in Baltimore's city.

\$10
Provides a child with a season of volleyball or basketball.

\$60
Enrolls a child in a summer reading program.

\$25
Provides a week of nutritious home delivered meals.

\$25
Pays for a safe ride to and from medical treatment.

\$25
Pays L280 awards to restore the health of the Chesapeake.

\$25
Feeds 2 abandoned cats or dogs for 7 days.

\$500
Provides hot lunch for 500 people.

LET'S RAISE

\$5,000,000

Imagine how many organizations we can help if we reach our goal of raising \$5 million on #GivingTuesday, December 3rd. Make a donation of any amount to the cause that means the most to you and help Baltimore become the most giving city this year!

PLEDGE NOW > BmoreGivesMore.com

#GivingTuesday is a registered mark of 501c.

POWERED BY GIVECORPS



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12

התחמה האחרונה: 200.00 ₪ מיחשלים, שבצעה לפני 1 שעות.



Our Top Stories



President Obama Travels to Mexico for the North American Leaders' Summit



Vice President Biden Speaks at America's Central Port on the Fifth Anniversary of the Recovery Act



Kicking Vehicle Efficiency into High Gear



Administration-Wide Response to the Drought

Celebrate #GivingTuesday



Jonathan Greenblatt
November 26, 2013
12:25 PM EST

Share This Post



Typically, the holidays are a moment when many Americans volunteer to help the most vulnerable. Others make charitable contributions that can last throughout the holiday season. Next week, we will celebrate #GivingTuesday, a worldwide effort to raise awareness and motivate action for the common good.

Started by the United Nations Foundation and the 92d Street Y, #GivingTuesday builds on the American tradition of giving back but uses technology to give this greater impact. This commemoration does not seek to coordinate funds toward any particular nonprofit or to direct volunteers to support a specific cause. Instead, #GivingTuesday is intended to encourage Americans to reflect and give back. It's a collective moment for individual and community action.

#GivingTuesday has significant momentum. More than 7000 partners across all 50 states are taking part. This includes large corporations and small businesses, faith-based organizations and secular nonprofits. This year, cities are stepping forward to galvanize the movement. They are celebrating local causes through unique campaigns like BMoreGivesMore in Baltimore; #GivingTuesdayBucks in Bucks County, PA; and #GivingTuesdayPHL in Philadelphia. In all these communities, nonprofits, businesses and government are collaborating to raise awareness and drive funds for those in need.

#GivingTuesday provides a wonderful opportunity for a national conversation about the

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PHOTOS OF THE DAY



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19 days and counting
December 3, 2013

[Join #GivingTuesday](#)

[ABOUT ^](#) • [GET INVOLVED](#) • [PARTNERS](#) • [IDEAS AND RESOURCES ^](#) • [GLOBAL](#)



Why We Give

By Bill & Melinda Gates

Thanks for taking a break from your holiday shopping to take a look at #GivingTuesday.

Everyone has their own reasons for giving back. For us, it's simply about making the world a more fair and equitable place. We know we were very lucky to grow up where we did, when we did. We believe everyone deserves the chance to live a healthy, productive life. Those are the values we learned from our families, and they're why we started our foundation.

In our work, we come across a lot of great organizations doing inspiring work in the U.S. and around the world. In fact, as we talked about #GivingTuesday, the hardest question we faced was, "Which groups should we highlight?" After a lot of discussion about all the great choices out there, we picked four.

When our children have a little extra money saved up and want to make a donation, they often turn to Heifer International and WorldVision. Through Heifer, you can donate an animal to a community in need—a gift that can benefit the recipients for years afterward. Through WorldVision and Save the Children, you can change a child's life by helping provide food, health care, education and more. And Donors Choose lets you help teachers meet their classrooms' needs, enabling projects that might not happen otherwise.

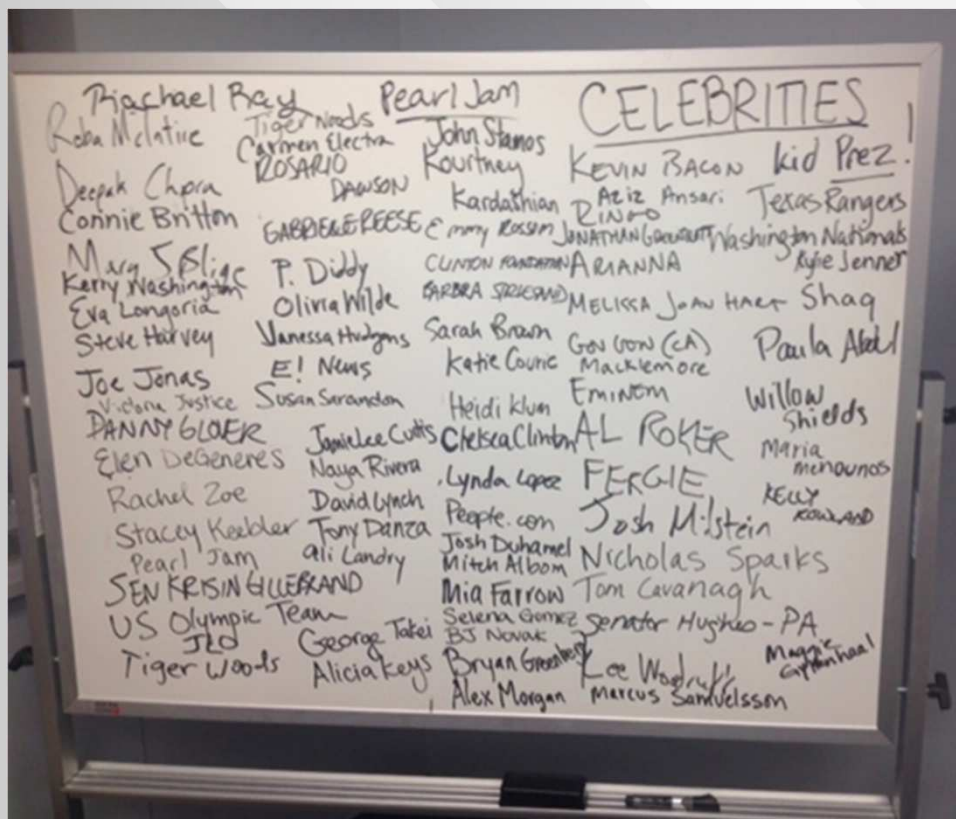
Whoever you support, and however much you give, thank you for participating in #GivingTuesday. It's a great way to help create the better world we all want. We wish you a happy holiday season.

Bill & Melinda



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Ellen DeGeneres ✓

@TheEllenShow



Follow

This #GivingTuesday, I'm supporting a great organization, the @AmericanCancer Society. You can, too. ellen.tv/1avKe1L

← Reply ↻ Retweet ★ Favorite ... More

68
RETWEETS

107
FAVORITES



12:49 PM - 3 Dec 13



Barbra Streisand ✓

@BarbraStreisand



Follow

Celebrate, be thankful, join the new tradition: Consider donating to Philippines relief efforts or your favorite charity on #GivingTuesday

← Reply ↻ Retweeted ★ Favorite ... More

14
RETWEETS

10
FAVORITES



8:31 AM - 3 Dec 13

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**trace360**[Follow](#)

17 hours ago · 📍 Mission Aviation Fellowship
Dec. 3 is #GivingTuesday #unselfie #MAF
#changealife

❤️ [embratora](#), [doneste](#), [mickiblair](#) and 4 others like this.

**doneste**

Good one, @trace360!



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Social Media Ambassadors
Tool Kit

GivingTuesday.org

Brought to you by:
UNITED NATIONS FOUNDATION 92Y

Save the Date:
December 3, 2013

Getting the Most from #GivingTuesday: Ideas and Tools for Nonprofits to Drive Giving

Stanford SOCIAL INNOVATION REVIEW

Getting the Most from #GivingTuesday: Ideas and Tools for Nonprofits to Drive Giving

Aaron Sherinian
Vice President, Communications and Public Relations, United Nations Foundation

Mayur Patel
Vice President, Strategy and Assessment, Knight Foundation

Perla Ni
CEO, GreatNonprofits

Andrea Heydlauff
Vice President, Panthers

Moderated by:
Regina Starr Ridley
Publishing Director
Stanford Social Innovation Review

Sponsored by: Knight Foundation

Join the conversation:
@SSIRLive, #GivingTuesday

Thursday, October 3, 1pm PT / 4pm ET

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COMMUNICATIONS TOOLKIT

Thanks for being a part of #GivingTuesday!

#GivingTuesday inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season, showing that the world truly gives as good as it gets. The second annual #GivingTuesday will take place on **December 3, 2013**.

Where did the idea come from? The retail industry has long benefited from seasonal shopping that symbolically kicks off with "Black Friday" – a day that has since inspired "Small Business Saturday" and "Cyber Monday." #GivingTuesday, then, serves as a celebratory, fully connected day to kick off the giving season, when many make their holiday and end-of-year charitable gifts.

#GivingTuesday brings together diverse networks of people, large corporations, small businesses and nonprofits across an ever-expanding range of new media platforms to encourage and amplify small acts of kindness in the service of changing our world for the better.

#GivingTuesday is not a new giving platform, but a call to action to celebrate giving and encourage more, better and smarter giving during the Holiday Season. It's an organizing principle to encourage the creativity and energy of people all over the world to work together for good.

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation. **You are the most important part of making this movement a reality.** We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

In this toolkit, you will find:

- #Giving Tuesday Mega Messages
- #GivingTuesday Fact Sheet
- A list of #GivingTuesday Founding partners from 2012
- #GivingTuesday FAQ
- Social media guide with sample tweets and Facebook status updates
- Sample outreach email
- Partner questionnaire
- Sample #GivingTuesday action plan ideas
- Communications timeline
- Press Release Template

We hope these materials will help you and your voice embrace #GivingTuesday in a way that is most meaningful to your organization. Together, we are a powerful community.

We look forward to working with you!

– The #GivingTuesday Team

MOVEMENT MOVEMENT MOVEMENT
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NATIONAL DAY OF GIVING,
DEC 2ND #GIVINGTUESDAY

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#GivingTuesday Research Results



Jon Biedermann
Vice President
DonorPerfect Fundraising Software



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Research Methodology



(How did we get to a sample size of 546 nonprofits?)



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Research Methodology



(How did we get to a sample size of 546 nonprofits?)



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Research Methodology



(How did we get to a sample size of 546 nonprofits?)



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Research Methodology



(How did we get to a sample size of 546 nonprofits?)

- DonorPerfect is a fundraising database that also allows online giving as an option.
- Founded in 1987, DonorPerfect has over 10,000 clients, of which 8,000 have used the online 'SaaS' version.
- Of these 8,000, more than 4,500 have activity in each of the last 3 years.
- Of the 4,500, more than 1,000 organizations also have used our integrated online donation tool, WebLink.
- Of the 1,000, 546 organizations collected both off-line and online donations through DonorPerfect in November and December over each of the last three years. **These 546 nonprofits are our sample size.**

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Research Results



- The average size organization in the sample raised just over \$850,000 in all of 2013.
 - Includes Online Giving
 - Does NOT include Pledges or Commitments
 - Typically does NOT include Program or Service Revenue.
- All US based nonprofit/religious/charity organizations
- Online Giving represents 6-7% of total giving in this sample.
 - (A range is given because organizations can use more than one online giving tool besides DonorPerfect).

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Research Results



- For GivingTuesday participants in both 2012 and 2013, on the ACTUAL day:
 - Number of Gifts rose 89%
 - Average Gift Size rose 39%
 - Total raised rose 162%
- **Comparison figures are important-** otherwise the total growth will be drastically inflated:
 - TOTAL Gifts raised through DonorPerfect: +285%
 - (But that's because we had 2X more clients participate)

Research Results

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online fundraising software

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2013 Results

#GivingTuesday began in 2012 to create a national day of giving at the start of the annual holiday season. It celebrates & encourages charitable activities that support nonprofit organizations. For more information, visit givingtuesday.org.

2013 Offline/Online Fundraising Total

\$5 Million

Up 4.2x
from 2012

Number of Online Gifts Increased

285%
from 2012



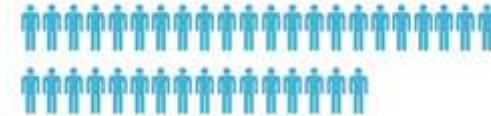
517%
from 2011



Average Gift Size:



Number of Nonprofits Participating
Doubled in 2013!



2012



Nonprofits Participating in
#GivingTuesday 2012 & 2013
Saw Great Improvement:

Number of Gifts: +89%



Average Gift Size: +39%

Funds Raised: +162%

<http://www.donorperfect.com/weblink>
Data from DonorPerfect/WebLink clients
participating in #GivingTuesday

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Research Results



- For GivingTuesday participants in both 2012 and 2013,
 - Total Dec. Online Giving rose 19.4% in 2013 vs. 2012
- VS.**
- Total Dec. Online Giving rose 8.4% for NON-GivingTuesday Participants



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Research Results



- For GivingTuesday participants in both 2012 and 2013,
 - Total December Giving rose 6.8% in 2013 vs. 2012
- VS.**
- Total December Giving rose 3.7% for NON-GivingTuesday Participants





Research Results



- Key Takeaways
 - Organizations greatly improve on subsequent attempts.
 - Organizations who participate are outgrowing their peers by nearly 2 to 1.
 - 6.8% vs. 3.7% - or 1.83 times.
 - Online Giving is growing very quickly, but still only accounts for less than 8% of total giving.



Success & Strategies



Brad Fair
Mennonite Central Committee



**Mennonite
Central
Committee**

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How did MCC start participating in #GivingTuesday?

- We started participating the first year in 2012.
- We learned about #GivingTuesday as a member of InterAction, an alliance of like-minded international development organizations.
- In 2012, we were intrigued with how it performed.
 - We received about twice as many web donations as usual for a day in that time period (about 60 as opposed to about 30) for \$19,500.
- But we had questions...

Who gave? What next?

- Were we simply getting donors to give on that day as opposed to another day?
- Was this new money?
- What could we do differently?



New strategy for #GivingTuesday 2013

- In an effort to promote new giving to our organization, we found a donor to match up to \$5,000 in new donations.
- We also created an overall goal to raise \$20,000 on #GivingTuesday
- We segmented our #GivingTuesday promotional emails.
 - Existing donors – “tell your friends who haven’t given to MCC that their gifts will be matched.” Told them about overall \$20,000 goal.
 - People in our database for whom we had email addresses but no gifts of record– “your first gift to MCC on this day will be matched.”

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New strategy, continued.

- We sent a “save the date” type email on Black Friday and positioned #GivingTuesday as an alternative to consumerism.
- We then sent an email first thing in the morning on #GivingTuesday as a reminder.
- We created a social fundraising page on our online donation site that tallied donations and displayed our progress toward \$20,000.
- We also used Facebook to promote the \$5,000 match and keep our followers up to speed on our overall progress.

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How did we do?

- We exceeded our overall \$20,000 goal by noon on #GivingTuesday and we increased it to \$30,000.
- We received more than 4 times as many online donations as we did on #GivingTuesday 2012.
 - 250 donations for almost \$60,000
- That was higher in quantity and amount than any single day of the busy week of online donations MCC received after Typhoon Haiyan.

Did we receive “new money”?

- In short, “Yes!”
- In detail:

Type of donation	Donors	Amount
GT was first 2013 gift and more than all of 2012 giving	29	\$5,053.00
GT gift caused cumulative 2013 increase over 2012	15	\$3,284.00
New Donor	33	\$4,622.00
Re-activated LYBUNT (last gift in 2010)	5	\$1,327.00
Re-activated LYBUNT (last gift in 2011)	25	\$3,656.00
recovered (no gifts since before Sept 2010)	37	\$5,515.00
"new" money sub-total	144	\$23,457.00
All other (non-new, "old?" money)	119	\$36,158.00
Grand Total	263	\$59,615.00



Success & Strategies



Lori Hook
Hearts United for Animals



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Why Giving Tuesday? Why not!

- Giving Tuesday is a great kick off for the holiday giving season.
- It prompts people to begin thinking of year end donations.
- It is a heartfelt reminder of the true spirit of the season, giving people a chance to feel good and contribute positively right after a time of consumerism and indulgence.

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What Did We Do?

- Branded it
- Made it fun
- Made it our own
- Told compelling stories
- Tied in with the holiday season
- Thanked people & encouraged them to share the message with friends
- Kicked off a donation matching campaign

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The Dogs Are Turning Giving Tuesday Into Giving Poochday!



When the dogs heard about Giving Tuesday, the new national day dedicated to giving, they thought sure we said Giving Poochday. We didn't have the heart to tell them otherwise - so at HUA we are declaring today Giving Poochday! The dogs at HUA have so much to be excited about and thankful for this holiday season. Twelve of the nineteen Lancaster County Rock Stars have been adopted and the remaining seven are healthy, happy and awaiting forever homes. They are celebrating the fact that the puppy mill who held them captive in horrible conditions was shut down thanks to the tireless efforts of HUA supporters. They are also very excited to announce that one of their most kind and generous supporters has offered to match all donations dollar for dollar through December 31st, up to \$100,000! The dogs aren't sure exactly how many kibbles that would buy, puppy mills it would shut down, and vet bills it would pay - but they know it is a lot. Today they are celebrating you. They are celebrating all of the wonderful acts of kindness and giving that gave them a second chance at a wonderful new life. They are here to thank you and ask for your continued support so that their friends in puppy mills can be freed like they were, so that HUA can step up to provide shelter and veterinary care for dogs who would otherwise perish and so that HUA can continue outreach programs to help more dogs and families in need.

Today, as the dogs are giving thanks for you, please consider showing them your support with a Giving Tuesday...er, eh...Poochday donation. You can also help them by forwarding this email to friends and posting on Facebook that you helped animals in need today so that you might inspire others to do the same.



What works?

- Number one source of donations? E-blasts, early morning is the best time, 10:00 am second best time.
- Facebook, Blog & Twitter – give people reasons to give, show them what their donations will do. Create an event on Facebook.
- Give easy options to donate. Make buttons large, put links to donation form in all forms of communication.
- Tell a deeply personal and touching story.

Curly's Thanksgiving Miracle

The day before Thanksgiving HUA received a phone call from a local animal hospital. Curly, a 9 year old poodle, was in bad shape. He had bladder stones that were causing him extreme pain. His dad was a hard working man, but could not make ends meet and did not have the funds to save Curly's life. Curly was all he cared about in the world, his constant companion for 9 years. He was devastated to think he might lose his best friend the day before Thanksgiving. When HUA agreed to help Curly and his dad, he was grateful beyond words. That night an HUA Director met Curly and his dad as Curly was checking into an urgent pet care facility for overnight monitoring after his big operation. Curly walked in on his own, wagging his tail. His only possessions were his tattered leash and a little blanket, but none of that mattered. Curly had his dad, and his dad had his sweet boy, who was doing much better than the veterinarians expected. It was clear that these two best pals would have the happiest Thanksgiving ever. Even if there was no turkey, no stuffing, and no green bean casserole it did not matter. They would be together. As Curly recovered, his dad came to see him spending several hours holding him in his little blanket, giving thanks for the miracle of HUA supporters who saved his life.



Curly and his dad wish to thank all of the HUA supporters who make it possible for HUA to relieve the suffering of animals in need, save their lives and keep them with their beloved families whenever possible.



Hearts United for Animals

PO Box 286
Auburn, NE 68305
Ph 402-274-3679
hua@hua.org
www.hua.org



Visit all of our dogs and cats for adoption online at www.hua.org.

Please help them to find a home for the holidays.

If you have adopted from HUA in the past you are pre-approved! Just write to tera@hua.org to make an appointment to come pick up your new family member.

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Results

Tuesday after Thanksgiving

- 2011 - \$ 1,755 (40 donors)
- 2012 - \$ 4,850 (70 donors)
- 2013 - \$ 15,198 (173 donors)

Total season giving

- 2011 - \$ 206,376 (1,969 donors)
- 2012 - \$ 288,429 (2,508 donors)
- 2013 - \$ 303,744 (2,606 donors)

2013 E-blast stats for Giving Tuesday

- 4,586 sent
- 1,321 contacts opened (29%)
- 2,375 total opens (56% shared)
- 107 clicks on donation link

Number of donors giving more than once during the giving season

- 2011 – 176
- 2012 – 599
- 2013 – 486



Success & Strategies



Matt Chicola
Loaves and Fishes Community Services



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Why Giving Tuesday?

- Opportunity to be part of a national movement and conversation
- Previous year = \$0
- Increase online giving

Giving Tuesday 2013 Timeline

- June – Increased social media engagement
- September – Secured matching gift
- October – Teaser promotions
- November – Advertising across multiple platforms
- December 2nd – Staff & Board of Directors calls to select donors
- Giving Tuesday – Visuals to track progress, social media updates
- January - Thank you calls

Giving Tuesday Results

- 277 total donors
 - 25% new donors
 - 10% lapsed donors
 - Of the donors that gave in 2012, 54% increased their giving for 2013, including the donor who provided the match
- \$97,147.89 (with match) on Giving Tuesday
 - 34% increase in giving for all of December
 - 118% increase for December 30 & 31



ROI & Strategy Summary



- #GivingTuesday:
 - Is Growing Rapidly
 - Number of gifts up 517% from 2011
 - Average gift (\$164) is up 17% since 2011
 - Double the number of participating organizations from 2012-2013.
 - Improves your fundraising vs. your peers
 - All December 2013 Giving up 6.8% vs. 3.7%
 - All December Online Giving up 19.4% vs. 8.4%



Summary



- #GivingTuesday:
 - Requires a Strategy
 - Email is a start, but can't rely on it alone
 - Matching Gift Programs should be considered
 - Need buy-in from colleagues and board
 - Multi-Channel marketing works best
 - Must be Measured
 - Track New, Retained, Retained Lapsed
 - Offline vs. Online
 - *Use a good fundraising solution to make this easy.*



Summary



- #GivingTuesday:

Is going to be GREAT!

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Questions?



For more information, a sharable YouTube Video,
and copies of the infographics, please visit

donorperfect.com/givingtuesday

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