



2021 Giving Tuesday

Campaign Planning Guide



www.giveeffect.com

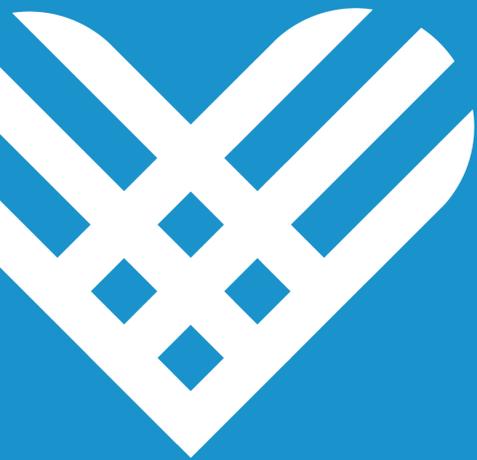
2021 Campaign Planning Guide

Giving Tuesday is a special holiday the Tuesday following Thanksgiving, and a top fundraising day that lets people shift their focus from getting to giving. This one-day annual movement has grown dramatically the past two years—\$2.47 billion in online donations was processed last year on Giving Tuesday alone.

This guide will review some of the datadriven approaches to creating more effective campaigns and steps on how to achieve your goals.

- *The Giveffect team*

The Ask:
Tell your supporters
exactly how their
#GivingTuesday
donations will be
allocated.



CTAs we see the most:

1. Donate
2. Sponsor a Team
3. Join a Team
4. Become a Team Lead

DEFINING YOUR MESSAGES

Today, we're in constant competition for our supporters' attention. A large part of Giving Tuesday will be part of your annual appeal, so spend the time coming up with unique campaign branding and messaging.

Habitat For Humanity campaign that used unique branding to tell their story and to explain why they were raising money on Giving Tuesday, which really connected with people. Statistics show that when folks know where their money is going that they are more likely to donate.

TIP: Use a photo album that illustrates where money is going. For example, choose an individual and highlight their story in relation to your nonprofit.

CREATING CTAS & GOAL SETTING

Set a goal that encourages people to donate: After you determine a fundraising goal, slash it by 30% to create an atmosphere where people feel like they can actually help you achieve your goal.

Tip: Research has shown that simple sites with a call-to-action located front-right and-center convert best.

GivingTuesday is one day, so you should set realistic goals – it's not just about money. Focus outside the box and set goals for recurring donors or to increase your overall reach on social media.

Advanced Goal Setting

Participant goals help your most passionate supporters set a goal – this is great because it breaks up your goal into more accessible amounts. Using different tiers, you can let supporters win gifts in kind, such as t-shirts, posters, mugs, and other collateral you might have at the office.

“Seeing specific, quantifiable goals doesn't just give you a clearer picture of your path; it can help motivate your team and supporters push you past the finish line.”

SHARING YOUR PERFORMANCE

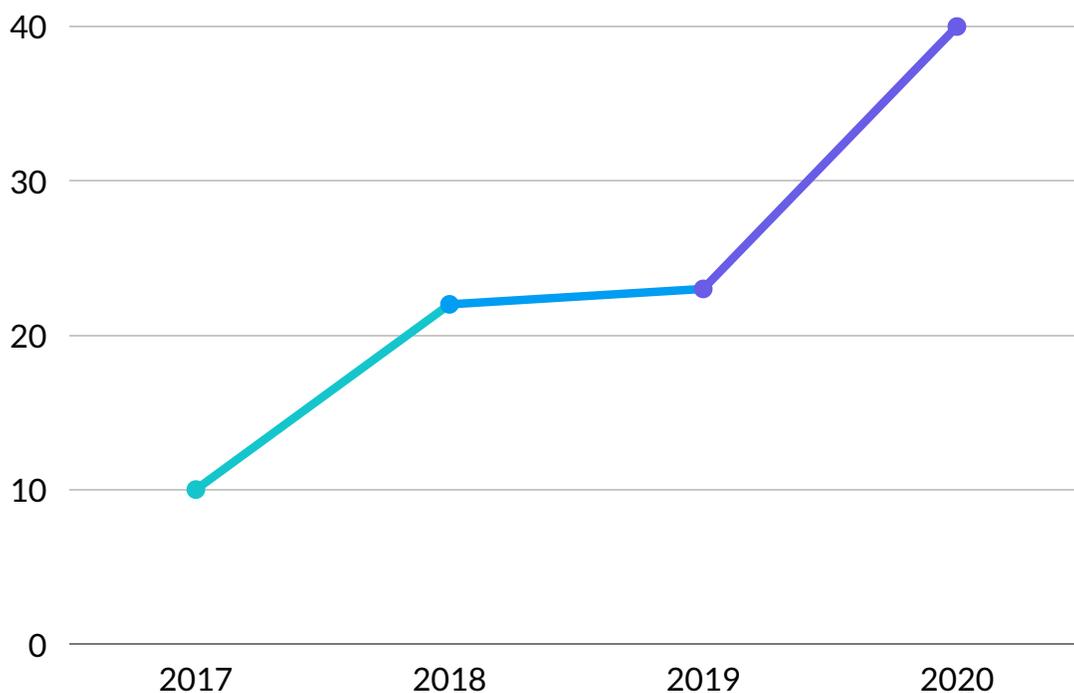
Share your greatest success with your prospective donors. Your success is the groundwork for your future work and a reason to continue your work.

This is why they should choose YOU.

Example:

300,000

MEALS SERVED



Number of
Outreach
Locations

ge giveeffect

Choosing your audience & optimizing support from your donor base.

Why should you engage your donors on Giving Tuesday? If you already have 100 fundraisers and each of them only reaches out to two people, your donor base would instantly triple in one day. Even though your supporters are ready to help further your mission, most of them have busy lives.

However, just like peer-to-peer fundraising is an organic fundraising process, it's also a natural way to inform their friends and family members about your nonprofit's mission. Make the most of these interactions by collecting basic information, such as names, addresses, phone numbers, and email addresses.

Preparing an Ask

To maximize your impact on Giving Tuesday, prepare emails to contact your entire database—you want this to become a viral experience. Using Giveeffect's Smart Automation and email marketing features you can send out customized messaging to your donorbase to get them started with your campaign.

Optiziming Participation

To optimize support from your donor base, set tiers and challenges for individuals so they can create their own peer-to-peer campaigns to engage their communities. Be sure to make social media sharing accessible as well by turning on social links. Giveeffect has social sharing built in to campaigns.

Peer-to-Peer Campaigns

An exciting Giveeffect feature is the simple process of beginning a peerto-peer campaign within existing campaigns. This takes the work out of your hands and lets your constituents

raise money and awareness through their personal networks. Look in your donor database or volunteer management software to identify supporters who regularly give to your organization, take part in your volunteer days, and attend your fundraising events. These people are your best bets for peer-to-peer fundraisers.

Nonprofit Supporter Types

There are three types of supporters that make up a nonprofit's constituent relationship management database. Some of your biggest supporters may not have deep pockets, but they are **committed** and **connected**. They will become your team leads or participate as a teammate. On the other hand, we've got casual supporters, who aren't particularly loyal to any nonprofit but will support their friends, family and colleagues when they take part in a peer-to-peer fundraiser.

Committed Supporter



Connected Supporter



Casual Supporter



Engaging
your audience with
social media: more
participants,
more donations,
more giving.

Social Media Checklist

- **Blog posts**
- **Pick your hashtags**
- **Share social media tasks with your team**
- **Ask your constituents to spread the word**
- **Link to your campaign with your social media tools**

About



Giveeffect brings all of your nonprofit's activities online, then automates the paperwork. The Giveeffect nonprofit solution covers online giving, volunteer management, events and fundraising, donor relationships, email marketing, expense tracking, web design, and data tracking.

Our software is a comprehensive tool you can use to manage, analyze, and care for your constituents with a 360° view. On average, Giveeffect saves new users 20-30 hours per month in manual data entry, so you can use your time to take your mission further.

If you want to learn more about how Giveeffect can help you: [Set up a demo today.](#)

Ready?

We hope this download serves as a handy guide to help you make your cause shine this #GivingTuesday. We'll cover more topics each month in-depth in future webinars, as well as other helpful hints and guides, so be sure to follow us at [Twitter.com/giveeffect](https://twitter.com/giveeffect) and www.facebook.com/giveeffect.

We're here to help!

- the Giveeffect Team