

# The Short and Sweet Guide to

# #GI ING TUESDAY™

**Version 3.0**

November 29, 2016

**A TOOLKIT FOR NONPROFITS: STRATEGY, CONTENT, AND STEWARDSHIP**

Campbell & Company CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services

3	YOUR #GT PLAN
11	YOUR #GT COMMUNICATION
16	YOUR #GT TIMELINE

# Campbell & Company



## THE SHORT AND SWEET GUIDE TO #GIVINGTUESDAY, VERSION 3.0

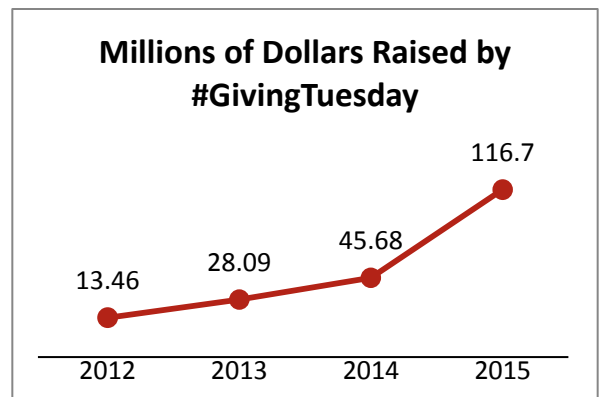
Mark your calendars for November 29, 2016!

Since its inception in 2012, we have seen exponential growth in the popularity and visibility of #GivingTuesday. Now a global movement engaging thousands of organizations worldwide, it is a day when charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

In 2014, Campbell & Company created the “Short and Sweet Guide to #GivingTuesday” in order to assist our mission-driven friends as they prepare for #GivingTuesday. In 2015, we released version 2.0 which included more detailed recommendations around donor stewardship and content development. This year, we are raising the bar again and with version 3.0 of the toolkit. This 2016 version of the guide will provide additional strategy recommendations, especially around end-of-year fundraising, utilizing giving platforms, and stewarding new donors.

At Campbell & Company, our 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 as a great opportunity to weave interactive engagement into those relationships and a touchpoint in our clients’ cultivation efforts. Now in its fourth year, this day of primarily online giving has truly taken root across the nonprofit industry, and many of our clients have found great success. Our goal with this guide is to assist nonprofits as they innovate to leverage #GivingTuesday, telling their stories to inspire gifts that will strengthen the fabric of their communities—local, national, and international.



According to [givingtuesday.org](http://givingtuesday.org), the official website for #GivingTuesday.

# YOUR #GIVINGTUESDAY PLAN

## How does #GivingTuesday fit into the big picture?

As one of the most widely recognized and popular giving days, #GivingTuesday presents a great opportunity to open the door to new donors and strengthen the culture of philanthropy at your organization. It can help raise public awareness and begin to convert donors from “transactional” to engaged constituents.

Building an understanding of the power of philanthropy throughout your community is essential, and through broad outreach and tailored messaging can provide a major step forward.

We understand that the pressure is *on* at the end of the year. Your staff is busy making calls, scheduling meetings, and formulating messaging. Thinking about adding #GivingTuesday into your already jam-packed year-end plans can feel overwhelming.

We encourage organizations to think of #GivingTuesday as an opportunity to integrate new donors into your annual giving support base. Participating in #GivingTuesday can help expand your social media outreach and enhance your existing donors’ engagement. If you do decide to commit to folding the #GivingTuesday effort into your annual fund, use different messaging leading up to November 29, 2016 and set a specific goal for the #GivingTuesday effort.

## STEP 1: OUTLINE YOUR GOALS AND OBJECTIVES

Over the past four years we have seen nonprofits focus their #GivingTuesday energies toward many different objectives. But they all maintain one common theme: *expanding their reach*.

**Consider the overarching objective of your #GivingTuesday effort. Are you trying to feed your pipeline or expand participation?**

If you are focusing on participation, then set a goal for the number of donors you hope will participate in #GivingTuesday. If you are trying to grow the pipeline of potential major gift donors toward a specific project, consider setting a dollar goal.

The following objectives can certainly overlap, but it is important to set one primary objective that your constituencies can relate to and support so that your #GivingTuesday campaign has a clear focus and call to action.

### Donors

To attract new donors, ask your supporters to share posts with their friends and invite others to join your cause. Engage your social media followers and their connections with a clever hashtag and compelling content, paired with easy and intuitive ways to give online.



## Dollars

To raise a specified dollar amount, have an aggressive but attainable goal around a specific project and then use online channels to make a focused and inspiring ask.



## In-Kind donations

To collect in-kind donations, set an aggressive and realistic goal. Provide potential donors with a list of items—with pictures—alongside requests for donations. Sharing the story of what your organization will do with those items will motivate more supporters to give.



## Awareness

To raise awareness, develop a unified, cohesive social media strategy leading up to #GivingTuesday. Create a hashtag, change your profile picture, and send out email blasts to your constituents.



## STEP 2: ASSESS YOUR RESOURCES

Now that you have defined the effort and set the goals, determine who will take responsibility for the different components of your #GivingTuesday campaign. Define roles and delegate tasks such as updating social media, creating content, and staying on track with your timeline.

### Human Resources:

- Staff (Marketing/Communications, Development, etc.)
- Leaders in your nonprofit
- Volunteers or ambassadors
- Celebrity spokespeople
- Community members
- Press

### Tasks:

- Prepare the message
- Update the website
- Update social media channels
- Prepare print materials
- Prepare online giving channels
- Communicate with community partners
- Communicate with volunteers and ambassadors
- Communicate with matching gift partner(s)

## Online Platforms:

Consider how to best utilize digital platforms. Online giving during #GivingTuesday 2015 increased 60% from 2014, and mobile giving increased 101%. Ensure well in advance that you have the proper platforms and technologies to handle the influx of online and mobile donations on this day.

When researching platforms, consider the following:

- **Fee structure:** There are many different combinations of fee structures (monthly fees, transaction fees, credit card percentages, or some combination or all three) on the different crowdfunding sites. Some charge a basic monthly fee to the organization and do not have transaction fees. Some have no monthly fees but only transaction fees and credit card fees. To figure out the best option for your organization, estimate your number of monthly transactions.
- **The ease of branding the fundraising page:** Your page should look and feel similar to your website and organizational materials. Make certain that it is easy to add logos, pictures, videos, and text without the added cost of a web designer. Also make certain that it is easy to add widgets (a small application that can be integrated with a website, such as your Twitter feed or Facebook posts) and links onto your webpage.
- **Compatibility with other platforms such as your donor database, e-news platforms, social media:** Most crowdsourcing sites are created to be compatible with certain social media sites (Facebook, Twitter, Pinterest, etc.) as well as e-news hosts (Constant Contact, MailChimp, etc.). It is best to choose a crowdfunding site that is compatible with services that you are already using to streamline communication and ease. Many sites are also compatible with certain donor databases. Again, for ease, it is important that you can receive donor information that can be easily downloaded into your database.
- **Payment structure:** How quickly will you receive your donations? Some services deposit donated funds into the organization's bank account within 48 hours of a donation. Others send a monthly check. Decide what your organization needs in terms of timely access to the funds.
- **Donor information acquired and shared with nonprofit:** It is important for organizations to obtain donor information for follow-up and future engagement. Find out how the crowdfunding site captures donor information, how it shares it with the organization, and in what format it imports this information into your database.
- **Support and customer service:** How important is it for you to have immediate access to customer service representatives? Are you satisfied if they can answer your questions during the weekday only, or via email only? Are you comfortable with live chat or do you want to be able to pick up the phone? Make certain that access to customer service representatives is going to meet your needs and expectations.
- **Browser and device compatibility:** Ask the company if there are any software or hardware requirements for users. You want your donors to be able to use it on any browser or device of their choice. If it only works on the latest version, or is best only on one browser, there may be compatibility issues with what your donors are using.

“Consider how to best utilize digital platforms. Online giving during #GivingTuesday 2015 increased 60% from 2014, and mobile giving increased 101%. Ensure well in advance that you have the proper platforms and technologies to handle the influx of online and mobile donations on this day.”

- **Always talk to someone who has used the platform:** No amount of online research is as valuable as talking to a customer. Marketing departments are sophisticated and want to sell you on their product, but a candid conversation with a customer can give you the real answers you are seeking. There are online reviews and community forums that may serve this purpose as well.

Consider these platforms:

- Causes.com
- Clickandpledge.com
- Crowdrise.com
- Crowdsunited.com
- Fundrazr.com
- Generosity.com
- Indiegogo.com
- Kickstarter.com
- Razoo.com
- SiteJabber.com

### STEP 3: DEFINE YOUR DAY-OF METRICS AND TARGETS

Remember: this is an online campaign! Donors, potential donors, and other individuals who participate in your organization's #GivingTuesday activities will expect instant information about results. Track your metrics and give constituents real-time updates on your progress. This day-of engagement will make it easier to provide a more detailed recap later in the week. Many of the online giving platforms make it easy to report out on progress—consider this when choosing resources.

1. Determine which of the following metrics you want to track.
2. Set realistic but aggressive targets for each of the metrics. Base your targets upon previous years' performance and/or similar organizations' successes, taking into account the specific makeup of your base of social media followers.
3. Track your metrics throughout the day and report them to your constituents as soon as possible.

Depending on your objectives, consider tracking your success through donation, online and participation metrics. The following are some examples you could use, but be sure to develop any additional metrics in line with your program and #GivingTuesday goals.

#### Donation Metrics

- Total number of donors
- Total number of new donors
- Total dollars raised
- Total in-kind donations
- Matching gifts

#### Online Metrics

- Total number of social media shares, likes, comments, retweets, favorites, follows, mentions, etc.
- Open and click-through rates
- Donation sources (emails, online donations, through the website)

#### Participation Metrics

- Volunteers and ambassadors engaged
- Board member involvement
- Partnerships
- Communications with celebrities, media, or public officials

## STEP 4: IDENTIFY YOUR AUDIENCE AND CREATE YOUR MESSAGING

Knowing your audience on #GivingTuesday is key to coordinating your communication efforts and integral to your social media strategy. Assess your current online audience and potential new supporters, and leverage your current constituents to reach more people. With the event's social media emphasis, you will be able to connect with those constituents who are already engaged with you on platforms like Facebook, Twitter, and Instagram. With the right promotions you can broaden your reach substantially.

### Identify your target audience(s):

#### Existing supporters who are already engaged in your organization's social media channels.

This group will be the easiest to reach. Keep them engaged and excited through frequent social media communications, compelling storytelling, and personalized messaging.

#### Potential new supporters that are connected to existing supporters.

#GivingTuesday is rooted in social media, which means that tapping your supporters' networks is not only acceptable—it is celebrated. Encourage your existing supporters to act as social media ambassadors and peer solicitors for your organization's efforts, and try to acquire as many new contacts as possible.

#### Existing supporters who are not engaged in your organization's social media channels.

Use other channels like phone calls, email, or direct mail to inform this group about #GivingTuesday, and encourage them to engage with your organization through social media to stay informed.

#### Potential new supporters with little or no connection to your organization's existing supporters.

Consider celebrity spokespeople, community partners, media outlets, matching gift partners, and hashtags as methods of reaching new groups. To differentiate yourself, begin these communications well in advance of #GivingTuesday.



## STEP 5: CREATE EFFECTIVE, COMPELLING AND SHAREABLE CONTENT

Spreading awareness via web and social media channels has become an incredible opportunity for nonprofits to increase their footprint and maximize their reach. But as we increasingly spend time online, we are also learning how to both consciously and subconsciously overlook information as we scroll through countless digital pages and platforms. **How do you stand out among millions of organizations that also have important stories to tell?**

*Develop unique and simple messaging that draws your audience in.*

In this digitally-driven era, engaging content is developed by connecting with your audience through messages that foster visceral experiences and deep connections. Authentic messaging can be harnessed through visual storytelling, which includes images, videos, photographs, and infographics. Leveraging visual content can cultivate meaningful connections with both new and current audiences.

Visual content examples:

- **Communicate** the foundation and background of your organization. Describe how it was started, and where its commitment and dedication stems from. There is an inherent power to not only expressing your organization's journey, but also telling its authentic *story*.
- **Illustrate** the culture. What makes your organization's *people* special? Express your organization's culture by showcasing employees, partners, volunteers, and donors. The individuals that are a part of your organization are the heart of its success.
- **Highlight** the value of your organization. What is your mission? What do you believe in? Why is your vision and mission important? *You* believe in your organization, but give external parties a reason to believe in it, too—by communicating with sensory stimulation. Use raw and real content that provokes genuine emotion in your audience (i.e., video, picture, audio, and images).
- **Promote** alumni, constituency, and member stories. Reach out to your alumni, volunteers, or other stakeholders. Ask them to share their personal and unique experiences with you. Translate these intimate experiences into visual content. Give your audiences access to these meaningful connections.
- **Express** your special initiatives and your organization's particular needs. Empower your purpose by showcasing the programs or initiatives that constituents' donations will support. Support your projects with data-driven information that confirms the importance of the financial support you are seeking. This is a great opportunity to use infographics and metrics that directly show how donors can make a difference.
- **Showcase** your organization's success stories. What has your organization accomplished lately? How have previous donors propelled your achievements? Success stories are a great way to connect with your donor base and emphasize its tangible results.
- **Feature** messages from your leadership. Have your Executive Director, Board Chair, or President shared how they are going to participate in #GivingTuesday? Have they communicated their personal support? Featuring important staff members, Board members, donors, and other supporters can increase your organization's credibility and strength. Put a face behind each message—it creates a persona that is personal and approachable to donors.

Visual storytelling is incredibly powerful when executed efficiently and effectively. When creating your content, it's important to consider the following characteristics for the development of your communication:

- **Authenticity:** What makes your organization unique? Authenticity is about real and raw messaging.
- **Sensory Stimulation:** How can you bring your content to life through visual and audio depictions of your message? Can you use images, video, or sound?
- **Uniqueness:** How can you develop content that is different from messages that you have published in the past? Look for new, innovative, and relevant ways to put your organization out there.
- **Relevancy:** How is your organization's mission relevant to society? Find a way to connect your message to areas that affect people. Entice individuals who may not have initially felt a connection to your organization by finding common denominators between them and the organization.

Once you've determined the type of messaging that you'd like to create, begin to schedule your content in an editorial calendar by September. Editorial calendars serve as a management resource to help you plan out when and where you would like to publish your content. Below is a social media guide to posting content via Email, Twitter, Facebook, Instagram, Snapchat, and YouTube.

# YOUR #GIVINGTUESDAY COMMUNICATION

## EMAIL

Although #GivingTuesday achieves most of its reach through social media channels, email still plays a significant role in delivering personalized messages to your constituents. Assess your goals no later than September 15, and establish an email marketing plan well ahead of November 29.

- Communicate with your constituents firsthand about your organization's plans for #GivingTuesday.
- E-mail messaging will increase awareness and maximize your footprint among supporters who do not use social media.
- This communication will increase the number of volunteers, donors, staff, and stakeholders who are aware of #GivingTuesday and willing to share and spread the word.

This is a great opportunity to motivate your supporters to follow your organization on its social media accounts so they can stay up to date with all #GivingTuesday content and materials and can stay engaged through social media after #GivingTuesday.

Utilize email marketing to communicate your organization's plans for #GivingTuesday by implementing the following:

- Integrate #GivingTuesday updates and calls to action into your regular email communications strategy.
- Segment your emails by constituency. Not all of your supporters are as familiar with social media or #GivingTuesday as others, so be sure to account for these differences.
- Use email as a way to move supporters to social media platforms and to invite their friends to also join.

## SOCIAL MEDIA TIPS & TRICKS

### Hashtags

A hashtag is a 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 posts from all of the other people using the same hashtag, so use a fun hashtag when you would like all of the entries to be gathered in one place.

Create a unique hashtag for #GivingTuesday to use consistently throughout your campaign, and use it on Facebook, Twitter, and Instagram. Some examples are #endowmentfund, #GivingTuesdayPHL, or #scholarships4kids. Keep hashtags short (fewer than 20 characters, and ideally less than 10), and resist the urge to use more than two or three tags in a single post.

## Mentions, tags, retweets, and shares

Take advantage of your connections through tagging, mentioning, retweeting, or sharing other organizations' posts.

- On Facebook, share articles or interesting posts from partner organizations and tag them in your posts, too.
- On Twitter, retweet organizations or constituents who tweet at you and tweet at (@) organizations that could be related to your cause (e.g., "@gatesfoundation help spread the word about our #scholarships4kids fund helping urban youth #GivingTuesday").

If the Gates Foundation tweeted at your organization: "@organization so impressed by your #scholarship4kids program that helps the urban youth! #GivingTuesday," you would "Retweet" that tweet!

## Profile pictures

Encourage staff and volunteers to change their profile pictures on all social media platforms to something that integrates both #GivingTuesday and your organization. Make it easy by providing staff and volunteers with the image. Combine your organization's logo with #GivingTuesday's (you can download several logos from the #GivingTuesday website, and they encourage you to "be creative; change the colors or integrate our logo into your organization's branding!"). You could also take a photo of your staff, volunteers, or beneficiaries holding a #GivingTuesday sign or banner.



## TWITTER

Twitter is #GivingTuesday's home; it is where the movement got its start, and it 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 or less. If these users are following your organization on Twitter, you will have the ability to communicate with them through short messages, pictures, or videos.

In 2015, the #GivingTuesday **hashtag** was used **1,300,000 times** and trended on Twitter for 11 hours. That's a 180% increase from 2013.

- Post 1 to 3 times a week via Twitter starting the first week of October.
- Increase the frequency of posts as November 29 approaches until you are up to 1-3 posts per day during the final push, one week out.
- Tag 2 to 3 hashtags per post.
- Tag other individuals, associations, partnerships, and supporter handles accordingly to further your reach.
- Monitor what other organizations may be publishing on this platform.



## 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.

Facebook posts reached more than **917,313** users on last year's #GivingTuesday.

- Post 1 to 2 times per day via Facebook starting in mid-October.
- Tag 2 to 3 hashtags per post.
- Tag other individuals, associations, partnerships, and supporter handles accordingly to further your reach.
- Monitor what other organizations may be publishing on this platform.

Note: you can easily post on Facebook directly through Twitter—take advantage of this convenient trick!



## 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.

There were more than **7,500** #UNselfie photos posted on Instagram in 2014's #GivingTuesday.

- Post 1 to 2 times per week via Instagram starting in the middle of October.
- Tag other individuals, associations, partnerships, and supporter handles accordingly to further your reach.
- Monitor what other organizations may be publishing on this platform.



## YOUTUBE

Consider uploading one or two YouTube videos leading up to #GivingTuesday, and perhaps one on the day of. Promote these videos on your other social media channels as another form of visual storytelling.

- Develop visual content that you can not only publish on your YouTube page, but also leverage on other platforms.
- Post videos on other platforms 1 to 2 times per week leading up to the day of.

## LINKEDIN

Leverage your partnerships through LinkedIn.

- Post 1 to 2 times per day via LinkedIn.
- Tag other individuals, associations, partnerships, and supporter handles accordingly to further your reach.
- Monitor what other organizations may be publishing on this platform.

## SNAPCHAT

Snapchat is also picture- and video-driven. It is used through mobile devices as users upload media in real time. Snapchat may be a great opportunity for your organization to allow new and current audiences to engage with you the day of the event.

Create an account, and communicate to your audience groups that you are on Snapchat. Create videos and take pictures throughout your #GivingTuesday events leading up to November 29 and the day of. Post them to your “story.”

- Post 6 to 12 times per day via SnapChat.
- Monitor what other organizations may be publishing on this platform.

# YOUR #GIVINGTUESDAY TIMELINE



# YOUR TIMELINE

Below is a sample timeline for 2016 designed as a resource for your organization. Feel free to use this as a starting point, but customize the plan based on your organization’s needs and goals.

It is important to note that this timeline starts well before and extends beyond the actual day of #GivingTuesday. We have included over two months of online communications before November 29, along with ongoing prep work and internal planning. It also includes more than two months of stewardship after #GivingTuesday. Successful #GivingTuesday campaigns do not exclusively rely on initiatives that happen the day of. Ongoing efforts are integral to leveraging #GivingTuesday to create significant impact both in your organization and across the philanthropic community.

	Sep					Oct					Nov				Dec				Jan				
	Aug	Sep 4	Sep 11	Sep 18	Sep 25	Oct 2	Oct 9	Oct 16	Oct 23	Oct 30	Nov 6	Nov 13	Nov 20	Nov 27	Dec 4	Dec 11	Dec 18	Dec 25	Jan 1	Jan 8	Jan 15	Jan 22	Jan 29
<b>Giving Tuesday Toolkit Timeline</b>																							
Plan and prepare for launch of #GivingTuesday (we recommend starting earlier depending on your resources)	[Timeline bar from Sep 4 to Nov 27]																						
Identify internal and external roles and resources	[Timeline bar from Sep 4 to Sep 11]																						
Brainstorm and determine which projects you want supported	[Timeline bar from Sep 11 to Sep 18]																						
Approach high-end donors and/or corporations to offer a match for donations	[Timeline bar from Sep 18 to Oct 23]																						
Partner with local organizations/government/press that will help communicate your cause	[Timeline bar from Sep 18 to Oct 23]																						
Engage ambassadors and volunteers	[Timeline bar from Sep 18 to Nov 20]																						
Develop #GivingTuesday communications strategy and messaging for constituencies	[Timeline bar from Sep 18 to Oct 9]																						
Design #GivingTuesday digital platform	[Timeline bar from Sep 18 to Oct 9]																						
Email communications: Save-the-date	[Timeline bar from Sep 18 to Sep 25]																						
Social Media: Save-the-date	[Timeline bar from Sep 18 to Sep 25]																						
<b>Introducing and communicating projects you need supported / specific cause through website, email, social media</b>																							
Determine day-of-team and tasks	[Timeline bar from Sep 18 to Nov 6]																						
Determine post #GivingTuesday activities and stewardship	[Timeline bar from Oct 2 to Jan 15]																						
Email communication: Communicating the Need	[Timeline bar from Oct 9 to Nov 20]																						
Social Media: Communicating the Need	[Timeline bar from Oct 9 to Nov 20]																						
Ambassadors/volunteers in action: "On #GivingTuesday, I plan to....."	[Timeline bar from Sep 18 to Nov 20]																						
<b>#GivingTuesday Launch</b>																							
Internal team to manage the launch of #GivingTuesday	[Timeline bar from Nov 6 to Nov 20]																						
All-day communications and viral messaging to contacts via email, social media, website	[Timeline bar from Nov 20 to Nov 27]																						
Ambassadors/volunteers in action: "It's #GivingTuesday..."	[Timeline bar from Nov 20 to Nov 27]																						
<b>It's #GivingTuesday (Milestone for timeline purposes)</b>																							
<b>#GivingTuesday Stewardship</b>																							
Communicating results to #GivingTuesday donors and community	[Timeline bar from Dec 4 to Jan 15]																						
Thank you's to participants	[Timeline bar from Dec 11 to Dec 18]																						
Stewardship to new and old donors	[Timeline bar from Dec 4 to Jan 15]																						

## THE WEEKS LEADING UP TO #GIVINGTUESDAY

The planning and preparation that occurs in the weeks leading up to #GivingTuesday are critical to a successful campaign.

### September

In the first weeks of September, outline your goals and objectives and the corresponding metrics and targets you'll use to evaluate success. Also determine which projects you want supported so that your ongoing strategy is focused and consistent. Strategize and plan day-of tasks and the people who will be responsible for them. Approach high-end donors or corporations to offer matching gifts, and partner with local organizations, government, or press that will help communicate your cause during these preliminary months.

Design your #GivingTuesday communications strategy and messaging for constituencies throughout September, identifying your audience and creating effective content. Begin your email and social media communications with a save-the-date message towards the end of the month, and be sure to have an editorial calendar prepared before September ends.

### October

In October, continue strategizing and planning day-of tasks. Follow up with potential matching gift partners and other partners in the community. Strategize and plan your post-#GivingTuesday activities and stewardship, customized for both existing and new supporters.

Continue designing your #GivingTuesday communications strategy and messaging for constituencies throughout the month, and begin communicating the need for #GivingTuesday in the beginning of October with compelling content following your editorial calendar.

### November

In November, continue your communications and begin integrating your call to action through these posts. Remind your supporters of the date, and have ambassadors and volunteers in action throughout this entire time period, sharing your posts and their plan to give.

## #GIVINGTUESDAY LAUNCH

Now that you've planned and strategized your efforts for #GivingTuesday and prepared your supporters for the day, it's time to launch.

- Prepare your internal team for their day-of tasks and ensure there is a system in place to track progress on determined metrics.
- Launch your communications and viral messaging to contacts through emails, social media, and your

website.

- Encourage your Board members, ambassadors, and volunteers to post on their social media accounts about donating (e.g., “It’s #GivingTuesday, and I am donating to \_\_\_\_\_ because \_\_\_\_\_.”). Ask them to post an #UNselfie about donating or supporting your organization.
- Share and retweet posts from other supporters or partner organizations.
- Share the results towards the end of the day and continue to share these throughout the following week.
- Send thank you communications to participants and steward donors as soon as possible.

## THE WEEKS AFTER #GIVINGTUESDAY

### Steward Newly Acquired Supporters and Donors

Regardless of your objective, through your #GivingTuesday efforts, you will acquire new supporters and new donors. Equally as important to acquisition is retention. It is essential to try to engage these supporters soon after #GivingTuesday. Consider the following stewardship activities:

- Posts on social media thanking your donors, and give an update on what was accomplished through #GivingTuesday efforts.
- Send personalized thank you communications depending on the information you collected with the donations.
- Send follow-up materials with information on other projects and programs at your organization.
- Add them to your mailing list.

#GivingTuesday is a day to celebrate the spirit of giving back. It is our hope that your organization leverages this day and integrates it into your overall fundraising strategy, in order to gain support and raise awareness for your cause and the philanthropic community as a whole.

## FOLLOW OUR #GIVINGTUESDAY ACTIVITY!

Facebook: <https://www.facebook.com/campbellcompany>

Twitter: <https://twitter.com/campbellcompany>

LinkedIn: <https://www.linkedin.com/company/campbell-&-company>

### QUESTIONS?

Feel free to contact **Caitlin Bristow**, Consultant,  
Campbell & Company:

[caitlin.bristow@campbellcompany.com](mailto:caitlin.bristow@campbellcompany.com)

**Campbell & Company** CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services