THE
ULTIMATE GUIDE
TO GIVING DAY
SUCCESS

Table of Contents

What are Giving Days?

Giving Days are 24-hour fundraising challenges that unite organizations, donors, volunteers, and their communities around a common mission. Giving Days have become an increasingly beneficial way to help to promote a spirit of giving while raising much-needed funds and awareness for participating organizations.

Giving Day Hosts

Anyone can host their own Giving Day, but large-scale Giving Days are most often initiated and run by:

> **Community Foundations:** To support nonprofits from specific regions, like Giving is Gorges and HVGives, or states, like New York Gives Day

> **Cause or Theme-Based Agencies:** To support nonprofits that represent specific themes, like #GivingTuesday, or causes, like ProLiteracy

> **Colleges and Universities:** To support institutes of higher education, like Canisius College or Columbia University

One of the most well-known of all Giving Days is Giving Tuesday, celebrated each year on the Tuesday following Thanksgiving, Black Friday and Cyber Monday, as a day dedicated to giving back to nonprofit organizations. This year, Giving Tuesday will be on **November 29th, 2016**.

Statewide Giving Days happening on #GivingTuesday 2016 include New York Gives Day, OregoniansGive, and ILGive.

Giving Day Benefits

There are many reasons why your organization should participate in a Giving Day and even more potential benefits, that include:

- **Increasing Awareness** of who your organization is as a result of the collective effort being made toward a common cause/event.

- **Inspiring Support** by telling your personal story in a new way that connects you with a larger community of people.

- **Acquiring New Donors** as a result of connecting with a giving movement that increases your exposure.

- **Elevated Fundraising** after the Giving Day is over due to an increase in donors and general excitement among your past supporters.

- **Having Fun & Strengthening Your Team** by being part of an exciting and rewarding fundraising challenge that highlights the work you do together.

- **Amplifying Your Annual Fundraising**. Organizations that participate in a Giving Day see more year-end and overall annual fundraising success than those who don't!

Planning for Success

When to Start Planning

3+ months is the recommended amount of time to plan ahead for a Giving Day. This will vary depending on the size of your nonprofit and your fundraising goal, however, it's generally better to be over-prepared.

How to Budget for the Day

Your budget should be set to around **10% of your fundraising goal** if you plan to leverage the marketing involved with the Giving Day. When not making use of this shared marketing, you should budget for closer to 15%.

Setting BIG - Realistic - Goals

If you participated in a Giving Day in the past, use the outcome of that event to help you set goals that are big enough to get people excited, but still realistic. This will help you and your team feel more accomplished and motivated, instead of defeated by lofty goals that aren't met!

If this is your first Giving Day, you should base your goals on the size of your current donor base and how much you anticipate them to give, along with how they - and your other supporters/staff/board members - will be involved with any peer-to-peer fundraising or other efforts for the day.

Your primary goals to consider are **dollars raised** and **number of donors**.

Choosing a Giving Platform

To make the most of your Giving Day, you'll want to choose a technology platform that allows you to do the following:

- Create a **customized campaign** that highlights your nonprofit's unique mission and that of the Giving Day

- Include a **compelling story** within your campaign

- Recruit **peer-to-peer fundraisers** who run campaigns on your behalf

- Customize **automated thank you** messages and tax receipts

- Utilize **fundraising leaderboards** to show campaign progress and promote friendly competition among your fundraisers

- Provide **campaign updates** on your giving platform's newsfeed, through your platform's direct messaging functionality, and social media with integrated social sharing

Psst! All of these functionalities - and more - are readily available when you launch a Giving Day campaign through **GiveGab**!

What to Do Leading Up to Your Giving Day: 10 Steps

1) Launch a Branded Giving Day Campaign

- Launch a customized Giving Day campaign that's true to your brand and stands out as being different from your past campaigns.

- **Make sure** to include a **compelling story** that explains WHY you're having this campaign now, WHAT it aims to achieve, and HOW support from your donors will make an impact.

- Consider including a short video to help tell your nonprofit's story in a compelling way.

2) Establish Your Giving Day Theme

- When participating in a Giving Day, make sure to incorporate the messaging and imagery from this broader theme into your marketing efforts while also **staying true to your own brand and mission**!

- Use the resources provided by your Giving Day host as a guide.

- Once you have a theme established that combines the Giving Day theme with your own unique vision, make sure to use it consistently in your outreach, along with relevant social messaging (shared hashtags and images) to help spread the word.

3) Create a Giving Day Team

To be successful, there should be more than one person contributing to your organization's Giving Day efforts, so having a team is ideal.

Here are 5 essential roles you should try to fill for the Day:

1. The Ringleader

Leads the entire team toward a common goal before and throughout the Giving Day and is best held by the Development Director, Executive Director, or President of your board.

Main Responsibilities:

- Sets the vision and tone of the campaign
- Determines how long you'll run your Giving Day campaign
- Determines how the Giving Day will fit within your current fundraising plan - with the help of the FUNdraiser (below!)
- Helps the FUNdraiser set goals
- Ensures the entire team is working towards the same goal
- Acts as the liaison between your board, volunteers, and staff

2. The FUNdraiser

Helps the rest of the team effectively tell the story of your organization and is best held by someone in your development department who is familiar with your donors, sponsors, and supporters.

Main Responsibilities:

- Writes the campaign story – describing what you're raising money for, who it will benefit, and how to appeal to donors
- Determines the campaign goals (both monetary and nonmonetary donor goals)
- Finds business sponsors to partner with and stewards that relationship
- Reaches out to major donors to ensure they feel appreciated during the Giving Day and encourages a smaller, additional donation, or acts as a Fundraising Champion
- Assists the Communication Guru with creating messaging and content and provides a donor list

3. The Tech Master

Manages your Giving Day profile page and assists the FUNdraiser in telling your story. Try finding someone who is tech savvy for this role!

Main Responsibilities:
- Helps the FUNdraiser tell your organization's story through photos, font styling, and giving levels
- Helps the Champion Cheerleader with setting up the Fundraising Champions' personal fundraising pages
- Schedules social media posts and email messages
- Updates social media profiles with Giving Day graphics
- Adds a button or badge to your organization's website about the Giving Day

4. The Champion Cheerleader

Rallies supporters to help spread the word and recruits fundraising champions (a.k.a. peer-to-peer fundraisers) to fundraise on behalf of your campaign. This position is best held by a volunteer coordinator, development associate, board member, or passionate volunteer.

Main Responsibilities:

- Recruits 5-10 Fundraising Champions to help spread the word to their personal networks
- Trains Fundraising Champions on fundraising best practices with the help of the FUNdraiser
- Updates the Fundraising Champions on campaign progress regularly throughout the length of the campaign
- Provides encouragement to Fundraising Champions throughout the duration of the campaign
- Offers social media posts, email templates, and graphics your Fundraising Champions can use to promote your campaign
- Adds any offline donations (cash or checks not collected on the Giving Day website) that your Fundraising Champions raise to their personal campaign (or lets the FUNdraiser know who made offline donations)

5. The Communication Guru

Determines the best methods of communicating out about the campaign – email, social media, direct mail, events, and others. This position is best held by your Marketing Director or Associate, your

Development Director or Associate, your Executive Director, or a member of your Board.

Main Responsibilities:

- Works with the FUNdraiser and the Ringleader to determine the best communication channels to reach collective goals
- Creates a communication timeline for your organization and your Fundraising Champions
- Creates email content and social media posts to spread the word based on the story the FUNdraiser wants to tell
- Creates email content and social media posts for fundraising champions to use to spread the word to their personal networks
- Assists the Tech Master with collecting photos and creating graphics
- Develops and promotes an in-person event to complement your goals

For nonprofit administrators who are running solo operations:
We recommend reaching out to your key volunteers to see if any of them would be a good fit for these roles and ask them if they'd be interested in contributing to the success of your Giving Day. Keep in mind that you'll want people on your team who are passionate about your mission, so choose wisely! Here are some more **ways to get your volunteers involved with a Giving Day**.

4) Set and Share Your Giving Day Goals

Using the realistic goal-setting advice provided earlier, decide how much money you're looking to raise for the day, and from how many overall donors versus new

donors. Then, make sure to share these goals with your Giving Day team so you're all on the same page!

5) Create a Communication Plan

Share your Giving Day content with your partners and ambassadors, and tell them to share it so that it reaches new and past supporters.

- **Weekly:** Touch base with your partners and ambassadors with the latest content for them to share.

- **7 Days Prior:** Instruct partners and ambassadors to begin sharing social media posts with relevant images and hashtags promoting the day. Provide them with pre-prepared content if possible to make sharing easier and more consistent.

- **Day Of:** Provide fundraising milestone updates via social media and email to keep people informed and excited about your progress throughout the day!!

6) Create a Communication Plan

It's generally beneficial for businesses to be associated with charitable causes within their communities, so reach out to key businesses in your area about the following:

Sponsorships: When you get a business to sponsor your Giving Day, you'll be promoting their business and giving them a strengthened reputation for being associated with supporting local philanthropy. **Read more on how to line up a sponsor.**

Creative Marketing: Local businesses can help support your campaign by using creative marketing practices such as:

- Providing coupons to donors
- Providing gifts or rewards to donors
- Donating a percentage of their sales to the day
- Donating the proceeds of a specific product to the day

Local TV & Radio: Reach out to your local TV and/or radio stations to see if they'll sponsor your Giving Tuesday campaign.

Volunteering: See if a local business would be interested in doing a day of volunteering in support of your campaign.

7) Create and Widely Distribute Promotional Materials

Provide the following online tools for your ambassadors, enabling them to spread the word about your campaign through a variety of mediums quickly and easily:

- Ready-to-use hashtags & images for social media posts
    - (I.e., #GivingTuesday, #UNselfie, #NYGivesDay, etc.)
- Email copy/templates
- Links to shareable and engaging content, including infographics
- Your campaign logo and other campaign-related images
- Postcard, sign and poster templates
- See examples of a nonprofit toolkit provided by GiveGab **here!**

8) Foster Friendly Competition

Fundraising Teams: Peer-to-peer fundraisers or Fundraising Champions can come together to form fundraising teams. These teams then compete to raise the most

money toward the campaign. This is an effective - and fun - way to get people more motivated to collect donations and spread the word about the campaign.

Matching Funds: You can use matching funds to generate more excitement by allotting them to the nonprofit with the most donors or most donations during a specific timeframe.

Prizes: You can award special prizes or even matching funds based on an online challenge, such as the nonprofit with the most mentions on Twitter or Facebook.

9) Celebrate Your Supporters

Any and all supporters should feel appreciated and celebrated before, during and after the Giving Day.

> **Before:** Whenever someone signs up as part of a fundraising team, a sponsor, a matching fund contributor, or any other type of supporter, thank them directly (by email, phone, or in person), and then publicly on social media!

> **During:** On the actual Giving Day, give your supporters a public shoutout on social media (unless they want to be anonymous!).

> **After:** Come up with creative and meaningful **ways to thank your supporters** after the day that will make them feel more deeply connected to your cause and want to contribute again in the future.

10) Document Successful Strategies

Create a shareable document, like a Google doc or spreadsheet, where you keep track of all the strategies that made your Giving Day successful. Then you'll be able to reference it for future Giving Days and share with your team.

What To Do On Your Giving Day

Team Shifts

If possible, your entire team should be in the office from 8am to 8pm on your Giving Day.

Members of your team can volunteer to be available during the off-peak hours of 12am to 8am and 8pm to 11:59 pm, in the event that a supporter tries to contact your organization during these times, but this likely won't be the case!

Team Roles

As mentioned on page 6, there are 5 essential roles you should aim to establish for your Giving Day team. Make sure each person continues to fulfill their role requirements on the Giving Day, while also working together to fill in any potential gaps and to help one another accomplish the goals of your campaign as a team.

Team Morale

A Giving Day requires a good deal of planning to be successful, however, it should also be a fun experience that brings your team closer together!

Why Not Host a Giving Day Party?

This can help motivate your team and get them excited about the day. You don't need to do anything overly elaborate to make this work, so here are some suggestions:

- Provide plenty of coffee, water, and food to keep people energized
- Provide fun background music for everyone to enjoy
- Celebrate milestones throughout the day with special announcements for added encouragement and consider having an office theme
- Schedule breaks for everyone to get outside throughout the day

Campaign Updates

Prepare messaging in advance to use for campaign updates to be shared on social media, via email, and with any local media outlets that you may be using. This way you can quickly and easily share your campaign progress to keep your audience of supporters informed and excited.

What to Do After Your Giving Day

All that hard work and excitement leading up to and on the big day can leave you and your team feeling frazzled. And that's OKAY! As long as you make it a priority to keep the success from the Giving Day alive and use it to successfully launch your upcoming fundraising efforts.

Show Appreciation

No matter the outcome of your Giving Day campaign, it's imperative that you follow up with everyone involved with the day to show your appreciation for what they contributed.

FACT: A lack of appreciation has been found to be a primary cause of poor donor retention among nonprofits across the United States!!

Dedicate as much time as you can following your Giving Day - an entire day if possible - to reaching out to everyone to say "**THANK YOU**".

Here's a checklist of some of the potential people you should thank:

✔ Members of your Staff

✔ Members of your Board

✔ Your Sponsors

✔ Businesses that helped spread the word

✔ Your Fundraising Champions or p2p Fundraisers

✔ Your Donors

✔ Your Volunteers

Share Your Results

Have a press release prepared in advance that you can you update the day after the Giving Day with your fundraising results. Acknowledge the impact the day had on a current or future project and compare your results to a past campaign (if applicable). Make sure to mention your supporters and anyone else you feel should be acknowledged for making the success of the day possible. Use key pieces of information from the press release to announce results on your preferred social media channels and via email.

Request Feedback

Create a survey to send out to your supporters and partners before the Giving Day becomes a distant memory. You'll want their honest feedback that you can then use to help inform your next Giving Day event. Share this feedback with your team and collaborate on how to improve for next year!

Collect and Assess Your Data

Gather your metrics from the Giving Day around online donations, offline donations, number of new donors versus old donors, impact of your fundraising champions (if applicable), volunteer involvement (if applicable), social metrics (number of posts, interactions, new followers, etc.), and sources of donors (email, social media, phone, in-person, your campaign page, your website, etc.). Use this data to help you discern and keep a record of what worked and what didn't, so you can adjust your plan accordingly for next year.

Amplify Your Annual Fundraising Efforts

Use the giving momentum and what you learned from your Giving Day results as a segway into your year-end or annual fundraising efforts. When thanking your supporters, remind them of your over-arching fundraising goals and how much

more you'll need in order to reach them, while also reminding them that their donations can be used as charitable tax deductions!

You'll want to **introduce your year-end fundraising efforts** when thanking your supporters for their contributions following a donation or other act of giving. Let them know in your messaging that the success of your Giving Day campaign has contributed greatly to your annual fundraising goals to help out with [_your mission_].

Provide your supporters with a campaign link that contains information about your year-end goals or a specific need you're looking to fill with these end-of-the-year donations. Just as with your Giving Day campaign, make sure this one is also customized and branded to your cause and includes a compelling story that inspires action.

You can create an unlimited number of campaigns on **GiveGab**, which means you can launch your year-end campaign before, during or after your Giving Day and share it with supporters whenever you're ready!

We hope this year brings tons of success to your nonprofit and that this guide helped you plan a better Giving Day!

From,
Your Friends at GiveGab

GiveGab

Nonprofit Giving Platform

GiveGab helps nonprofit leaders, like you, engage with supporters and raise funds online by providing a simple, yet powerful, online giving platform.

Unlimited customizable fundraising campaigns make raising money easy, attractive, and fun!

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