

The Short & Sweet
Guide to

#GI  ING TUESDAY
VERSION 2.0

DECEMBER 1, 2015

A TOOLKIT FOR NONPROFITS:
STRATEGY, CONTENT AND STEWARDSHIP

Campbell & Company

Advancement Planning • Fundraising • Communications • Executive Search

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Mark your calendars for December 1, 2015!

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, #GivingTuesday 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.”¹

Last year, Campbell & Company created the “Short and Sweet Guide to #GivingTuesday: A Toolkit for Nonprofits,” in order to assist our mission-driven friends as they prepare for #GivingTuesday. This year, we updated the guide to create a new and improved “Toolkit 2.0.” This 2015 version of the guide provides additional strategy recommendations and guidance for nonprofits planning their #GivingTuesday efforts and communications, along with greater focus on content development and donor stewardship.

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 is a great opportunity to weave interactive engagement into those relationships and act as a touchpoint in our clients’ cultivation efforts. 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.



¹ According to givingtuesday.org, the official website for #GivingTuesday.



YOUR #GIVINGTUESDAY PLAN



STEP 1: OUTLINE YOUR GOALS AND OBJECTIVES

Over the past three years, we have seen nonprofits focus their energies on different objectives. Keep your organization on track and focused by determining your objectives from the beginning:

Donors

If you want to attract new donors, ask your supporters to share posts with their friends and to 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

If you want 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. Be sure your online giving pages are exciting and easy to use, and be prepared to handle an influx of donations on December 1, 2015.



In-Kind donations

If you want 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

If you want to raise awareness, create 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.



These objectives 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.



STEP 2: 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.

1. Determine which of the following metrics you want to track.
2. Set realistic but aggressive targets for each of your chosen 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 3: 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 just 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 4: ASSESS YOUR RESOURCES

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)

Consider how to best utilize digital platforms. Online giving during #GivingTuesday 2014 increased 64% from 2013, 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.

Are your digital platforms ready?
Online giving during #GivingTuesday 2014 increased **64%** from 2013, and mobile giving increased **101%**.



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 messaging that captivates your audience.

In this digital-driven era, engaging content that connects 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 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 are 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. No later than September 1, assess your goals and establish an email marketing plan well ahead of December 1.

- 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 are 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 join, too.



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 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's where the movement got its start and 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.

- Post 1-3 times a week via Twitter starting the first week of October
- Increase the frequency of posts as December 1 approaches until you are up to 1-3 posts per day during the final push one week out
- Tag 2-3 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

In 2014, the #GivingTuesday **hashtag** was used **754,600** times and trended on Twitter for 11 hours. That's a 180% increase from 2013.



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.

- Post 1-2 times a day via Facebook starting in mid-October
- Tag 2-3 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 post on Facebook directly through Twitter—take advantage of this convenient trick!

Facebook posts reached more than **335,000** users on last year's #GivingTuesday.



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.

- Post 1-2 times a week via Instagram starting in the middle of October
- Tag 3-5 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

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



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 1-2 times per week leading up to December 1



LINKEDIN

Leverage your partnerships through LinkedIn.

- Post 1-2 times a 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 December 1. Post them to your “story.”

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



YOUR #GIVINGTUESDAY TIMELINE

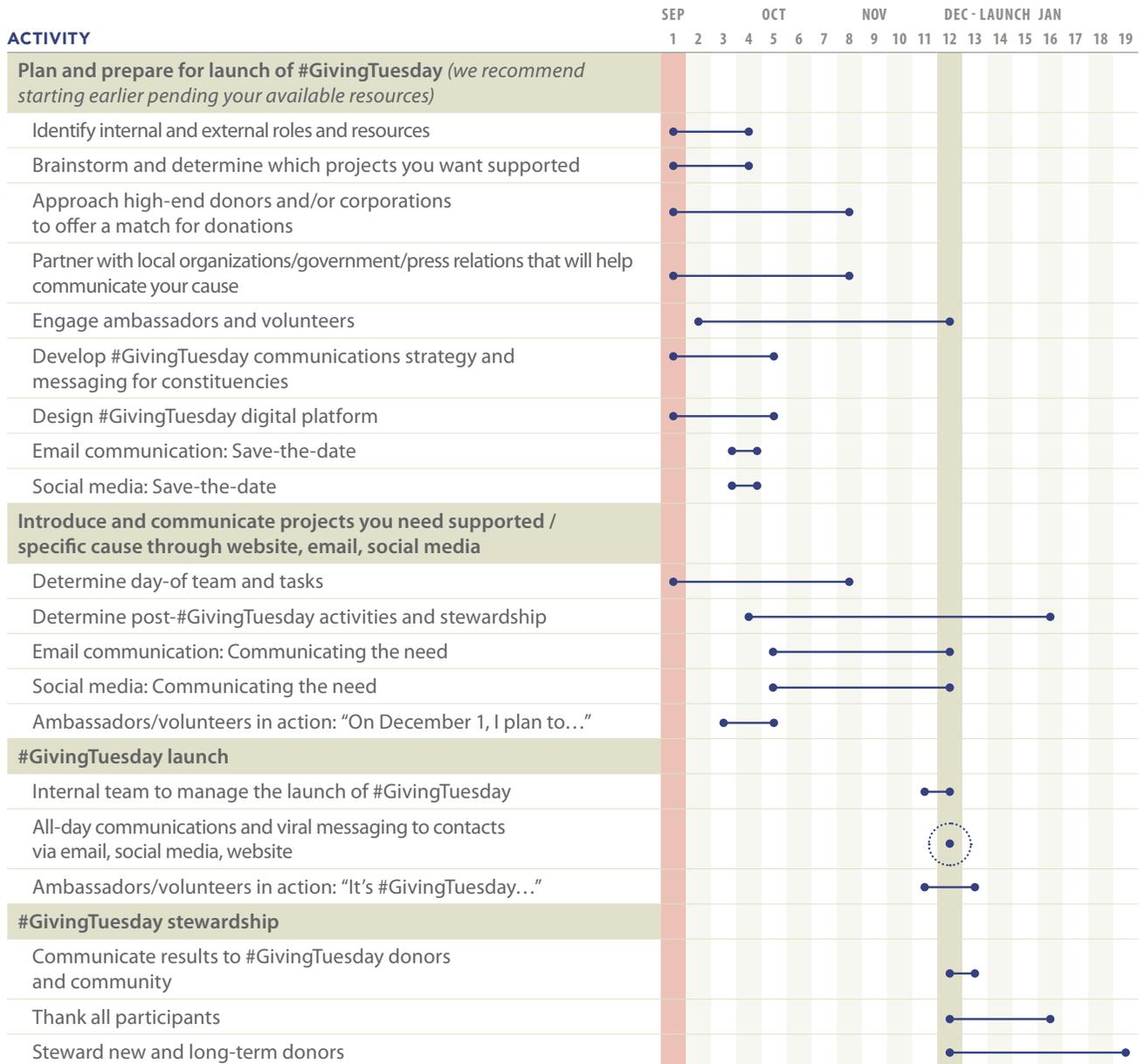
YOUR #GIVINGTUESDAY TIMELINE



Below is a sample timeline 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 December 1 along with ongoing prep work and internal planning well in advance. It also includes more than two months of stewardship after #GivingTuesday. Successful #GivingTuesday campaigns do not exclusively rely on initiatives that happen day-of. Ongoing efforts are integral to leveraging #GivingTuesday to create significant impact both in your organization and across the philanthropic community.

#GivingTuesday Sample Timeline





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 toward 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 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 toward the end of the day and continue to share these throughout the following week.
- Send thank you's 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:

- Post on social media thanking your donors, and give an update on what was accomplished through #GivingTuesday efforts.
- Send personalized thank you notes/emails 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.



Giving Day Playbook

From best practices to templates to examples, this guide includes a comprehensive look on how to plan for a giving day.

givingdayplaybook.org

#GivingTuesday Official Website

Check out ideas and examples and download tools and logos on the #GivingTuesday website.

givingtuesday.org

Network for Good

Download “A Nonprofit Guide to a Successful Giving Day”

networkforgood.org

**FOLLOW OUR
#GIVINGTUESDAY ACTIVITY!**



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QUESTIONS?

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