

A JB+A TOOLKIT FOR NONPROFITS

#GIVINGTUESDAY

DECEMBER 1, 2015



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Committed to nonprofit fundraising success.



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Your #GIVINGTUESDAY Toolkit

Mark your calendars for December 1, 2015!

It all started with a partnership that began in 2012 between the New York 92nd Street Y and the United Nations Foundation as a "global day dedicated to giving back" and a day when people "around the world will come together for one common purpose: to celebrate generosity and to give."

Over the past three years, #GivingTuesday has indeed exploded into a global movement anchored in social media interaction, engaging nonprofits, businesses, civic organizations, individuals and families. Since its launch, #GivingTuesday continues to see phenomenal growth and set several milestones, including one in giving with an estimated \$45.68 million* in online donations. The impact of #GivingTuesday is widespread: dollars raised, hours volunteered, awareness increased, causes supported, lives improved.

Jeffrey Byrne + Associates is committed to nonprofit fundraising success. Nonprofits must rely on relationships with supporters, Board members, volunteers, donors, those served and the greater community to achieve fundraising success. We encourage our client partners to develop and strengthen these relationships, and we see #GivingTuesday as an excellent and timely opportunity for nonprofits to heighten awareness, engage more supporters and "make an ask."

The continued success of #GivingTuesday illustrates several key takeaways:

- #GivingTuesday increases the confidence and comfort of volunteers to make an ask
- #GivingTuesday can translate to a population beyond social media and stimulate more traditional ways of giving (cash, check, pledge)
- Nonprofits who participate in #GivingTuesday are outpacing their peers in donations
- Nonprofits who participate in #GivingTuesday in consecutive years have greatly improved upon their subsequent attempts

JB+A encourages nonprofits to leverage the momentum of year-end giving that #GivingTuesday provides. In order to benefit from the power of #GivingTuesday, nonprofits need to plan and prepare for their 2015 campaign in advance. We hope you will find this toolkit helpful in developing and implementing an effective #GivingTuesday strategy for your organization.

Tell your story, inspire philanthropy and celebrate generosity. Happy #GivingTuesday 2015!

*Figures courtesy The Case Foundation



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DEFINE GOALS + OBJECTIVES

The opportunities for engagement in #GivingTuesday may seem endless. But defining your organization's goals and objectives at the beginning will help ensure success and keep your efforts on track. Formalize your goals around Creating Awareness, Attracting Donors and/or Raising Dollars. We recommend having a primary angle (objective), but most importantly-- have clear calls-to-action for your audience.

Creating Awareness

Are you trying to gain visibility for your organization as a whole, or are there specific projects you want to build visibility around? Either way (or with both) make sure your messaging is clear, consistent and catchy across all of your social media channels.

Suggested call-to-action: "Tell 20 people today about <organization> and the great work we do."

Attracting Donors

Enlist the help of your current supporters to attract new donors (old friends help us meet new friends). Reach out to your existing social media followers with a unique message and offer quick and easy ways to give online.

Suggested call-to-action: "Tell 10 people today why you support <organization> and encourage them to make a gift to support us too."

Raising Dollars

Set a specific goal around a specific project, and balance impressive with attainable. Make a compelling ask and make it clear what the gift will help your organization accomplish. And be sure to freshen up your online giving pages.

Suggested call-to-action: "\$5,000 will help <organization> furnish our new counseling center. Help us reach our goal by making an online gift today."

DETERMINE AUDIENCE + MESSAGING

Your audience helps define your message. Start with those closest to your organization, and work your way out to brand new supporters.

Social media supporters

This group is already following your organization, so keep their attention with frequent, inspiring and personal touches.

"Friends" of your supporters on social media

Tap this universe and ask your existing followers to connect their followers to you.

Supporters who aren't yet connected to you on social media

Don't leave out your supporters who primarily use mail, email or phone to stay in touch. Introduce them to social media as a great and easy way to stay informed...in real time.

Brand new folks (soon to be supporters)

You'll have to get started prior to #GivingTuesday, but reach out to new groups like celebrities, civic leaders and corporate matching gift partners.

Use of online and social media channels continues to increase, but individual "consumption" filters are developing too. Everyone on social media has something to say, so making your message meaningful and unique will help it stand out and stick. Here are a few reminders about your messaging content:

- Be genuine
- Talk about what makes your organization unique
- Show your organization is relevant
- Target emotions to make a deeper connection
- Be visual
- Use info graphics, videos, photos, images

****Don't forget to create your organization's unique hashtag for #GivingTuesday****

IDENTIFY RESOURCES + DELINEATE RESPONSIBILITIES

Social media channels and followers/supporters aren't the only resources necessary for making #GivingTuesday a success. You'll need a host of human, material and "virtual" resources to implement your plan.

Human Resources:

- Staff - especially your development and communications staff
- Organizational leaders - like the CEO, Board members or current donors
- Volunteers - can help serve as additional manpower and/or can deliver their own messages
- Celebrities - they already have a built-in audience, so recruit them to help share your message
- Community and civic leaders - leverage high-profile and respected presences in your community
- Press Contacts - television, radio and online

Additional Resources:

- Message content - for all messengers in your plan, to keep talking points consistent and unified
- Printed materials
- Updated website and a refreshed online giving page
- Updated social media platforms

Make sure you not only have the adequate resources in place to execute your plan, but also have clearly delineated responsibilities. We also suggest a timeline (a sample is included in this toolkit.) Map out "who" will be doing "what" and "when." And plan ahead with your IT department to make sure your technology can handle an increase of activity.

DEFINE METRICS

#GivingTuesday is a real-time activity: your participants will expect real-time updates about the results but you will also need to track data that helps establish benchmarks (for past and future performance.) Mapping out ahead of time what data you want to capture - and how you plan to share it - will best position you for real-time updates and a more detailed-synopsis of your #GivingTuesday campaign (for internal and external consumption) after.

Consider the following points (both quantitative and qualitative) when developing your metrics:

- # of donors
- # of new donors
- \$ raised
- Average amount raised per donor
- Social media activity (shares, likes, comments, retweets, favs, follows, mentions, etc.)
- Email open and click-through rates
- Donation sources
- # volunteers engaged and how
- #Board members who engaged
- Celebrity/media/civic leader engagement

PRE #GIVINGTUESDAY OUTREACH

In addition to planning, your organization should do the following in the months leading up to December 1:

- Alert your donors, volunteers and other constituents via email and your website (and in any already scheduled correspondence part of your annual communications plan) about your exciting #GivingTuesday plans and educate them about the social media channels your organization will be using; this will increase awareness and participation (like a "Save the Date" or "Stay Tuned")
- Ask staff and volunteers to identify special profile pictures for use across their social media platforms on #GivingTuesday; help them accomplish this by providing a special #GivingTuesday logo integrated with your organization's brand or a group photo of your organization's staff, volunteers and/or those served
- Arm your staff and volunteers with examples of appropriate and effective messages to share on #GivingTuesday. For example: "It's #GivingTuesday, and I am donating to <organization> because <reason>." Or "It's #GivingTuesday, and I hope you'll join me in making a gift to <organization>."

- Promote #GivingTuesday on multiple social media channels: "Pre" tweet, post on Facebook, post on Instagram and Snapchat, use LinkedIn and explore using a YouTube video (different than one you would use December 1); post with increasing frequency leading up to December 1 (starting early October)
- Secure a matching gift and other partnerships; finalize those strategies so all parties involved can create and share effective messages

**Remember to monitor what other organizations and volunteers are doing to promote #GivingTuesday

DAY OF EXECUTION (AND TRACKING RESULTS)

When it's time to put all your planning and preparation into action on the big day, remember these key points:

- Be flexible: follow your plan as you deliver your content and updates, but be versatile enough to handle the unexpected
- Stick with it: #GivingTuesday is not a once and done post; it's a day of social media touches/communication
- Monitor internally: keep encouraging staff, volunteers, Board members and other internal supporters and make sure they're executing their parts of the plan
- Be responsive: not only to those who engage with you, but also share or retweet posts of good news/messages from supporters
- Share success/results toward goal(s) throughout the day
- Say thank you

FOLLOW UP

Leveraging the benefits of #GivingTuesday doesn't mean powering down on Wednesday. You'll need to acknowledge and thank everyone who participated - ranging from staff, volunteers and Board leadership to donors, participants, supporters, partner organizations and media contacts.

- Announce and share your #GivingTuesday highlights and results (remember a special project/fundraising goal you set and the metrics you defined early on in your plan that are suitable for public consumption) during the following week
- Send customized thank yous to donors as you can (based upon information you gathered with donations)
- Globally thank participants - using the same social media channels through which you engaged them prior to and during #GivingTuesday
- Personally thank staff, volunteers, matching gift donors and other partners
- Integrate new donors into your communications strategies (i.e. mailing lists)
- Send follow up and supplemental information about your organization, the specific project you promoted and/or what you were able to accomplish thanks to participation in #GivingTuesday



TWITTER

Twitter is the birthplace of #GivingTuesday and its 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, utilize Twitter as a way to connect to their world quickly and easily in 140 characters. If these users are following your organization on Twitter, you will have the ability to communicate with them through short messages, pictures or videos.

Remember, create a unique hashtag to use consistently throughout your #GivingTuesday campaign:

- #endowmentfund
- #GivingTuesdayYourOrganization
- #MentorKidsInSchools

Terms to know: Retweet, Favorite, @, #

(The Hashtag)

What is this?

- 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 all of the other users using the same #
- Use # when you would like all of the entries to be gathered in one place

Tips:

- Do not #overuse-the-hashtag-symbol
- Try to limit to three hashtags per post
- Limit use to unique hashtags you have developed and #GivingTuesday

@ (Tweeting at other users)

What is this?

- Use when you want to get the attention of other users
- To use effectively, find constituents or donors close to your cause (or individuals you want to engage) and then tweet at them to prompt them to respond or to promote your cause

Tips:

- **Limit the number of users you address in an entry to one or two**
- For example: "@gatesfoundation help spread the word about our #MentorKidsInSchools fund helping the urban youth #GivingTuesday"
"Retweet" or "Favorite"
- Use these actions when someone has tweeted you and you want all of your followers to see what a user said about your organization
- For example, if the Gates Foundation tweeted your organization: "@organization so impressed by your #MentorKidsInSchools program that helps the urban youth! #GivingTuesday" you would want to "Retweet"
- AND "Favorite" that tweet!



FACEBOOK

Facebook is another highly effective way to reach out to your constituents. Contact will be less rapid-fire than Twitter, but posts can be more in-depth and detail-oriented.

Tips:

- Change profile picture to showcase #GivingTuesday involvement; this picture should be one constituents and supporters can easily use to replace their current picture
- Create a series of images that showcase your involvement in #GivingTuesday
- Don't forget a Call-to-Action!



INSTAGRAM

Instagram is picture and video driven. Connecting an account to the organization's Facebook and Twitter accounts is the best way to reach constituents through Instagram.

Tip: Create a 30 second video about #GivingTuesday to post to Instagram and link to Facebook and Twitter.



YOUTUBE

A home for video, YOUTUBE can be a very effective channel for visual storytelling. But remember with all the volume on social media, your video will need to be unique and compelling to make it stand out (and keep length short to encourage viewing and sharing).

Tip: Develop a video you can use other social media platforms and that you can re-purpose after #GivingTuesday.



LINKEDIN

Post updates and posts and share, like and comment. Don't forget to incorporate this valuable resource and connect with other individuals, organizations and groups.



SNAPCHAT

Another social media home for pictures and video growing in popularity - in August 2014 it was ranked the third most popular social media app among millennials, behind Instagram and Facebook.

Tip: If you create an account and use Snapchat, be sure to communicate to your audience ahead of time that you have a Snapchat account and will use it during #GivingTuesday.

#GIVINGTUESDAY SAMPLE TIMELINE

Task	Sep	Oct	Nov	Dec	Jan
Brainstorm and determine which projects you want supported					
Approach high-end donors and/or corporations to offer a match for donations					
Partner with local organizations/government/press relations that will help communicate your cause					
Engage volunteers				#GT	
Develop #GivingTuesday messaging for constituencies					
Design #GivingTuesday digital platforms					
Email communication: Save-the-date					
Social media: Save-the-date					
Determine day-of team and tasks					
Determine post-#GivingTuesday activities and stewardship Email communication: Communicating the need				#GT	
Social media: Communicating the need					
Ambassadors/volunteers in action: "On December 1, I plan to..."					
Internal team to manage the launch of #GivingTuesday				#GT	
All-day communications and viral messaging to contacts via email, social media, website					
Volunteers in action: "It's #GivingTuesday..."				#GT	
Communicate results to #GivingTuesday donors and community				#GT	
Thank all participants				#GT	
Steward new and long-term donors				#GT	

OTHER #GIVINGTUESDAY RESOURCES

#GivingTuesday Official Website

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

<http://www.givingtuesday.org/tools/>

Network for Good

View webinars and posts and download templates:

<http://www.networkforgood.com/resources/>