

BYRNE PELOFSKY #GIVINGTUESDAY GUIDE



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YOUR BYRNE PELOFSKY #GIVINGTUESDAY GUIDE

Mark your calendars for December 3, 2019!

What began in 2012 as a partnership between the New York 92nd Street Y and the United Nations Foundation as a "global day dedicated to giving back" has truly blossomed into a global movement. In 2018, #GivingTuesday generated:

- **14.2 billion** social media impressions
- **\$400 million** raised online
- **3.6 million** online gifts

People from more than 150 countries have united to celebrate generosity and giving.

Anchored in social media interaction and engaging nonprofits, businesses, civic organizations, individuals and families, #GivingTuesday has seen phenomenal growth since its inception, ultimately resulting in increased awareness of philanthropy and more causes supported – all with the intention of improving lives.

Byrne Pelofsky + Associates is committed to nonprofit fundraising success. Nonprofits must rely on relationships with Board members, volunteers, donors, those served and the greater community to make an impact. We encourage our partner nonprofit organizations 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 previous attempts

Byrne Pelofsky 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 2019 #GivingTuesday campaign in advance. We hope you will find this guide helpful in developing and implementing an effective #GivingTuesday strategy for your organization.

**Tell your story, inspire philanthropy and celebrate generosity.
Happy #GivingTuesday 2019!**



DEFINE GOALS + OBJECTIVES

The opportunities for participating in #GivingTuesday are practically endless. But defining your organization's goals and objectives early on will help keep your efforts on track – and ensure success. Formalize your goals around areas like Creating Awareness, Attracting Donors and/or Raising Dollars. Having a primary objective will also help you develop very 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? Make sure your messaging hits the “3 C’s” -- **clear, consistent, 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, but 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)

Reach out to new groups like celebrities, civic leaders and corporate matching gift partners. But be sure to get started prior to #GivingTuesday.

TIP: The use of online and social media channels has exploded, and this will affect individual "consumption." Everyone on social media has something to say. A message that is meaningful and unique will help it stand out and stick. Here are a few reminders about your messaging content:

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

****BIGGER TIP: 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 Development and Communications
- **Organizational leaders** - like the CEO, Board members or current donors
- **Volunteers** - can help serve as additional manpower and 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**

TIP: Make sure you have adequate resources in place to execute your plan with clearly delineated responsibilities. We also suggest a timeline (a sample is included in this guide.) Map out "who" will be doing "what" and "when." 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. 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 the fact.

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 3:

- **Alert donors, volunteers and other constituents** via email and your website (and in any already scheduled correspondence in your communications plan). Tell them about your exciting #GivingTuesday plans and educate them about the social media channels your organization will be using (like a "Save the Date" or "Stay Tuned"). This will help increase awareness and participation.
- **Ask staff and volunteers to identify special profile pictures** for use across their social media platforms on #GivingTuesday. Give them 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 3). Post with increasing frequency leading up to December 3 (starting late October).
- Secure a **matching gift** and other partnerships. Finalize those strategies so all parties involved can create and share effective messages.

TIP: Remember to monitor what other organizations and volunteers are doing to promote #GivingTuesday.



DAY OF EXECUTION

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 full of social media touches and communications.
- **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 goals 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: 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 (e.g. mailing lists).
- Send **follow up** and supplemental information about your organization, the specific project you promoted and what you were able to accomplish thanks to participation in #GivingTuesday.



SOCIAL MEDIA TOOLS + TIPS

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 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.

TIP: Create a unique hashtag to use consistently throughout your #GivingTuesday campaign:

- #endowmentfund
- #GivingTuesdayYourOrganization
- #MentorKidsInSchools

(The Hashtag)

- 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)

- 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.

TIP:

- 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 your 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

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

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

LINKEDIN

Post updates and posts and like, comment or share.

SNAPCHAT

Another social media home for pictures and video.

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.

