

Your Essential Guide to GivingTuesday Success

BY CANADAHELPS

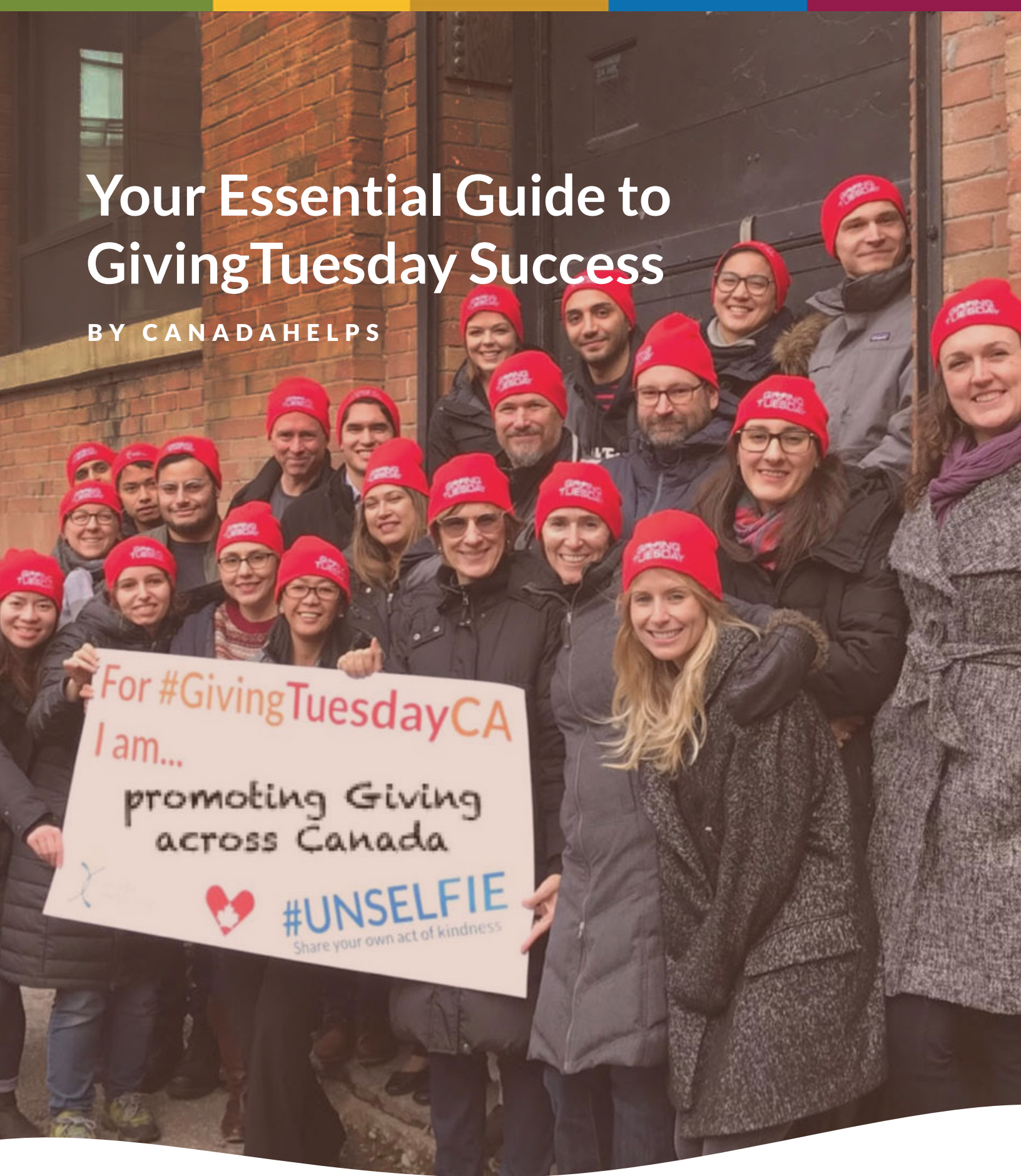


TABLE OF CONTENTS

About GivingTuesday	03
Community Inspiration	04
Building Your GivingTuesday Strategy	05
Your GivingTuesday Checklist	08
Ready, Set, Go!	13
More Resources	15



This informative guide will help you plan your activities and set you up for GivingTuesday success. You'll get the essential information and tactics on how to create an effective campaign that will boost awareness for your charity, and make this your best GivingTuesday yet!

ABOUT GIVINGTUESDAY

GivingTuesday is a global day of giving that happens every year after Black Friday and Cyber Monday. It's a day for Canadians, charities, and businesses to come together to "do good stuff" and celebrate the joy of giving.

There is no "right" way to participate on GivingTuesday, but charities commonly take part by doing things that focus on their mission and engage with their supporters, their communities, or those they serve. We're excited that you're deciding to take part this year! The following are just some ways you can get involved:

- Kick off the giving season with fundraising;
- Rally your supporters to spread the word about your cause;
- Encourage your volunteers to pledge some time;
- Join a community movement;
- And any other creative ways you can think of!



*In Canada, GivingTuesday 2018 was celebrated by more than 6,500 partners, and millions of Canadians stepped up to support their favourite causes.**



For the past several years, the Ten Oaks Project's Board members have matched donations up to a certain amount (\$2500 in 2018) on Giving Tuesday.

Key Facts:

- Leveraged the power of social media
- Encouraged their audience to show their support by posting their selfies using #GivingTuesdayCA
- Inspired supporters to make one-time and monthly donations to help send kids to camp

*Source: "Canadians DO GOOD STUFF for GivingTuesday 2018"
<https://www.canadahelps.org/en/giving-life/givingtuesday/canadians-do-good-stuff-for-givingtuesday-2018/>

COMMUNITY INSPIRATION

Get excited about the possibilities that GivingTuesday can bring to your charity! Here's a collection of photos and statistics from the GivingTuesday community to get you inspired for your own campaign:

GIVINGTUESDAY 2018 HIGHLIGHTS

The opening day of the holiday giving season.

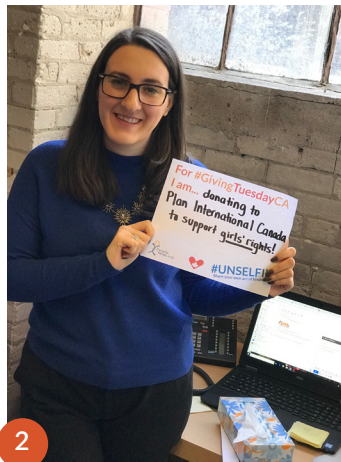
16 YEARS OF
AWESOME

Bigger, smarter,
better giving!

6,500+

charities and
businesses
participated

1



2



3



4



5



6



7



8

1. GivingTuesday 2018 Highlights.
2. An Unselfie from Nicole at CanadaHelps.
3. Capilano University students celebrate a week of giving.
4. Hockey 4 Youth hosts a 24-hour game.
5. GivingTuesday at Ottawa's City Hall with Mayor Jim Watson.
6. Unselfies from Lucas and Tamara at CanadaHelps.
7. Fresh Start Recovery Centre spreading GivingTuesday awareness.
8. Action Centre's "Pack the Patrol Car" food drive.

BUILDING YOUR GIVINGTUESDAY STRATEGY

We know that planning for GivingTuesday can be daunting—it's during the busiest time of the year after all. But don't worry, we've got you covered! The following steps will get you started as you build your campaign.

1. Set your goals and objectives. Start by thinking about what you want to achieve on GivingTuesday—your goal should drive everything you do! Whether it's about raising awareness, recruiting volunteers, or fundraising, it will be important to start by setting a clear goal. Everyone in your charity will need to be on board with it, and it will have to be clearly measurable.

2. Define your audience. Your clearly-defined goal should help you identify who you want to reach through your GivingTuesday efforts. Think of where to find your audience, what matters to them, and how likely they are going to respond to your campaign. For instance, if you're looking to kickstart a monthly giving program, you may choose to re-engage your existing donors or other long-time supporters.

3. Assemble your GivingTuesday team. You may not be like The Avengers setting out to save the world, but it takes a team to make the

GivingTuesday dream come true! Speak to your colleagues and invite them to be part of this big, global movement. Having a strong team to plan and take action on GivingTuesday can lead to a successful campaign.

4. Craft your message. This is a vital component to the success of your campaign and should be done with your audience in mind. Be clear about your ask and keep it simple so that your audience knows exactly what your GivingTuesday campaign is about. To make your campaign more persuasive, be clear about the impact your supporters can help you make. Consider including an authentic story—you'll likely earn more trust and support from your donors if your story comes from a genuine place.

5. Create a clear and simple call-to-action. Every campaign needs a clear call-to-action (CTA) the audience can engage with. If you want someone to take a specific action, make your

CTA as direct as possible. Some common, simple, yet clear CTAs are, “Donate Now”, “Pledge Your Support”, and “Post a Selfie”. You should also combine your CTA with an intuitive, easy-to-use experience that will result in the maximum number of people completing the desired action.

6. Identify your communication channels.

Figure out where you will share your GivingTuesday message, and optimize accordingly. Start by sketching out the ways you will communicate your message to your audience, such as direct mail, brochures, email, your website, social media, or face-to-face. Consider which channels are the best to reach your target audience and meet your objectives. For example, if one of your objectives is to drive existing supporters to donate, make sure to broadcast, post, publish, and email a link to your donation form to your existing supporters! It’s also important to note that one size does not fit all: you should optimize your message across each of your channels. For example, if you know that Twitter is going to be one of your communication channels, be sure to create or modify your text and CTA to be no more than 280 characters long.

7. Set up a way to measure results. You’ve put so much effort into your campaign. To know how well your GivingTuesday campaign or activity does, it’s very important to create a way to track and measure the results. Set up tracking for

everything from link clicks and social media impressions, to site visits and donations.

8. Execute your plan. Have everything prepared in advance of GivingTuesday to maximize your results! Schedule your emails or social posts to go out early in the morning, and late at night. Be



For GivingTuesday 2018, Fred Victor raised over \$10,000 and over 60,000 people connected with them via social media.

Key Facts:

- 20 enthusiastic volunteers marched through the streets of Toronto, sparking the spirit of giving
- Handed out over 300 branded candles
- Shared some warmth and cheer on a cold November afternoon

ready to respond to your supporters, talk to the media, and jump on any opportunities throughout the day. It's time to get out there, connect with your audience, and make the biggest impact on your campaign!

9. Thank your donors and continue the conversation. Be it via email, through direct mail, or in-person, it's important to thank those who took the time to engage with your charity. For example, if your GivingTuesday campaign included a call to donate, be sure to thank your donors and let them know their gift matters. Send a simple and personalized "thank you" to those who donated, and reiterate the impact they're making with their support. Plus, create a plan to reach out to them before year-end to ask them to give again!

10. Review your results and set the stage for next year. At the end of GivingTuesday, collect the performance results that you've tracked and look over them with your team and stakeholders, such as your board members. By looking at how you did and crunching the numbers, you can determine what worked, what could be better, and how to approach next year's campaign.



For the past 5 years, Feed Nova Scotia's campaign goal has been to drive donations. Sobeys matches donations on Giving Tuesday to a total of \$10,000.

Key Facts:

- Promoted the campaign via posts on Facebook, Twitter, and Instagram
- Emailed donors and volunteers; also had a print ad in the local paper
- Provided the option to receive donations in the office on GivingTuesday



Tip: *Telling a story and reinforcing it with emotive images is a very compelling way of capturing your audience's attention.*

YOUR GIVINGTUESDAY CHECKLIST

You're almost there! Now that you have a plan, it's time to execute on your action items. Successfully delivering a GivingTuesday Campaign is done in three steps:

1
Planning

2
Execution

3
Follow-up & Evaluation

Here's an easy-to-follow checklist that will help you stay on top of your GivingTuesday campaign:

PLANNING

Goals and Objectives

- You're off to a great start by reading "*Your Essential Guide to GivingTuesday Success*"!
- Set simple, measurable, and attainable goals.
- Create a budget and identify the resources needed for the campaign.

Audience

- Define your audience and where they're located.
- Determine how they can best be reached.

GivingTuesday Team

- Assemble your GivingTuesday team.
- Reach out to Board Members, volunteers, and passionate colleagues to recruit them.
- Set up meetings and working sessions with key stakeholders to lay out your plan and ensure everyone knows what they will be doing.
- Consider adding potential influencers, partners, and sponsors to boost your campaign

Craft Your Message

- Craft your message, including a compelling impact statement or story.
- Share with staff, volunteers, and select donors to get feedback

Communication Channels, Collateral, and Call-to-action

- Identify all of your communication channels (i.e. website, paid media, earned media, social platforms, and in-person activations).
- Create all of your content assets (i.e. landing pages, social media copy, graphics, blog posts, photos & videos, media releases, etc.).
- Plan and schedule your communications and tasks.
- Make sure your CTA is clear and simple.
- Set up any tracking so you can easily measure your success.
- Proofread and test everything at least twice.

EXECUTION

Two Weeks Away

- Meet with your GivingTuesday team to go through a dry-run practice of the day.
- Confirm all marketing collateral is finalized, proofread, and tested.

One week Away

- Consider sending supporters a teaser in advance of GivingTuesday.
- Reach out to local media to get them excited!

The Day Before

- Follow up with your team to make sure they're ready to go.
- Do a final check that all marketing collateral and assets are ready for distribution.
- Schedule your emails and social media posts for the big day.
- If you're heading outside for your campaign, check the weather forecast and make sure your street team is dressed comfortably, and are wearing your GivingTuesday gear to engage potential new supporters.

On GivingTuesday

- Remember, GivingTuesday is a celebration of giving— have a good time and go with it!
- Check to see if your morning email and social media posts resulted in any early engagement.
- Amplify your online presence by tagging and mentioning everyone involved on social media and like, share, and thank all supporters sharing your message!

- Take photos and videos, and share live posts across your social channels. Engage your audience and inspire them to interact with you.
- Send a final reminder email in the evening to capture last-minute activity.

FOLLOW-UP & EVALUATION

On Wednesday

- You did it! High-five your team and take a break to celebrate!
- Take a look at your early results.

On Thursday

- Recognize your team! Send thank you notes to everyone.
- Don't forget to thank your donors, too!
- Include some quick highlights about how your GivingTuesday campaign or activity went.

One Week Later

- Collect and review campaign data (i.e. web, email, social media, and any word of mouth feedback).

Two-to-three Weeks Later

- Hold a post-mortem session with relevant staff and partners to review everything, from planning to execution.
- Be sure to share the results and key metrics, such as open rates, impressions, engagements, donations, site visits, etc.

- Consolidate feedback in a report that can be used to discuss opportunities for next year.
- Send an impact update to your donors.

Preparing for Next Year

- Save the date for the next GivingTuesday and block off key dates in your calendar as a planning reminder.
- Start thinking about your next GivingTuesday campaign! You're a pro now.

READY, SET, GO!

The most important thing about GivingTuesday is getting the word out, celebrating all the ways that people “do good stuff”, and engaging with your supporters. No GivingTuesday act or campaign is too small.

With a realistic, actionable, and measurable plan for GivingTuesday, you’re ready to go out on December 3rd and have some fun.

You can do this—we believe in you!

WE CAN'T WAIT TO HEAR ABOUT YOUR SUCCESS THIS GIVINGTUESDAY!

Join the conversation and let us know how you did by tweeting us your photos and stories to us at [@CharityLifeCA](https://twitter.com/CharityLifeCA) using [#GivingTuesdayCA!](https://twitter.com/CharityLifeCA)

CONTACT US FOR MORE INFORMATION

Request a demo of CanadaHelps' online fundraising tools to boost your GivingTuesday campaign.

[REQUEST A DEMO](#)

MORE RESOURCES

Want more information to help you get to the finish line?

Have a look at the resources below to make sure your GivingTuesday is set for success:

GivingTuesday 2019 Webinar:

In Conversation with 3 Inspiring Charities

Hear from three forward-thinking charities about their experiences participating in GivingTuesday.

<https://www.canadahelps.org/en/charity-life/webinars-events/givingtuesday-2019-webinar-in-conversation-with-3-inspiring-charities/>

Blog: "Spreading The Power and Love of Giving on GivingTuesday 2018"

Be inspired! Take a look at how some charities celebrated GivingTuesday in 2018 across the country.

<https://www.canadahelps.org/en/charity-life/givingtuesday-2/spreading-the-power-and-love-of-giving-givingtuesday2018/>

Become a GivingTuesday Partner

Register your charity to be listed on GivingTuesday.ca.

<https://givingtuesday.ca/become-a-partner>

GivingTuesday Assets

You don't have to make everything from scratch—download these ready-to-use, GivingTuesday-branded design assets!

<https://givingtuesday.ca/about/press/downloads#charitykit>

White Paper: Boost Your Holiday Fundraising Results

Get additional tips and tricks to help finish strong during the holiday fundraising season.

<https://www.canadahelps.org/en/free-white-paper-launch-your-holiday-fundraiser/>



www.canadahelps.org | info@canadahelps.org | 1-877-755-1595
186 Spadina Avenue, Units 1-5, Toronto, ON, M5T 3B2
© CanadaHelps 2019