

#GivingTuesday

How to Get Your Donors Excited



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VP Partnerships &
GivingTuesday Canada,
CanadaHelps



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Senior Client Marketing
Manager,
CanadaHelps

October 14th, 2021 | CanadaHelps



Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the **Coast Salish People**, the Montreal offices are located on **Kanien'kehà:ka (Mohawk)** territory, and the land on which we operate in Toronto is the traditional territory of the **Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation**.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

About CanadaHelps

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

TRUSTED SINCE
2000

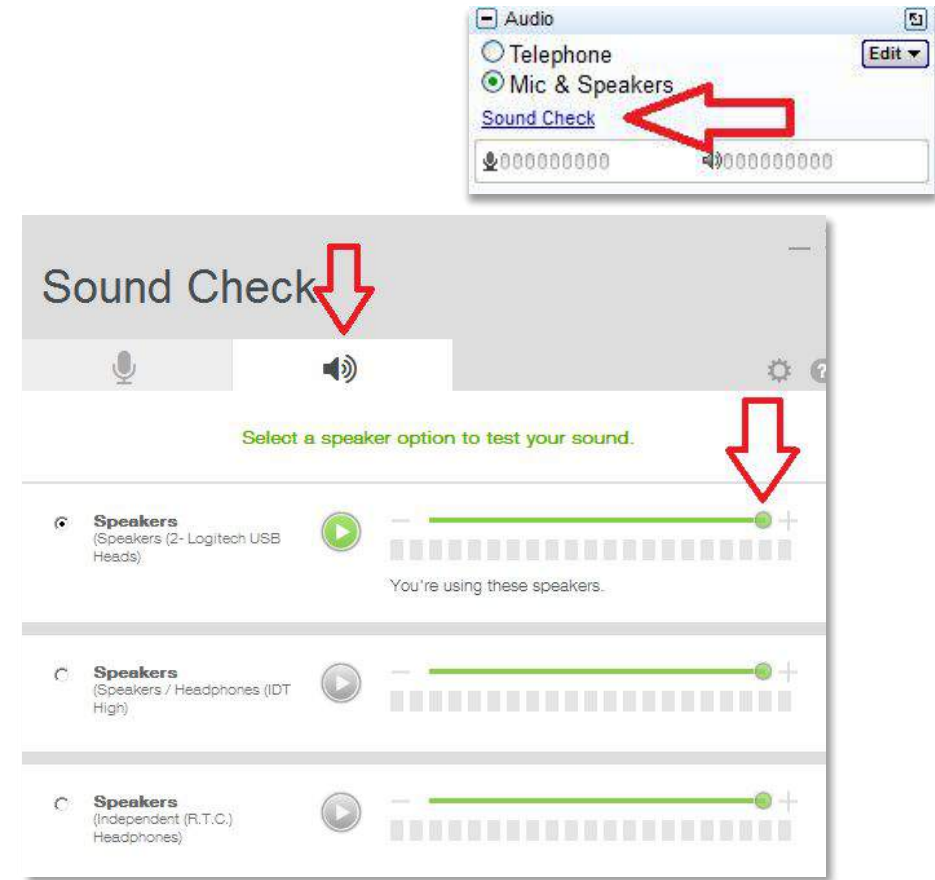
\$1.6 BILLION
RAISED

2.6 MILLION
DONORS

24,000 CHARITY
PARTNERS

Trouble hearing us?

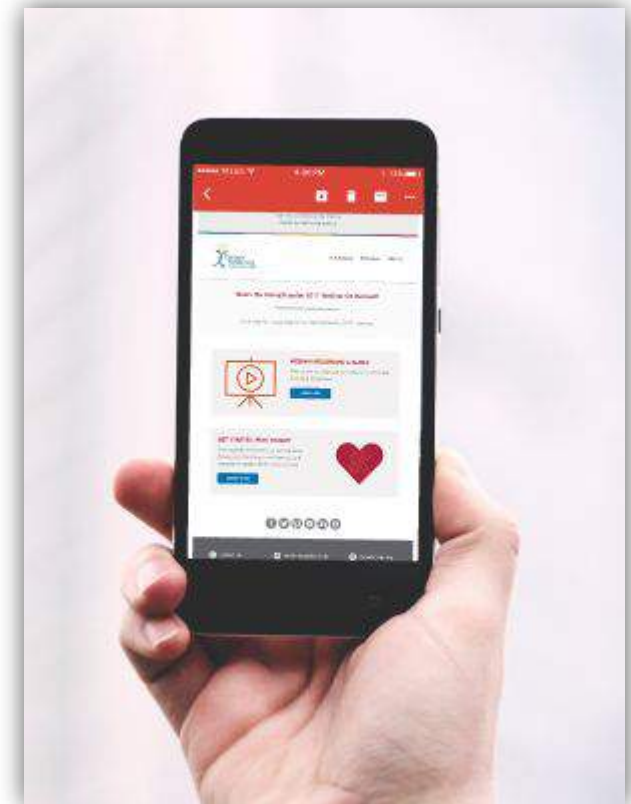
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

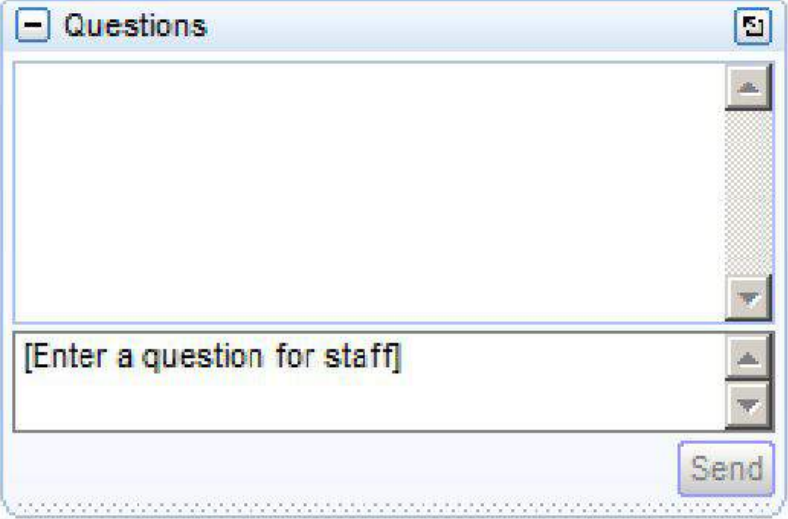
Yes!

The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



You can hear us, we can't hear you.

Have questions?
Type them into the
Questions Log at anytime.



A screenshot of a web-based dialog box titled "Questions". The dialog box has a light blue header with a minus sign icon on the left and a close icon on the right. Below the header is a large, empty text input area. At the bottom of the input area, there is a placeholder text "[Enter a question for staff]". To the right of the input area are two small, vertically stacked arrow buttons (up and down). At the bottom right of the dialog box is a "Send" button.

Agenda

About GivingTuesday | **Lys H.**

GivingTuesday Mythbusters | **Lys H.**

Crafting Your GivingTuesday Story | **Philip M.**

Building a Robust Campaign with Resources | **Philip M.**



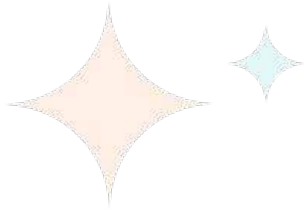
Quick Poll

Have you participated in GivingTuesday before?

- Yes
- No
- Not Sure

About GivingTuesday





GIVING TUESDAY

THE WORLD'S LARGEST GENEROSITY MOVEMENT





GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.

Over nine years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.

SPANNING THE GLOBE





GivingTuesday MythBusters



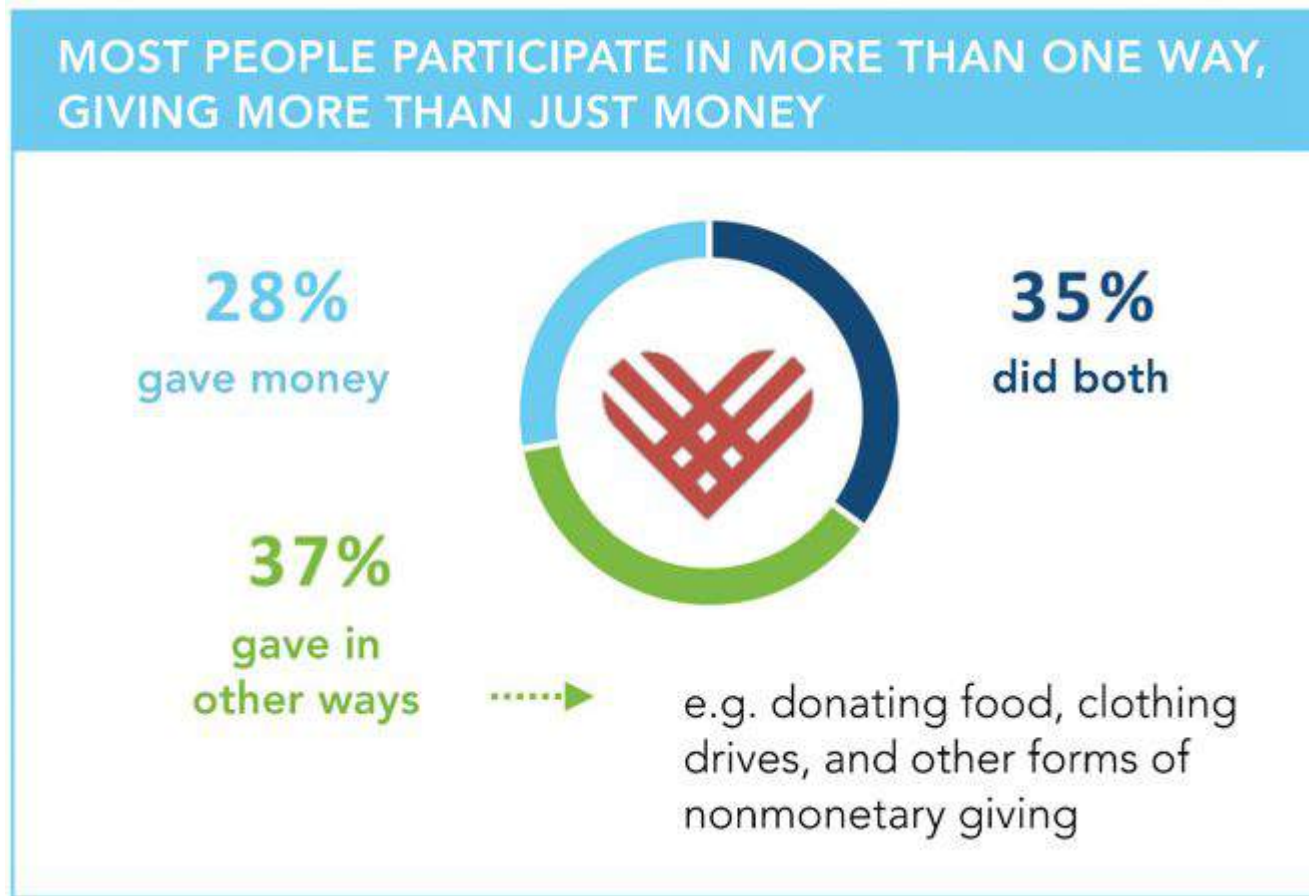


Myth #1

GIVING TUESDAY

is just for
fundraising

People give in multiple ways

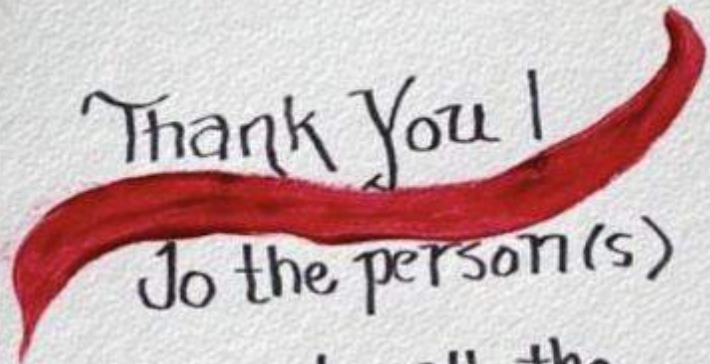


- Donation only is the least common
- Most donors participate in more than one way





Thank You!



To the person(s)

who wrote all the
inspirational post-it
notes...

You Made My
Day!





World's first lip synch
contest hosted by people
with intellectual disabilities
Toronto



1,800 bars of soap for
people in need
Charlottetown



In Canada, millions
of people joined
together from a distance



816 pairs of new socks
for people experiencing
homelessness
Montreal



40,054 masks made
by volunteers
Cambridge



30 custom wooden
reindeer to benefit
emergency shelters
Calgary



20,570 GivingTuesday
pledges on
CanadaHelps.org



5 new dog
guide teams
Oakville



512 toys / 450 bags of
food for dogs and cats
Halton



537 meals for a year
for school kids in
developing countries
Calgary



292 million social
media impressions



20 patrol cars of food
for people in need
Westmount

Lots of action on social media!



#GivingTuesday

#GivingTuesdayCa

#UNSELFIE



Myth #2

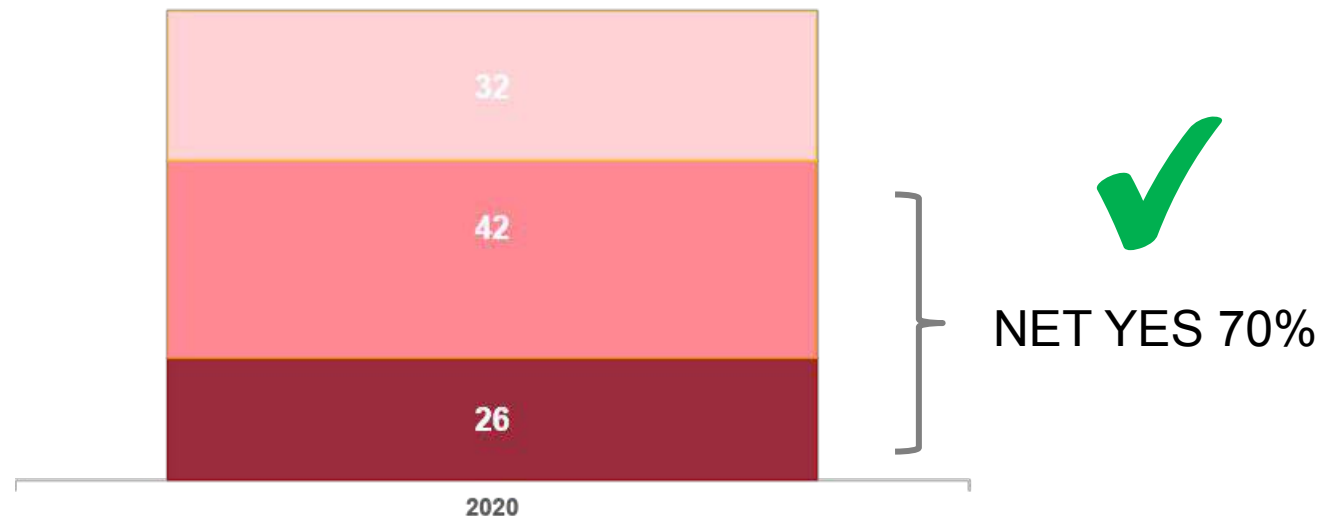
GIVING TUESDAY

There's too much competition and noise,
so participating isn't worthwhile

GivingTuesday inspires people

INSPIRED ME TO BE MORE GIVING
CANADA (AMONG AWARE)

■ YES DEFINITELY ■ YES A LITTLE ■ NOT AT ALL



“

Horizon Media study finds that while GivingTuesday is big today, it's at the tipping point of becoming immense.

People are inspired to give on GivingTuesday

52%

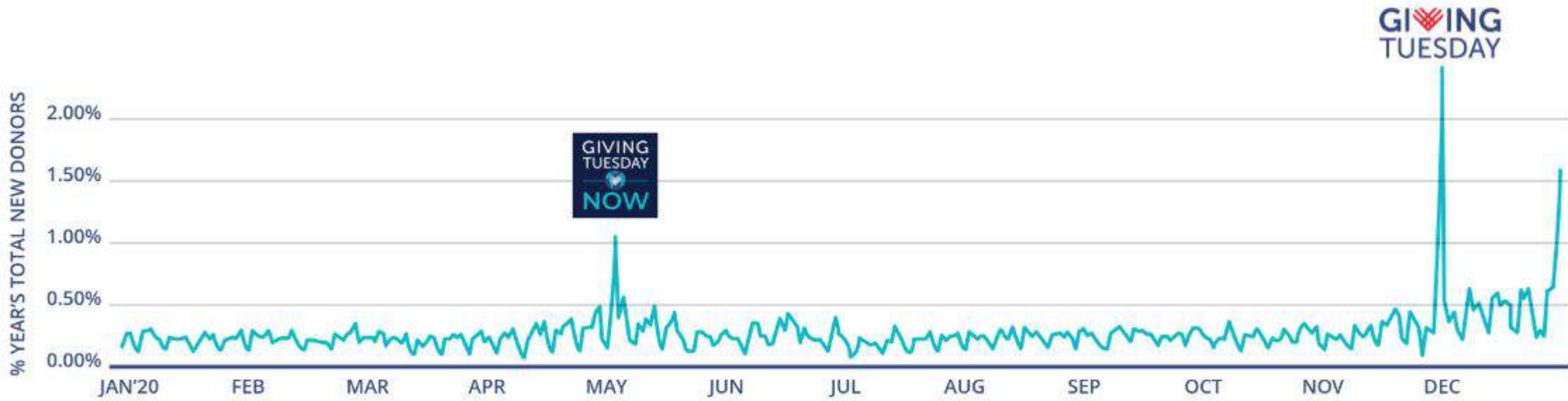
said that they want to donate on this day because it allows them to be a **part of a bigger group of people doing good.**



GIVING MOMENTS DRIVE PARTICIPATION

- Motivated givers want to respond to need
- Giving moments drive acquisition

Giving moments are an acquisition opportunity





**\$36.1 million raised online in Canada
(in 24 hours for all reporting platforms)**

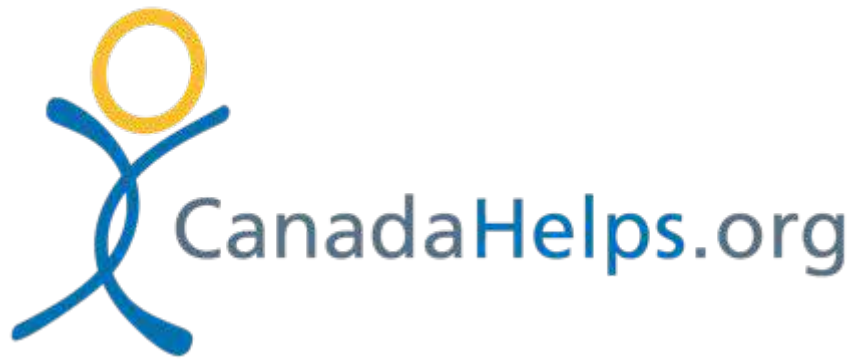
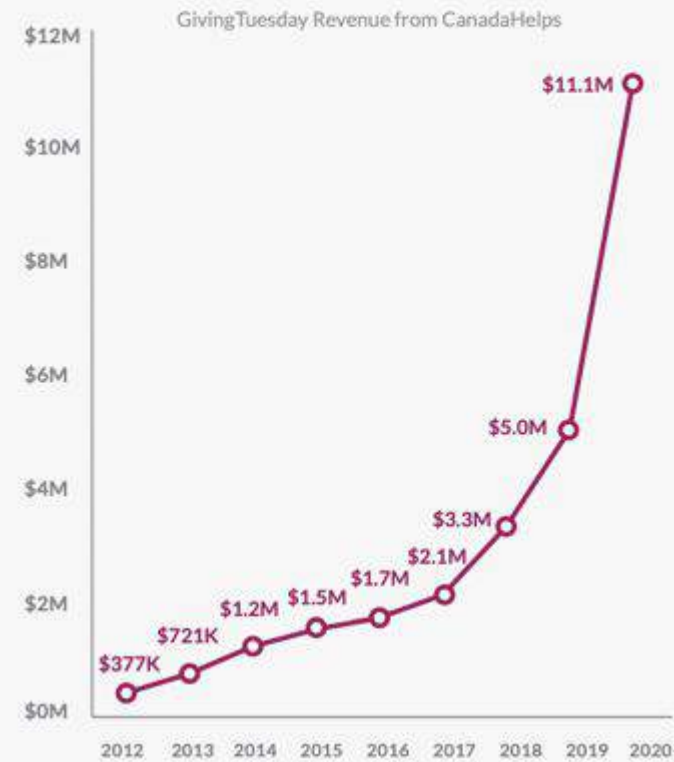


FIGURE 10 A
GivingTuesday Revenue Trend



Also, GT is a great storytelling opportunity!





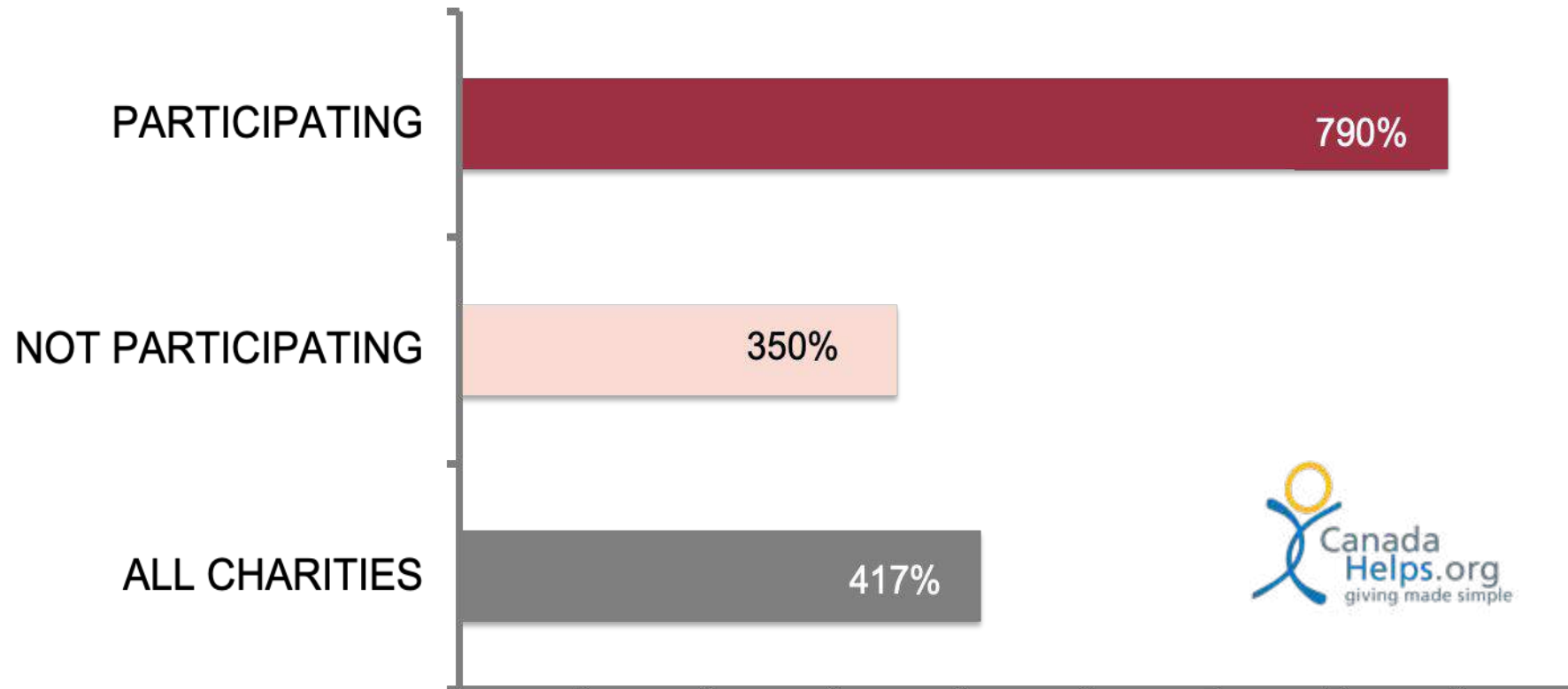
Myth #3

GIVING TUESDAY

is just one day
(are we just moving money around
from one day to another?)

Charities that participate benefit throughout December!

Increase in average daily donations
post-GivingTuesday over pre-GivingTuesday



THANKYOU THURSDAY



GivingEveryTuesday

givingtuesdayca @GivingTuesdayCa · Oct 5
Supporting minority cultures doesn't have to be difficult. Why not order takeout from a restaurant that offers food from a different culture than your own. A simple purchase could help minority-led businesses get back afloat after this difficult time. #GivingEveryTuesday



GivingTuesday @GivingTuesday · Oct 5

Celebrating our teachers is our #GivingEveryTuesday call to action for this week. What are some ways we can give to support those who are teaching our young people?



#GivingTuesday @givingtuesdaynl · Oct 5

#GivingTuesday is celebrated in India in early October each year, on the Tuesday of #DaanUtsav. GivingTuesday India is organizing a campaign around the concept of global giving villages. See buff.ly/3DfyYMI

#GivingEveryTuesday
#GivingTuesdayIndia
#GlobalGivingVillage

GivingTuesday is in Russia.
August 7 · 🌐

Our theme for #GivingEveryTuesday a few weeks back was kindness! Shoutout to @feel.super for taking the call to action all the way in Russia!

#Repost @feel.super

Дали бы 🤔? ... See More



Middle Way House @MiddleWayHouse · Oct 5

Domestic violence affects all genders, orientations, ages, races, ethnicities, cultures, classes, faiths, & abilities. Pledge to end the cycle of violence & text MIDDLEWAY to 44-321 to donate today. #takeastand #supportsurvivors #givingeverytuesday #thankyou #DVAM

TAKE A STAND AGAINST
DOMESTIC VIOLENCE

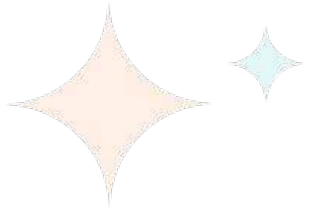
Pledge to end the cycle of violence & text
MIDDLEWAY to 44-321 to donate today.



givingtuesdayca @GivingTuesdayCa · Oct 6

Givers and Friends fest kicks off today! Join us throughout the day to learn best practices for how to rally your community for the biggest giving day of the year! Find out more and register for your free tickets. bit.ly/2Y1AOh0
#GivingEveryTuesday
#GivingTuesdayCA



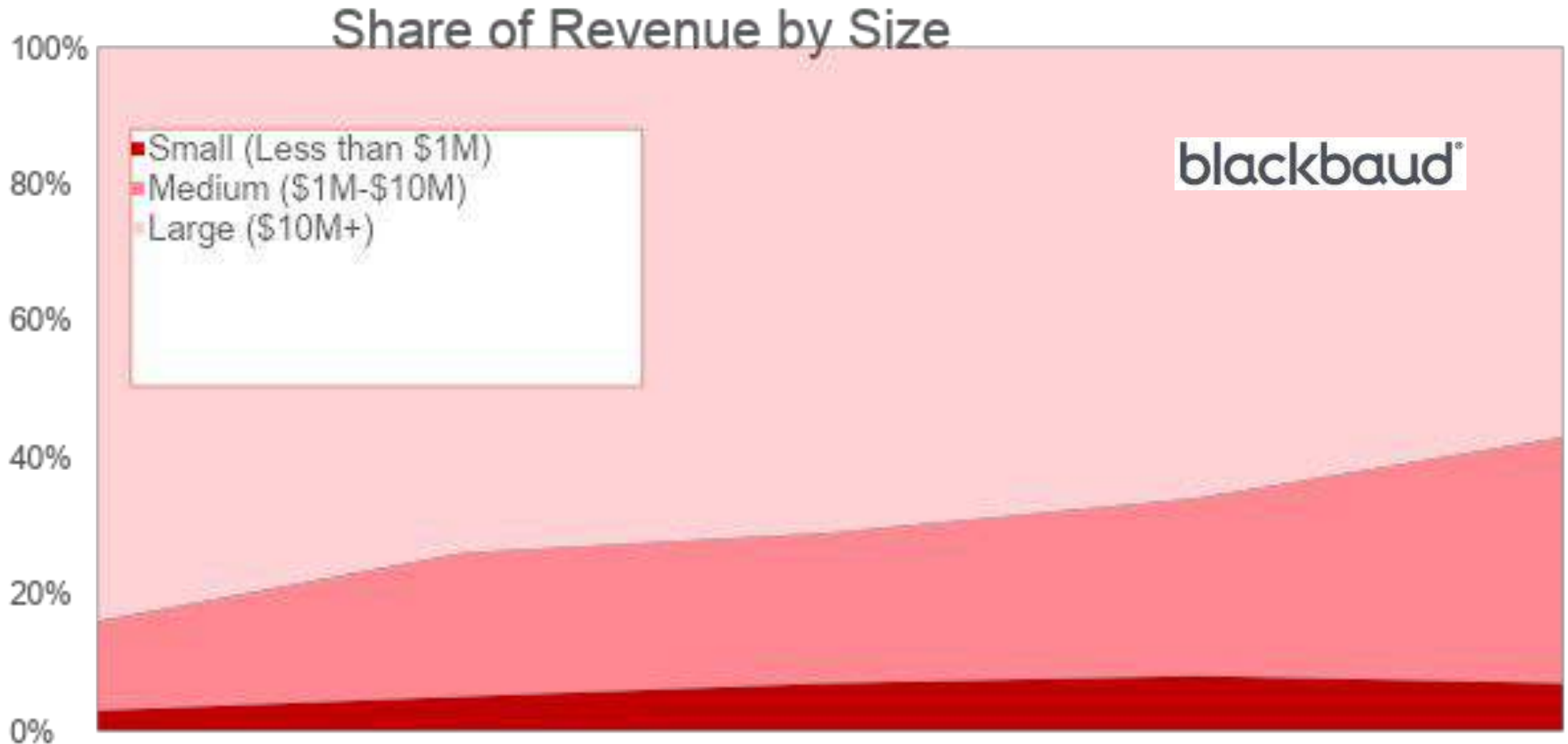


Myth #4

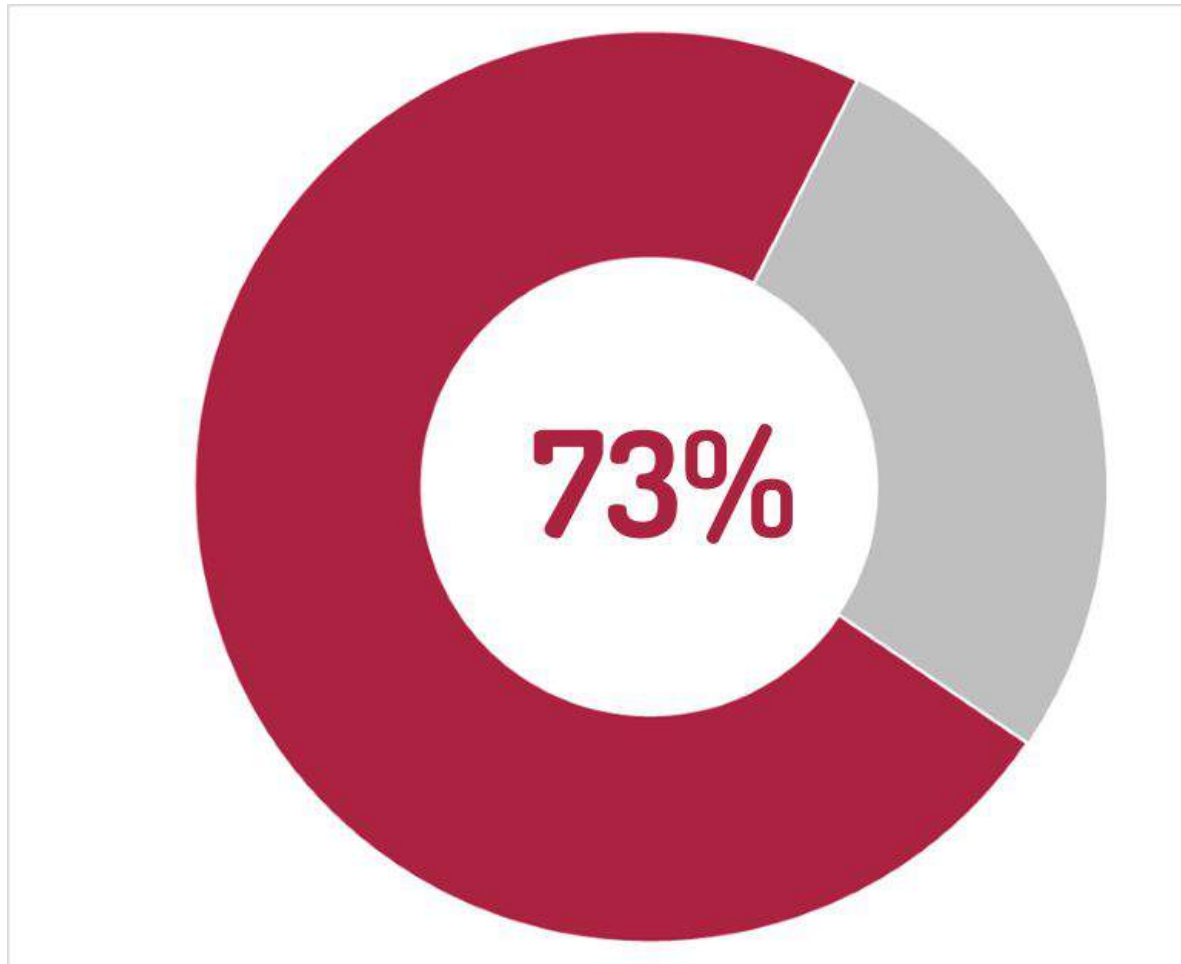
GIVING TUESDAY

is better for
large charities

GivingTuesday revenue share



GivingTuesday partner distribution



**Small and
mid-sized
charities**





WHAT DOES THIS MEAN for GT 2021?

- Generosity is an antidote to isolation, fear and division.
- Don't retreat from engaging givers, especially in tough times. Engage on as many levels as possible.
- Getting active is the key to success.
- Start now!

Crafting Your GivingTuesday Story





Are My Donors Excited About GivingTuesday?

Here's a common story:

- We get excited about GivingTuesday
- We build a communication plan around getting people involved during GivingTuesday
- We hit send..

crickets chirping

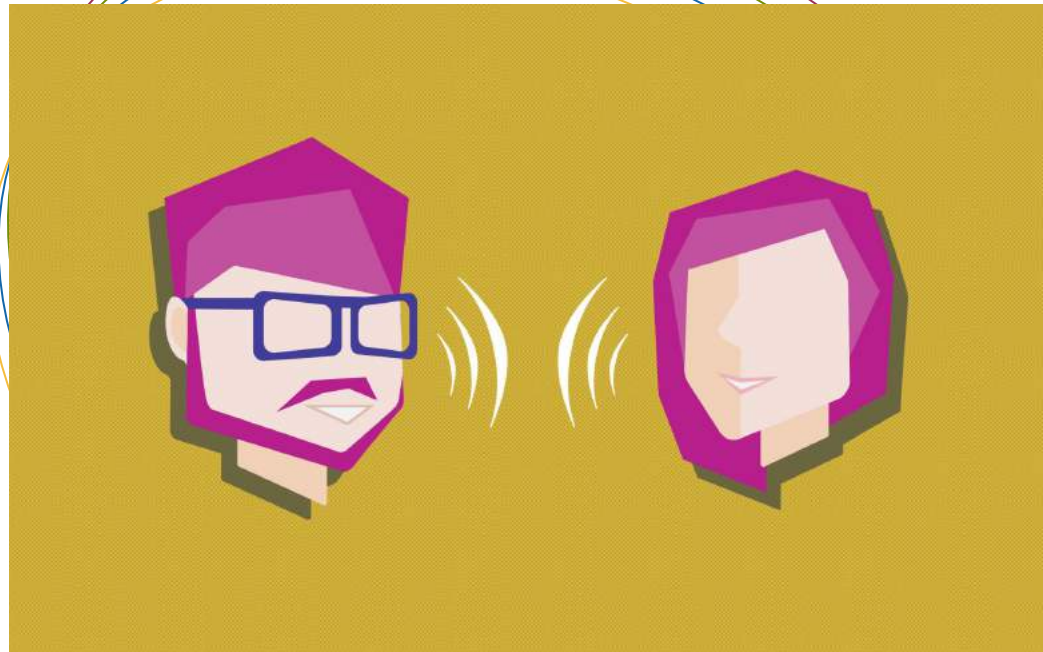
You're not alone

Many people have felt this pain.

- It's frustrating to put effort and time into a project and have it fall flat
- It's frustrating to know that you might be "leaving money on the table".
- It's easy to believe that GivingTuesday isn't "for" you.

You're right to be excited.

- GivingTuesday is a global movement
- It is responsible for raising millions of dollars each year
- Dollars = impact



Focus on Resonance

Resonance is when something deeply connects and reverberates with someone – often at a values or personal level.

Why is Resonance Important?

Stronger CTAs

- Resonance is what helps translate us into action — To drive donations, signatures, volunteering.
- When we resonate with people, we see them convert more.

A Better Donor Experience

- When you send something that is not relevant, it creates a bad experience
- You start appealing to who your donors are as individuals

To build stories that resonate, you must first understand who your donors are.



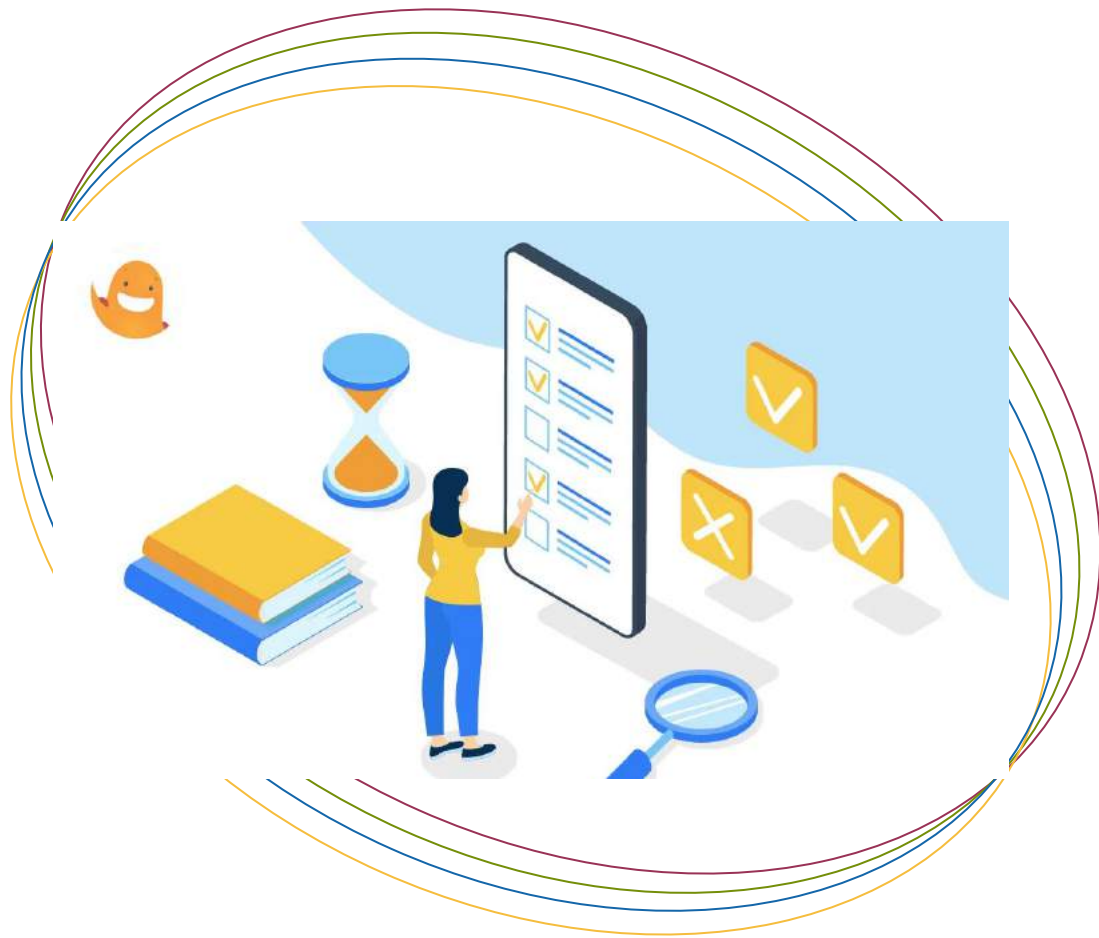
How to learn more about your donors

Giving Data

- What programs do your donors support?
- Have your donors gifts been increasing or decreasing over time?
- How often do your donors give?

Demographics & Behaviour

- What programs do your donors support?
- What are they most interested in?
- Why did they get involved in the first place?
- What are they clicking on?



Donor Surveys


- Ask your donors to participate
- Find out what they like and what they don't like
- Find out how they want to be communicated to
- Find out what causes mean the most to them

*How does this help me with
GivingTuesday?*

Build Data-Driven GivingTuesday Stories

1. Start early
2. Build donor profiles + segments, specific to GivingTuesday
3. Write your GivingTuesday appeal **about them**— This is not just one email. Built out multiple messages and campaigns.
4. Ask yourself, “**Would this resonate with our audience, based on what we know about them?**”
5. Send in batches and follow up

Donor Profile Example



EXAMPLE: MOLLY THE MILLENNIAL

Age: 28
Education Level: Bachelor's Degree
Marital Status: Single
Preferred Media: Instagram, Medium
Preferred Format: Smartphone
Income Level: \$45k

BEHAVIORS

- Easily distracted
- Technology Early Adopter
- Juggles Multiple jobs with active social life and an active lifestyle
- Prefers to rent and share (home, movies, music, car) over ownership
- Frequently checks social media

FRUSTRATIONS

- Inauthenticity, sales and classic advertising
- Delayed gratification - waiting for anything
- Difficult-to-comprehend websites or content, needs things to be easy and fast
- Social injustice
- Poor customer service

MOTIVATIONS

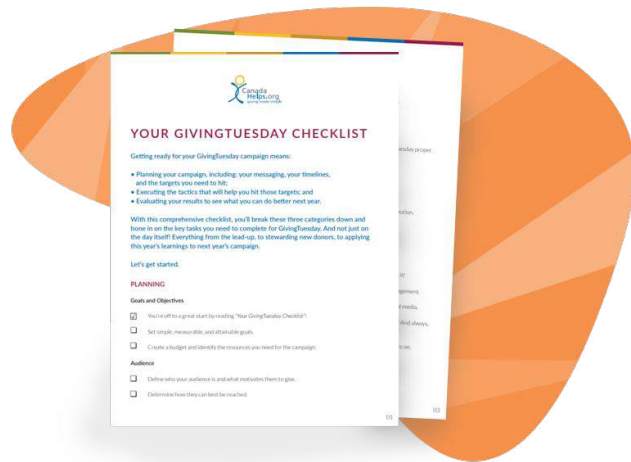
- Contribution and meaning, rewarding experiences
- Creative fulfillment
- Being an influencer/looking good in front of peers
- Being unique

Diagram annotations: A long arrow points from the left to the Motivations section. Three arrows point from the right to the Frustrations section, specifically targeting the first three items.

Building a Robust Campaign: GivingTuesday Resources



GivingTuesday Resources



GivingTuesday Checklist



GivingTuesday Social Media Calendar



Giving Tuesday Email Templates

GivingTuesday Checklist

In this checklist, you'll get:

- Tips on what it takes to plan and prepare a successful GivingTuesday campaign.
- A high-level GivingTuesday tasks timeline, spanning two weeks before to the days after.
- Recommendations on what to keep track of to make your campaign even better next year



Social Media Calendar

With this social media calendar, you'll be able to:

- Leverage the calendar sheet to organize which campaign message is released when.
- Manage a copy deck you can fill in to prep your tweets and posts well in advance, with all the pieces (images, copy, CTA) in centralized location.
- Review your social success as you go, and compare year over year, with our handy reporting sheet.



Email Templates

Our templates shows you how to:

- Organize and plan your emails throughout the day, to ensure you're getting campaign updates to the right people at the right time.
- Leverage fundraising email best practices so you can get your message across and drive your supporters to take action.
- Design succinct calls-to-action (CTA) that are supported by the direct impact donations will make



4 Day-Of GivingTuesday Email Templates

Inspiration for this year's communications

Combine GivingTuesday with End-of-Year

Use your GivingTuesday appeal to kick-off your year-end campaign:

- Ride the momentum of GivingTuesday into your end of year campaign.
- Change key elements on your landing pages (images, messaging, impact metrics)
- Continually communicate progress updates to encourage new donors to jump in

December 2021

No.	Sun	Mon	Tue	Wed	Thu	Fri	Sat
48				1	2	3	4
49	5	6	7	8	9	10	11
50	12	13	14	15	16	17	18
51	19	20	21	22	23	24 <small>'Christmas Day'</small>	25 <small>Christmas Day</small>
52	26	27	28	29	30	31 <small>'New Year's Day'</small>	
							<small>whatisacalendar.com</small>

Questions?

Thank you!



