#GivingTuesday

How to Get Your Donors Excited

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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.

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

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.

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.
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
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.
GivingTuesday MythBusters
Myth #1

Giving Tuesday is just for fundraising.
People give in multiple ways

Most people participate in more than one way, giving more than just money:

- 28% gave money
- 37% gave in other ways (e.g., donating food, clothing drives, and other forms of nonmonetary giving)
- 35% did both

- 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

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

NET YES 70%
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.

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

“
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)
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

- **Participating:** 790%
- **Not Participating:** 350%
- **All Charities:** 417%
Giving Every Tuesday

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 on their feet after this difficult time. #GivingEveryTuesday

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?

Our theme for #GivingEveryTuesday a few weeks back was kindness! How about giving super for taking the call to action all the way in Russia?

It's #worldteachersday! Share some of the standout teachers on TikTok who have inspired you.

Domestic violence affects all genders, orientations, ages, races, etnicities, cultures, classes, faiths, & abilities. Pledge to end the cycle of violence & text MIDDLEWAY to 44-321 to donate today. #GivingTuesday #SupportVVE

Givers and Friends 'Tik' 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. #GivingEveryTuesday #GivingTuesdayOh

#GivingTuesday
#GivingEveryTuesday
#GivingTuesdayIndia
#GivingTuesdayVillage
Myth #4

GIVING TUESDAY

is better for large charities
Giving Tuesday revenue share

Share of Revenue by Size

- Small (Less than $1M)
- Medium ($1M-$10M)
- Large ($10M+)

blackbaud®
GivingTuesday partner distribution

73% 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
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
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 show 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
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

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Questions?
Thank you!