

THE GUIDE TO GIVING TUESDAY

FOR ALL NONPROFITS BIG AND SMALL



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Introduction

Giving Tuesday comes but once a year, and every nonprofit organization should take advantage of this growing tradition. Whatever your cause, whatever your size, Giving Tuesday is an opportunity to reach beyond your usual audience, motivate passive supporters, and fundraise in a way that benefits your organization for months or years to come.

This guide will tell you everything you need to know about how to make the most of Giving Tuesday. Learn how to plan, execute, and follow up a campaign and channel the excitement of the day into lasting support.

1 | Giving Tuesday: A Modern Tradition

#GIVINGTUESDAY

- **What:** A global day of giving
- **When:** The Tuesday following Black Friday
- **Where:** Everywhere. Organizations all over the world participate

History

It seems the holiday season begins earlier every year, but the frenzy of shopping truly launches the day after Thanksgiving, commonly known as Black Friday. As more and more people began to turn to online shopping, Cyber Monday emerged too. Although all this shopping is done in the name of giving gifts to loved ones, it sometimes feels like the goodwill of the holiday season fades into the background. In 2012, a few nonprofit professionals decided to do something about it.

Two organizations, [92nd Street Y](#) and the [United Nations Foundation](#), joined forces to create the first annual Giving Tuesday. All told, 2,500 social impact organizations participated in the inaugural event, raising more than \$10 million.

But Giving Tuesday was just getting started. In 2013, the number of participating organizations quadrupled and donations nearly doubled.¹ And in 2014, more than 20,000 organizations raised \$45.7 million.² Giving Tuesday's growth continued into 2015, raising \$116.7 million.³ In 2016, the giving day raised over \$177 million online. And it's only grown from there with nonprofits raising more than \$274 million online in 2017 and \$400 million in 2018.⁴

“ There are so many organizations participating, how will we ever get noticed?”

Giving Days Are Worth It

While the growth of Giving Tuesday has been a great rallying point for the social impact sector, some nonprofits wonder whether it's worth the effort. The social impact sector is notoriously resistant to change and some nonprofit professionals fear they will invest time and money into Giving Tuesday without reaping the benefits.

Although there are more organizations participating every year, the number of gifts is also increasing, and the event has much more to offer than one-time donations.

¹ Nonprofit Quarterly, "Giving Tuesday 2013: More Infrastructure, More Money, More Groups in the Mix." <http://nonprofitquarterly.org/2013/12/06/giving-tuesday-2013-more-infrastructure-more-money-more-groups-in-the-mix/>

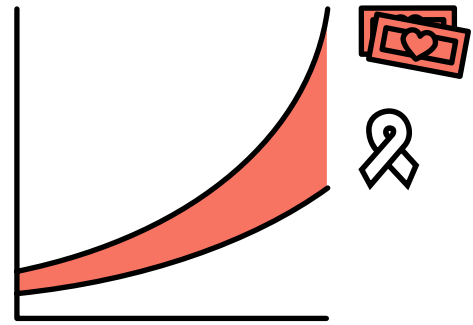
² Case Foundation, "Giving Tuesday Moves From Campaign to Tradition." <http://casefoundation.org/blog/givingtuesday-moves-campaign-tradition/>


³ Giving Tuesday. <https://www.givingtuesday.org/about>

⁴ The Nonprofit Times, "#GivingTuesday Hits Record \$274 Million." <https://www.thenonproffitimes.com/news-articles/givingtuesday-hits-record-274-million/> & Giving Tuesday, <https://www.givingtuesday.org/>

As public awareness and organizational partnerships grow, nonprofits stand to gain...

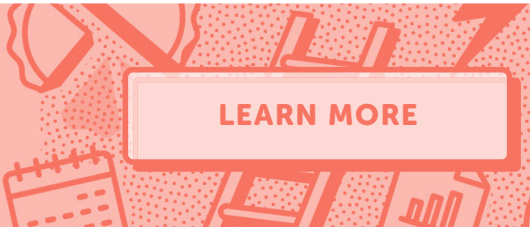
- Greater **brand awareness**
- Increased **social media following and engagement**
- **Networking opportunities** with like-minded organizations and sponsors
- A chance to **kick off a year-end campaign**
- An **influx of potential donors** into the marketing funnel
- The opportunity to **promote recurring giving and recruit monthly donors**



Classy | 

Get more detailed Giving Tuesday donor insights now

[LEARN MORE](#)



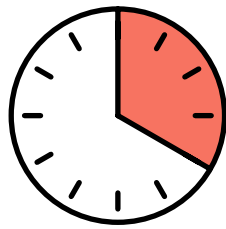
The bottom line is that every organization should do SOMETHING to fundraise and celebrate on Giving Tuesday, even if it's just tweeting about it or sending an email to your community.

There are a lot of ways to tap into the excitement and action of Giving Tuesday, beginning with a simple one-day capital campaign. Read on to find the best plan for your organization.

2 | Giving Tuesday Crowdfunding Campaigns

One of the simplest ways to participate in Giving Tuesday is to build a crowdfunding campaign. This is a good option if you are limited on time or new to the social sector's biggest giving day.

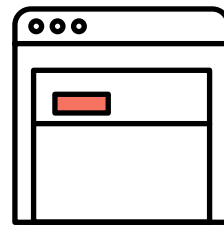
CROWDFUNDING CAMPAIGNS WORK IF YOU ARE:



**LIMITED
ON TIME**



**UNFAMILIAR WITH
#GIVINGTUESDAY**



**USING A STANDARD
DONATION PAGE**

There are many different elements that go into building a robust crowdfunding campaign, like impact blocks, a progress bar, and custom footers. You can also add your personality to the campaign with a creative name or theme to stand out from the crowd.

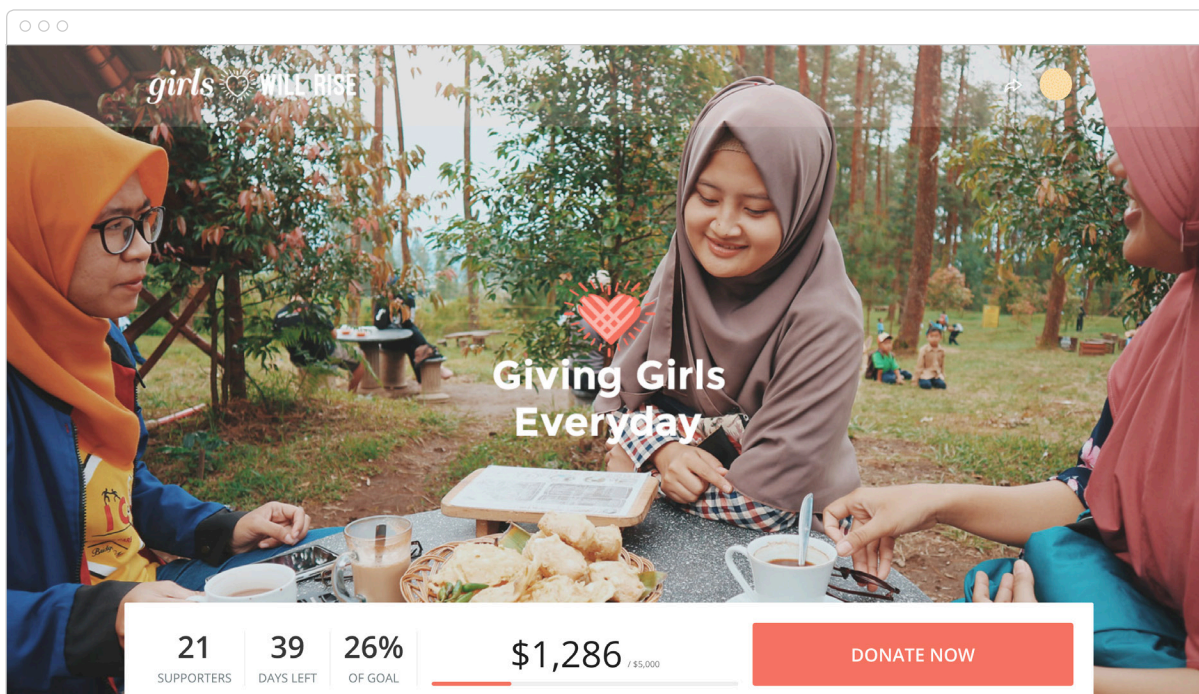
Create Your Crowdfunding Campaign

If you want to fundraise on Giving Tuesday, you will need a way for supporters to donate. Set up a simple, branded online donation page so anyone can give to your cause.

Classy | 

For detailed tips on how to build your campaign, check out this walkthrough





To build an awesome crowdfunding campaign...

- **Brand it to your organization and the campaign** by using your own colors and logos along with the images provided on the Giving Tuesday website.
- **Customize the language** to refer to your Giving Tuesday campaign.
- **Set smart suggested donation sizes** to maximize your results.
- **Refer to your average donation size** for similar campaigns, but include larger suggested gifts as well.

Use a Donation Form

If you're unable to create a crowdfunding campaign for Giving Tuesday, for whatever reason, you can always use a donation form instead. However, only using a donation form will limit your ability to share stories, photos, and other media with supporters.

Promote Your Campaign

Now that you have a donation page, you're ready to appeal to your donors and start fundraising.

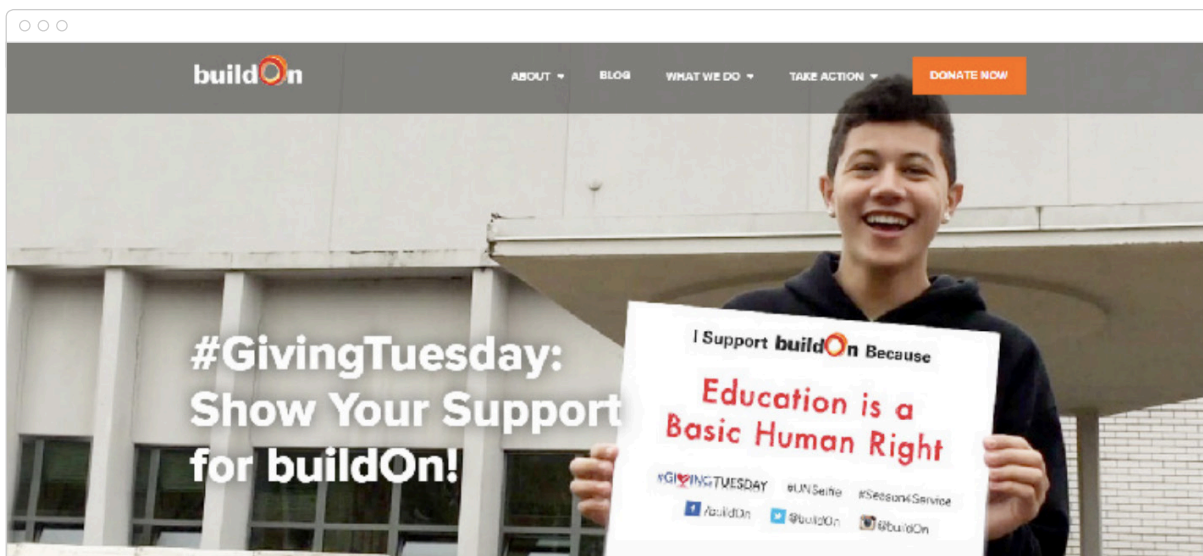
The scope of your marketing will depend on how far ahead you start planning, but nearly all organizations will focus on the following types of promotion:

- **Website**
- **Email**
- **Social Media**

These powerful, yet inexpensive ways of reaching supporters and the wider community are your most important tools for getting the word out.

WEBSITE

As Giving Tuesday approaches, you should make your campaign visible on the homepage of your website. Supporters visiting your site will then know that it's coming. In the week leading up, you can include a Giving Tuesday call to action (CTA) and link out to your donation page.



You should have your donation page set up and ready to go as soon as you post about it on your website. While most of your campaign's support will come on Giving Tuesday, if someone is ready to give now, you want to give them the opportunity. If you make them wait, they might forget to come back and donate.

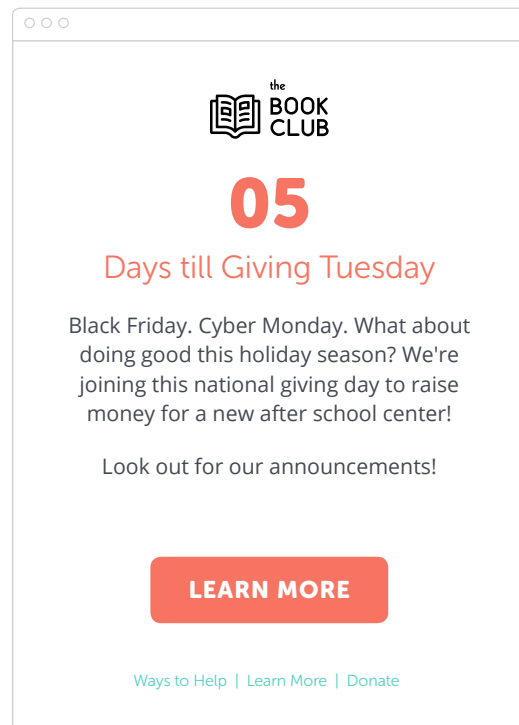
The [Giving Tuesday website](#) has some images and other content you can upload to your site, but you can also design your own logos and brand the campaign to your organization.

If you choose to channel your Giving Tuesday funds toward a specific project or program, highlight this on your website and in the CTAs.

EMAIL

Featuring Giving Tuesday on your homepage will alert anyone who happens to visit your site, but reaching out to your email list allows you to proactively appeal to your supporters. They might not check your website every day, but most people can't go more than a few hours without checking their email.

If you are organizing your campaign well ahead of time, you can create an email series to engage supporters. In the weeks leading up to Giving Tuesday, email them with information on the programs you are fundraising for and how they can help.

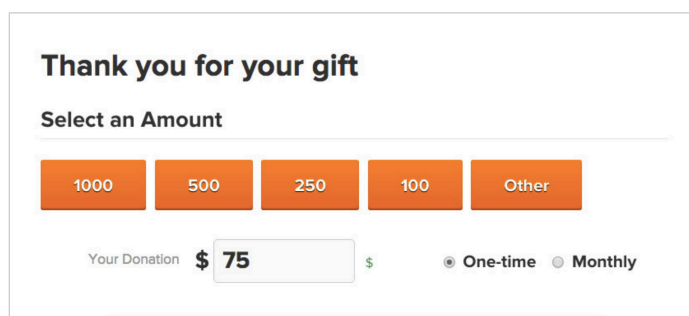


Your email series can include:

- **An introduction to Giving Tuesday and your organization's involvement**
- **An individual story from your programs**
- **Calls to action and the link to your donation page**
- **Announcements about donation matching and other promotions**

If you're putting together a campaign on short notice, say in the week before Giving Tuesday, the most important information to convey is that you will be fundraising on this giving day and how supporters can donate and participate. Be sure to include links to your donation page.

Whether you've been planning your campaign for months or just a few days, you should email your community the day before and day of Giving Tuesday.



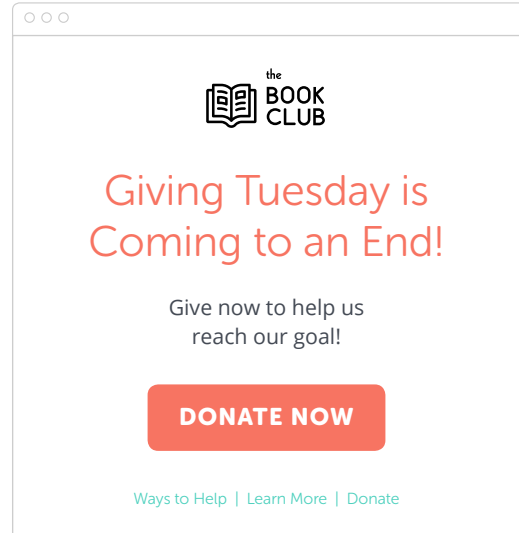
These timely emails should come with a specific appeal or call to action. Show your supporters exactly how they can help.

Segmenting your email contacts will allow you to send more

targeted appeals. For example, if you create separate emails for smaller and larger donors, you can offer different suggested donation sizes.

When someone clicks on the donate button, they should be taken directly to your donation page. You want the process to be as quick and easy as possible.

With a one-day crowdfunding campaign, you can also send a final “last chance” email appeal in the afternoon. Let your community know how close you are to your goal and how little time is left. This creates a sense of urgency that will motivate readers to take action.



Subject Lines Are Key

It doesn't matter how good your email is if no one opens it. Use these tips to craft compelling subject lines.

- **Keep it short.** Email providers and mobile screens limit you to about 50 characters or less.
- Pique readers' interest with **a question or tantalizing teaser.**
- Every email about your campaign should have **its own unique, interesting subject line.**

SOCIAL MEDIA

The third prong of your Giving Tuesday promotion strategy is social media. This national day of giving has always made good use of social media platforms to promote participating organizations.

As with your website and email, start talking about Giving Tuesday ahead of time.

Create a social media campaign to promote the event in the month leading up to Giving Tuesday. For example, twice a week you could post an image with a reason why people should give to your organization.

In the final week, you can count down the days until Giving Tuesday. This keeps your campaign top-of-mind with supporters and builds excitement.

Social media is also a great place to post about special promotions or rewards. For example, you might thank a matching partner or announce that 10 Giving Tuesday donors will be chosen at random to win a T-shirt.

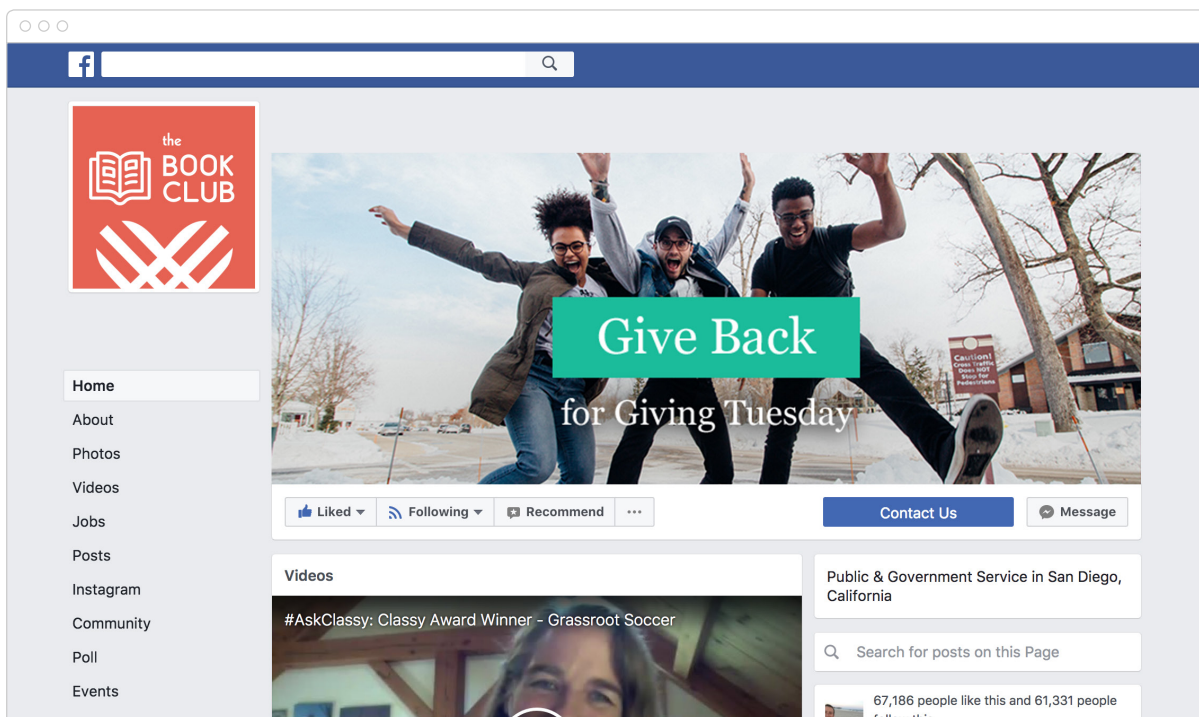




The [Giving Tuesday website](#) also has social images and resources you can download and share. Be sure to use the Giving Tuesday hashtag, so that your posts show up for people searching the term. You can also create your own campaign hashtag to make it easy to find all the people posting about your campaign in particular.



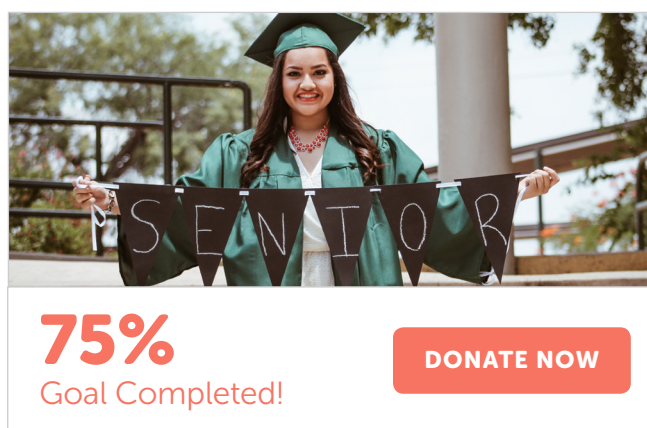
Before Giving Tuesday, change all of your profile and header images to advertise your campaign. Campaigns planned well in advance can take this step weeks before Giving Tuesday. If you are preparing a last minute campaign, take this step as soon as possible to ensure that anyone who sees your posts or profile will be clued in to your campaign. Be sure to include a link to your campaign or donation page in your profiles as well. Making this page available ahead of time allows supporters to give instantly and helps you build momentum.



Social sharing can massively expand your reach on Giving Tuesday. Encourage your followers to share and retweet your posts. Even if they choose not to make a donation, sharing your post can put you in touch with hundreds of other potential supporters.

Use social media to thank and call out donors as well. This not only strengthens your bond with donors you recognize, but shows others that people are already giving to the campaign.

Finally, social media is also a great way to keep your community updated on the progress of your campaign. As you near 25 percent, 50 percent, or 100 percent of your Giving Tuesday goal, post about it. This will spur excitement and action from your supporters.



Matching Partnerships

A matching partnership is also a great tool to motivate donors. People want their donations to make a difference, and a matching partner means that their gift makes twice the impact.

The sooner you start looking for a matching partner, the better. Local businesses are great prospects, but you should also check in with your staff and board members to find out if they have any useful contacts. When you approach potential partners, emphasize how the event is growing in popularity and more and more businesses are getting involved.

You can also approach larger donors or businesses and ask them to match donations during a certain time period. For example, if you have trouble getting a partner to match donations all day, they might be willing to match donations for a few hours.

A one-day crowdfunding campaign is a simple way to tap into the power of Giving Tuesday. In the next chapter, we'll cover how to use your campaign to promote recurring giving and peer-to-peer fundraising.

3 | Do More: Recurring Giving and Peer-to-Peer

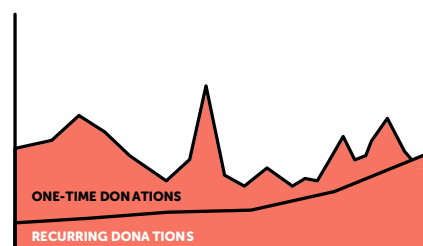
A simple one-day fundraising campaign is a great start to tapping into the power of Giving Tuesday, but you can also do much more. If you want to supercharge your Giving Tuesday campaign to reach more people and raise more money, recurring giving and peer-to-peer are great options. You can easily adapt your campaign to incorporate them.

Recurring donors also have the highest lifetime financial return, 42 percent above fundraisers and 440 percent above one-time donors.⁵ If you just revamped monthly giving, this could be the perfect opportunity to promote it. If you have been hoping to start a peer-to-peer program, the holiday season (kicked off by Giving Tuesday) might be your chance.

Recurring Giving

Monthly donations provide the reliable revenue that helps social impact organizations create and execute long-term change. The cyclical nature of fundraising can make it difficult to plan future programs and invest in valuable tools and infrastructure. Organizations that build a healthy monthly giving program, however, have more reliable revenue and can plan for the future.

Recurring donors also have higher retention rates year over year and give more annually.^{6,7} Although Giving Tuesday is only one day, smart nonprofits can use it to promote monthly



With monthly giving, you have a base income that one-time gifts supplement.

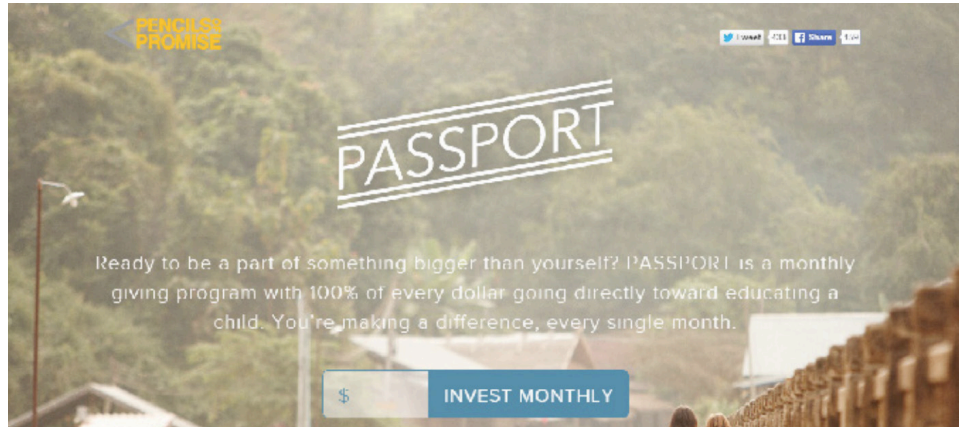
⁵ State of Modern Philanthropy, <http://go.classy.org/reports/the-state-of-modern-philanthropy>

⁶ The Nonprofit Times, "Keeping Monthly Donors is Worth the Effort." <http://www.thenonprofitimes.com/news-articles/keeping-monthly-donors-is-worth-the-effort/>

⁷ Classy, "Top 5 Reasons to invest in Monthly Recurring Donations." <http://www.classy.org/blog/top-5-reasons-to-invest-in-monthly-recurring-donations/digitalgivingindex/>

giving and reap the benefits for the rest of the year.

BRAND THE CAMPAIGN



Pencils of Promise calls their recurring giving program Passport because these donors support education all over the world.



Bright Pink's recurring giving program, FundHER, is a clever play on words that engages supporters to fundraise for education, prevention, and early detection of breast and ovarian cancer.

It's smart to give your recurring giving program a name or logo of its own.

For Giving Tuesday, you can incorporate your recurring giving campaign's branding and explain that you are asking supporters to make a monthly commitment.

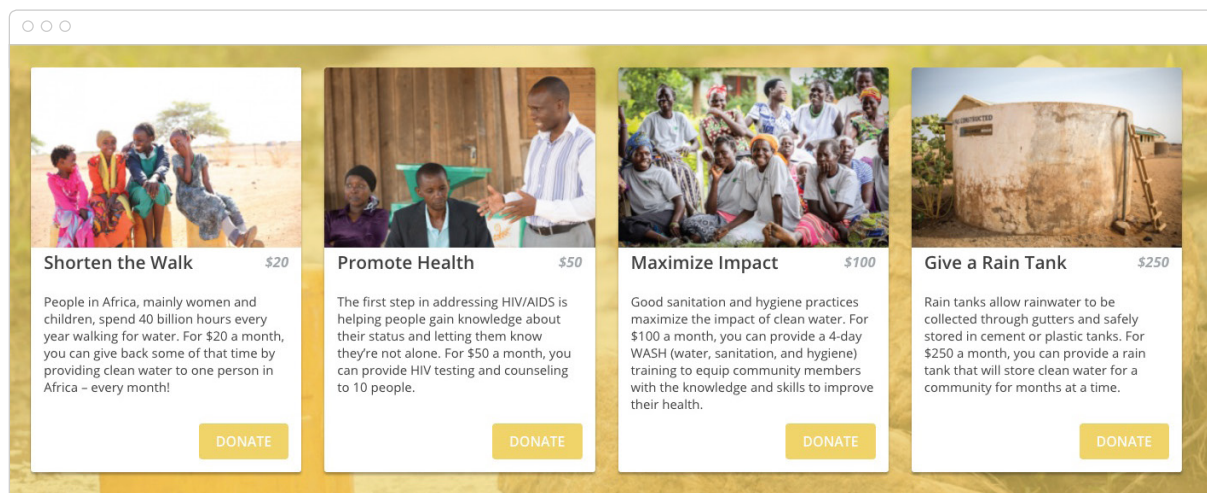
Be sure your communications about recurring giving are clear and inclusive. Supporters should understand that your goal on Giving Tuesday is to acquire new monthly donors, but make sure they have the option to make a one-time gift too. A single donation is better than no donation.

THE ASK

To get supporters to make recurring gifts on Giving Tuesday, you simply need to change up your ask. Invite your community to invest in your cause year-round. The process of starting a monthly online donation is just as simple and quick as making a single gift.

Like any initiative, you should promote your campaign on your website and through email and social media. The difference is that you will emphasize the ongoing impact of a monthly donation. It helps to frame this in terms of what a certain dollar amount provides.

A great way to motivate supporters is to portray your recurring donors as a select group with special benefits. Donor surveys reveal that most people aren't interested in receiving material

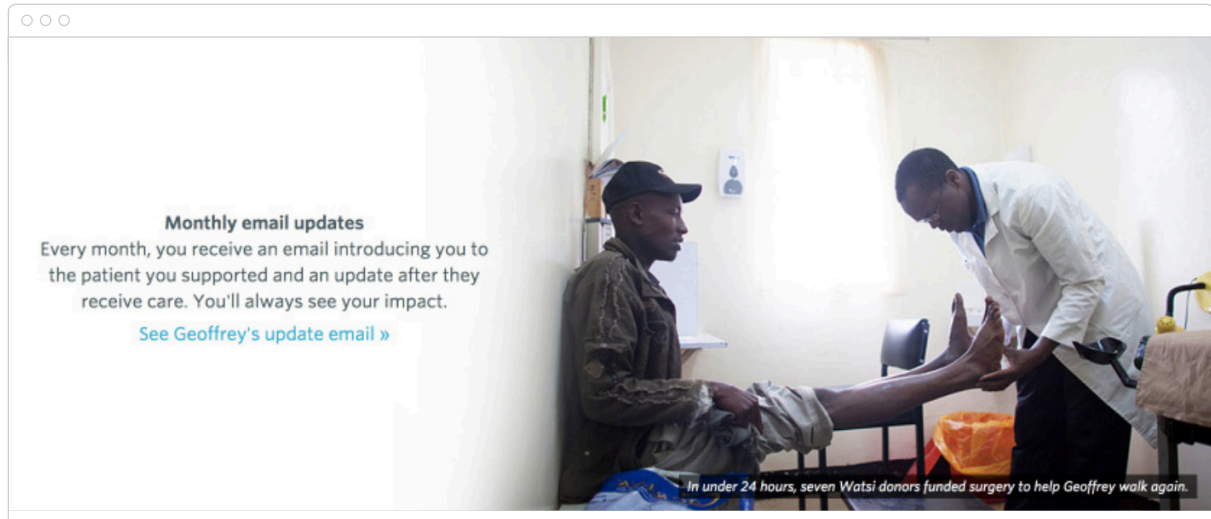


The screenshot displays a donation interface with four distinct impact levels, each featuring a representative image, a title, a price, a detailed description of the impact, and a yellow 'DONATE' button.

| Impact Level | Price | Description |
|------------------|-------|---|
| Shorten the Walk | \$20 | People in Africa, mainly women and children, spend 40 billion hours every year walking for water. For \$20 a month, you can give back some of that time by providing clean water to one person in Africa - every month! |
| Promote Health | \$50 | The first step in addressing HIV/AIDS is helping people gain knowledge about their status and letting them know they're not alone. For \$50 a month, you can provide HIV testing and counseling to 10 people. |
| Maximize Impact | \$100 | Good sanitation and hygiene practices maximize the impact of clean water. For \$100 a month, you can provide a 4-day WASH (water, sanitation, and hygiene) training to equip community members with the knowledge and skills to improve their health. |
| Give a Rain Tank | \$250 | Rain tanks allow rainwater to be collected through gutters and safely stored in cement or plastic tanks. For \$250 a month, you can provide a rain tank that will store clean water for a community for months at a time. |

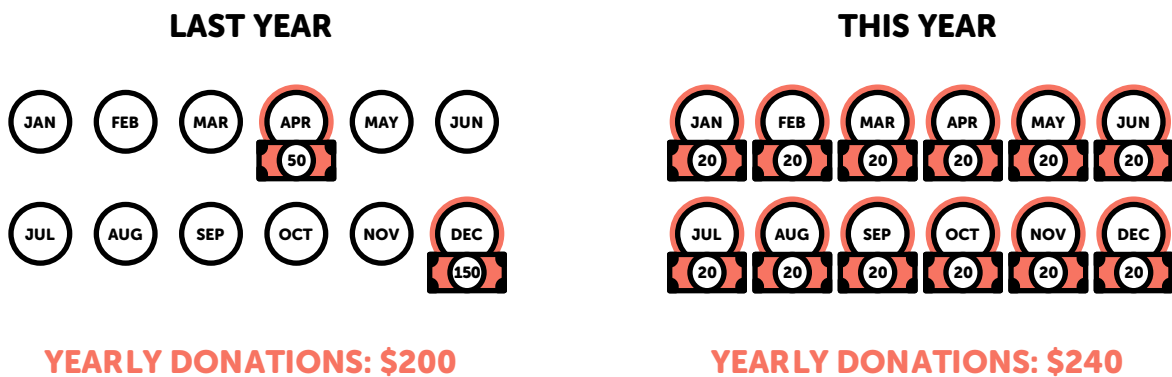
For their monthly giving program, Blood: Water uses Classy's Impact Levels to show what different gift sizes provide.

rewards for their donations, but impact updates and exclusive access can make a monthly donor feel appreciated.⁸



Watsi sends recurring donors a monthly email with the story of a patient their donation helped.

When appealing to monthly donors, you should also segment your email list to make sure everyone receives an appropriate ask. People who already give monthly shouldn't be asked to become a recurring donor. You can, however, ask them to upgrade their gift on Giving Tuesday.



⁸ Classy, "How to Convert One-Time Donors to Monthly Donors." <https://www.classy.org/blog/convert-one-time-donor-monthly-donor/>

It's also a good idea to segment donors based on how much they have given in the past. A donor who gave \$35 last year might be interested in making a \$10 recurring donation. If someone donated \$150 last year, though, asking them to give \$10 would actually **decrease** their contributions. You can make a larger ask of these supporters.

Above all, you should portray your campaign as an opportunity for supporters to make a lasting difference for your cause. With the holidays coming right after Giving Tuesday, you can encourage your community to make giving a habit, an expression of their values—not just a one-time action.

Peer-to-Peer Fundraising

The power of Giving Tuesday comes from the massive participation and enthusiasm. Millions of people take part in this annual day of giving. Peer-to-peer fundraising can empower your supporters to mobilize their networks and fundraise for your cause.

This type of fundraising allows supporters to create their own personal fundraising pages and appeal to their friends and family for donations. This way, a supporter who might only be able to give \$25 has the potential to raise hundreds (or even thousands) of dollars.

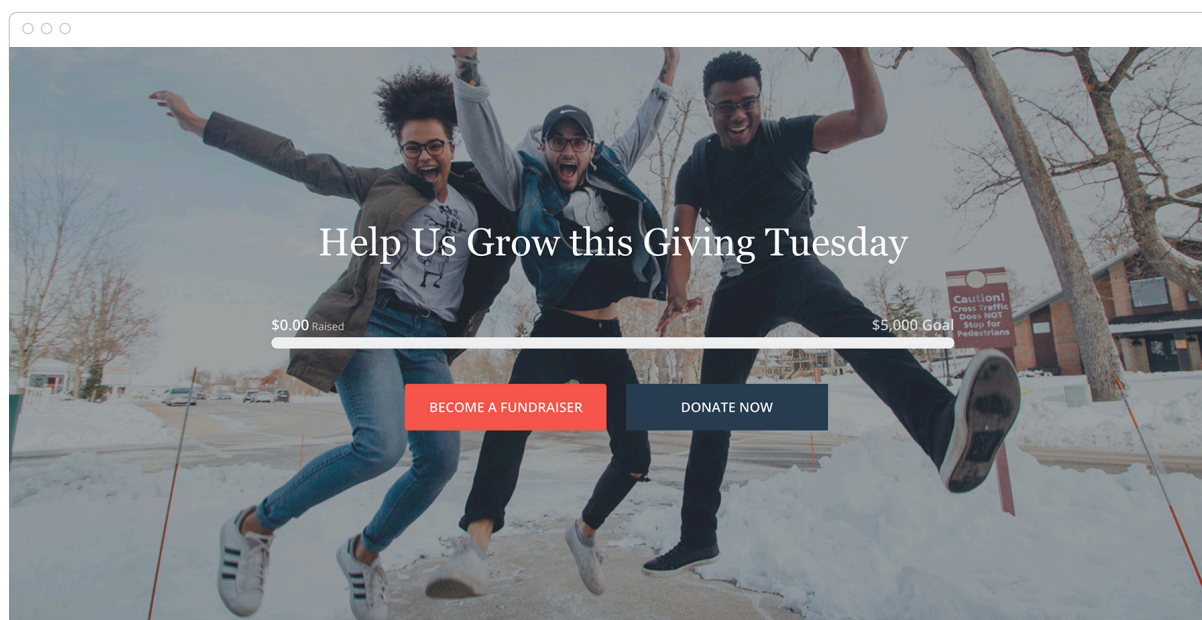
By offering this option on Giving Tuesday, you can expand your reach and find new donors. It will take a little extra planning, though, because peer-to-peer campaigns take place over several days or weeks. To maximize donations on Giving Tuesday, you should start your campaign several weeks before.

RECRUIT FUNDRAISERS

The first step to a successful peer-to-peer fundraising campaign is to recruit supporters to fundraise for your organization. Try reaching out to your most committed supporters first. A personal email or phone call shows how important these people are to your nonprofit. If you can get a few people to make fundraising pages ahead of time, it will be easier to recruit more. Potential fundraisers can look to these initial examples for inspiration.

Next, get in touch with your entire community through email. Create a short email series asking your subscribers to create a campaign page.

Plan to have your campaign page ready in time for the first fundraiser to sign up. In this case, your Giving Tuesday page will have both a fundraise CTA and a donate CTA.




Giving Tuesday is only one day, but that doesn't mean you have to limit your peer-to-peer campaign. You can ask supporters to fundraise in the week or month leading up to Giving Tuesday or you could use the giving day to launch a year-end peer-to-peer campaign.

GUIDE THEM TO A GOAL

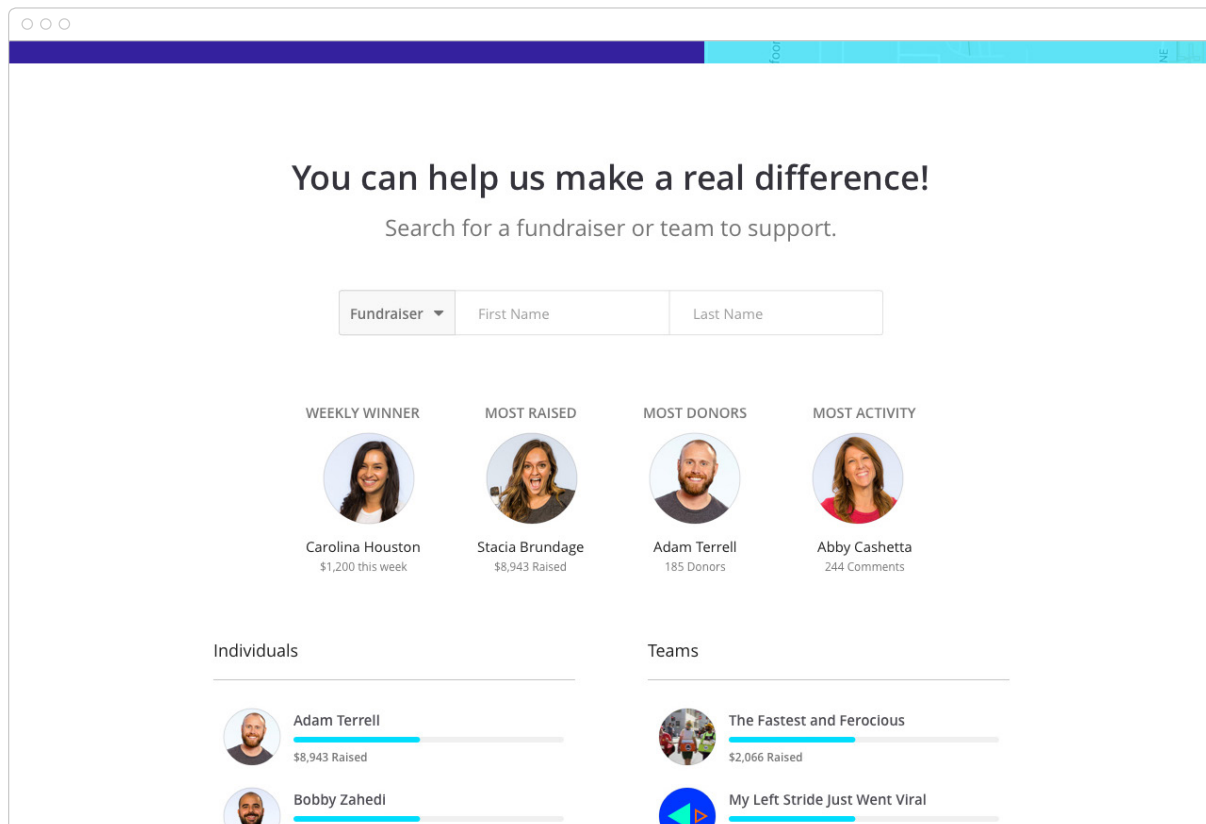
While some fundraisers will go above and beyond, it helps to set a default goal for your peer-to-peer users.

Offer fundraisers sample emails or default language to use on their page. This makes it that much easier for them to appeal to friends and family. In fact, sending a sheet of fundraising tips can make a big difference in your peer-to-peer campaign.







Customizable Fundraising Tips Packet





[Download Now](#)



You can help us make a real difference!
Search for a fundraiser or team to support.

Fundraiser ▾ First Name Last Name

| WEEKLY WINNER | MOST RAISED | MOST DONORS | MOST ACTIVITY |
|--|--|---|--|
|  Carolina Houston \$1,200 this week |  Stacia Brundage \$8,943 Raised |  Adam Terrell 185 Donors |  Abby Cashetta 244 Comments |

| Individuals | Teams |
|---|--|
|  Adam Terrell \$8,943 Raised |  The Fastest and Ferocious \$2,066 Raised |
|  Bobby Zahedi |  My Left Stride Just Went Viral |

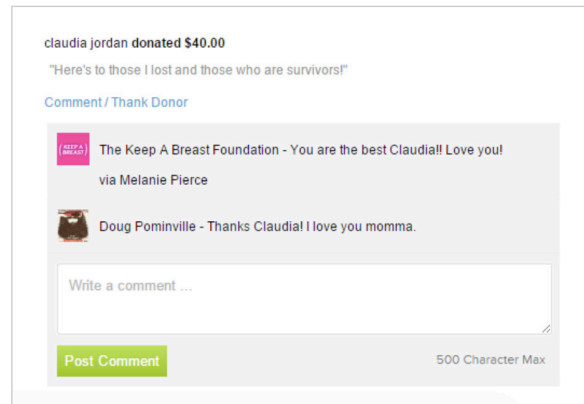
The fundraising leaderboard on your website recognizes and motivates supporters.

Arming your supporters with advice on whom to ask and how to ask shows that they're not in this alone and you want them to succeed.

You can also connect your fundraising software to your website and display top peer-to-peer fundraisers on your homepage. Those supporters will feel appreciated and it can even help motivate people to keep working on their own campaigns.

It's also important to engage with donors on these fundraising pages. Make sure they receive a thank you message and even thank them directly by commenting on the fundraising page's activity wall.

This helps form a stronger connection to your organization and will hopefully lead them to give again.



Keep-A-Breast commented on this donation to a peer-to-peer page to show their appreciation.

Add recurring donations or peer-to-peer fundraising to your Giving Tuesday campaign to channel the buzz and engagement of the day into growing your community and gaining long-lasting support. Even if you just ask people visiting your Giving Tuesday donation page to consider a monthly gift, you can amplify a single day of giving into something more.

4 | Launch Your Year-End Campaign on Giving Tuesday

Even if you've never participated in Giving Tuesday, you probably know how important the month of December is to the nonprofit community. Nearly a third of all charitable gifts are made in the final month of the year. For most organizations, the end-of-year fundraising campaign is a vital development initiative.⁹

Since Giving Tuesday always falls near the beginning of December, it can also serve as the launch for your year-end fundraising campaign. You will already be reaching out and appealing to donors in December, why not take advantage of the excitement and awareness around Giving Tuesday?

NEARLY **1/3**
**CHARITABLE GIFTS ARE
MADE IN THE FINAL MONTH
OF THE YEAR.**



In this chapter, we'll go over some strategies to use Giving Tuesday as the launch for your year-end campaign.

Launch by Matching Donations on Giving Tuesday

The very beginning of a fundraising campaign can be a nerve-wracking time. There's a lot of pressure to start making progress toward your goal. One way you can use Giving Tuesday to kick off your year-end campaign and gain some solid momentum is to find a matching partner.

⁹ Charity Navigator, "Online Giving Statistics." <https://www.charitynavigator.org/index.cfm?bay=content.view&cpid=1360#.Vc0pSPLViko>

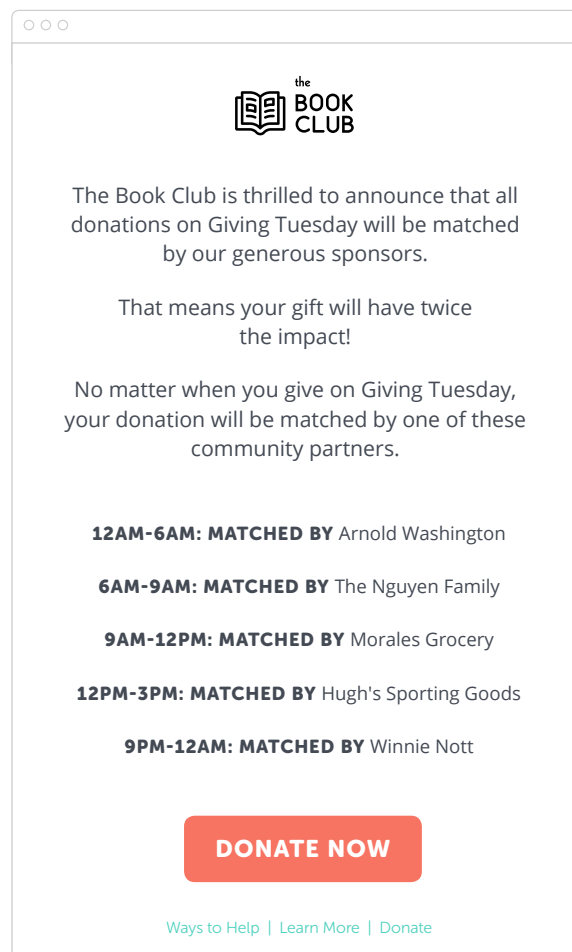
Donation matching is a powerful motivator for the public because it makes them feel more powerful. A regular donor, who may be willing to give \$50, might feel that their gift won't make a big difference for your cause. However, when donations are matched, the supporter feels they have twice the giving power.

This type of thinking also motivates the people who wake at the crack of dawn on Black Friday and face the crowds at their local shopping mall. When there's a special deal or sale available, people don't want to miss out.

FINDING A MATCHING PARTNER

Look for a Giving Tuesday matching partner as early as possible so that you can finalize your agreement and publicize your partnership. It's a good idea to find a partner a few months in advance, but that doesn't mean a last-minute campaign can't arrange a matching period or sponsorship. Use any existing connections you have with local businesses and approach them with specific proposals. Emphasize the exposure your campaign will provide for their brand.

Ideally, you will be able to find a single business or individual to match all gifts on Giving Tuesday, but most partners will want to put a cap on the matching commitment. This can actually work to your nonprofit's



The screenshot shows a browser window with the following content:

- Logo: **the BOOK CLUB** (with a book icon)
- Text: "The Book Club is thrilled to announce that all donations on Giving Tuesday will be matched by our generous sponsors."
- Text: "That means your gift will have twice the impact!"
- Text: "No matter when you give on Giving Tuesday, your donation will be matched by one of these community partners."
- List of matching partners:
 - 12AM-6AM: MATCHED BY** Arnold Washington
 - 6AM-9AM: MATCHED BY** The Nguyen Family
 - 9AM-12PM: MATCHED BY** Morales Grocery
 - 12PM-3PM: MATCHED BY** Hugh's Sporting Goods
 - 9PM-12AM: MATCHED BY** Winnie Nott
- Red button: **DONATE NOW**
- Footer: [Ways to Help](#) | [Learn More](#) | [Donate](#)

Your multiple partner matching arrangement might look something like this.

advantage because it gives your community a goal to hit on the big day. Your supporters will want to make the most of this “2 for 1” opportunity, so use social media to give updates on your progress throughout the day.

An alternative to finding one partner to match donations all day is to find multiple businesses or individuals to match during specific time periods. For example, you could break the day into blocks of a few hours and recruit partners to match during a single period.

Launch a Year-End Peer-to-Peer Campaign

Peer-to-peer fundraising is an increasingly popular option for year-end campaigns. Similar to birthdays, the holiday season is a natural time for people to create personal fundraising pages. They can ask friends and family to donate to their page in lieu of material gifts. A family fundraising page is also a great way to celebrate the giving season.

Be sure to offer resources to help your fundraisers succeed, such as:

- **A suggested goal or donation size**
- **Inspiring pictures to put on fundraising pages and share**
- **Email templates for fundraisers to send their network**
- **Sample social media posts**
- **An email series with tips, encouragement, and a sincere thank you**

While your primary goal may be to recruit peer-to-peer fundraisers, it should also be easy and intuitive for supporters to make a gift. Include a donate button on your campaign page for those who aren't willing to fundraise.

Launch a Year-End Recurring Giving Campaign

By launching a year-end recurring giving campaign on Giving Tuesday, you can set your nonprofit up for success over the long term. The excitement around the giving day can get your campaign off to a strong start.

If you are using your year-end campaign to recruit monthly donors, set concrete goals for the initiative. For example, you might aim to recruit 35 new monthly donors or to raise \$1,500 in monthly recurring revenue. Even modest growth to your community of recurring givers can make a big difference in your revenue.

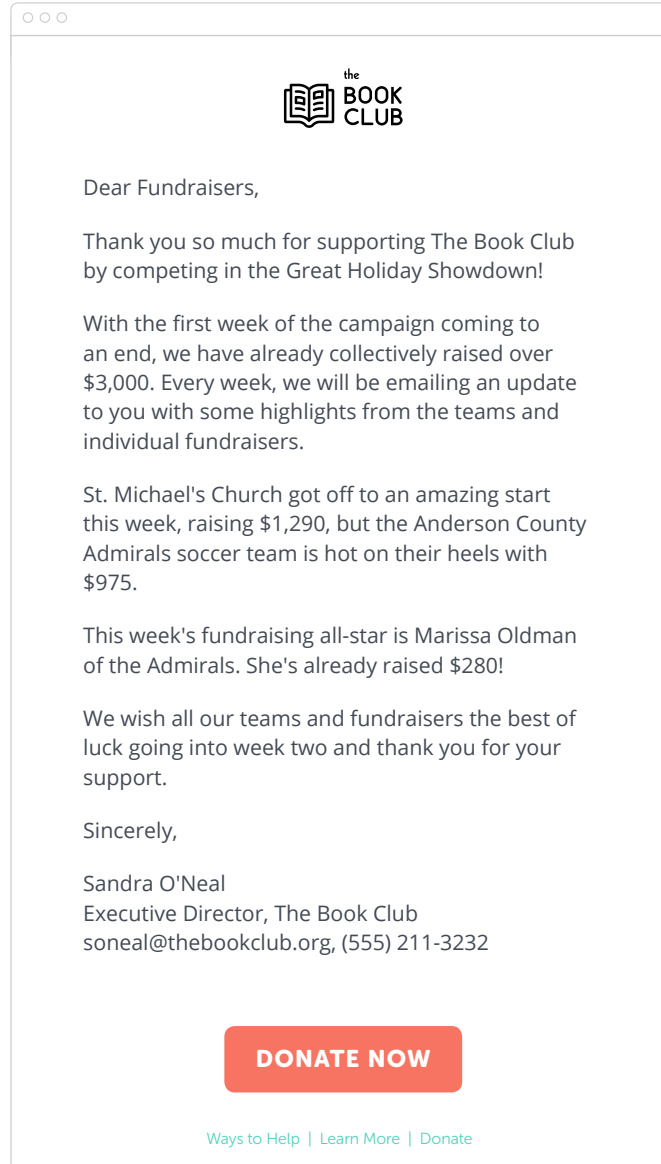
Corporate and Team Fundraising

Many businesses, places of worship, and schools participate in some kind of fundraising or charitable event in December. Because Giving Tuesday falls near the beginning of the month, it's the perfect opportunity to organize a month-long competition among these organizations.

Reach out to businesses, churches, and other organizations ahead of time so they can plan their fundraising work and spread the word. Then, on Giving Tuesday, you can officially start the campaign and encourage each group to appeal to their networks of family and friends.

Post a leaderboard on your website to show how the teams stack up and send out a weekly email to recap how the campaign is going.

However you plan to execute your year-end fundraising campaign, Giving Tuesday is a prime opportunity to start things off with a bang. By planning your launch or matching period for the official giving day, you can capture some of the attention and enthusiasm that turns on the social impact sector on the biggest giving day of the year.



5 | Follow Up and Retain Donors

Giving Tuesday is an exciting opportunity for the social sector, but you must work to engage and retain donors after the day is over.

Current metrics show that nearly six out of 10 new donors don't make a second gift, but nonprofits can improve retention if they thank and engage donors following a campaign.¹⁰ Only 25 percent of supporters who made their first gift in 2016 came back to give in 2017, but nonprofits can improve retention if they thank and engage donors following a campaign.¹¹

Say "Thank You"

The first and most important step to retain the donors and fundraisers you acquire on Giving Tuesday is to say "thank you." It sounds obvious, but far too many organizations do not thank their donors properly.

For online donations, saying "thank you" is a two-step process. Modern fundraising platforms make it simple to follow up every gift with an automated thank you email. This ensures that your supporters receive a receipt for their gift immediately after donating.

This quick thank you should be followed by a more detailed and sincere message, either through email or direct mail.

¹⁰ Bloomerang, "[INFOGRAPHIC] 2014 Fundraising Effectiveness Project Survey Report." <https://bloomerang.co/blog/infographic-2014-fundraising-effectiveness-project-survey-report/>

¹¹ Nonprofits Source, "The Ultimate List Of Online Giving Statistics For 2018." <https://nonprofitssource.com/online-giving-statistics/>

A great thank you letter should:

- 1 **Be branded** to your organization
- 2 **Address the donor by name**
(not “Dear friend” or “Dear donor”)
- 3 **Reference the campaign or program**
they supported
- 4 **Explain the impact** the donation will
make
- 5 **Be signed by a specific staff member,**
and include their contact information

Do not make another ask in your thank you letter. There will be plenty of time for that later, but the purpose of this message is to celebrate what the supporter has already done.

1 BRANDED TO ORGANIZATION

2 PERSONALIZED WITH DONOR'S NAME

3 REFERENCES THE CAMPAIGN

4 NOTES THE IMPACT AND RESULTS OF THE DONATION

5 SIGNED BY A STAFF MEMBER WITH THEIR CONTACT INFO

SAN ANTONIO HUNGER COALITION

Dear Scott,

We just want to thank you.

Thank you for showing your commitment to ending hunger in San Antonio by donating to our #GivingTuesday campaign. None of our work could be done without our amazing supporters, and we are especially grateful to repeat donors like you.

In just 24 hours, we raised over \$5,000 and collected 3,000 lbs of nutritious groceries for our food bank. That will provide 30,000 meals to San Antonio residents. We are distributing food and funds now to individuals and families in need.

We and the neighbors you have helped appreciate your gift.

With deep gratitude,

Phyllis Olivares

Phyllis Olivares
Programs Director, San Antonio
Hunger Coalition
polivares@sahunger.org
(555) 643-4321

If possible, a phone call or handwritten thank you note can strengthen the connection with a donor. Consider these more personal options for large donors and long-time supporters.

Show Impact

The next step of an effective follow up strategy is to update donors with the results of your campaign and the impact their support has made. Think of your campaign as a story. You shared the beginning with donors by appealing to them and presenting your campaign. They were moved to take action. Now you need to show them how the story ends. Did you meet your campaign goals? Did you reach a new milestone? What impact did they help you make?

While you should bring up the gift's impact in your thank you, later on you can provide proof of these results with statistics, pictures, videos, and individual stories.



After your Giving Tuesday campaign ends, reach out to your supporters and tell them how it went. Remind them of how you plan to use the funds you raised. You can also thank your community publicly on social media with relevant graphics and pictures. Later on, send them a great impact story to show the results of their support.

Reengage and Mobilize

After you have sincerely thanked the supporters of your Giving Tuesday campaign and updated them on the end results and impact of the campaign, it is time to reengage them with great content and appeals.

Blogs, pictures, and videos are great ways to delight your community.

Of course, part of retention is getting your supporters to donate or fundraise again for your cause. That means making smart appeals.

One study found that the majority of donors want nonprofit organizations to wait **seven months or more before asking for a second gift.**¹² This doesn't mean you should just leave them alone, though.

Along with great content, you can send donors information about upcoming events and campaigns.

If you have a spring run/walk event, follow up with Giving Tuesday supporters by inviting them to participate. Peer-to-peer fundraising is also a great option for supporters who might not be ready to donate again.

A great Giving Tuesday campaign requires preparation, but what you do after the big day will have a huge effect on the long-term impact of your campaign. Retain donors and supporters by practicing these three simple, yet vital, follow-up steps.

1. Say "Thank You"

2. Show Impact

3. Reengage and Mobilize

¹² Classy, "How to Convert One-Time Donors to Monthly Donors." <https://www.classy.org/blog/convert-one-time-donor-monthly-donor/>

Conclusion

Giving Tuesday brings together the whole social impact community. Organizations of all sizes, locations, and cause sectors unite to mobilize the world for a global day of giving.

By following the strategies in this guide, we hope your nonprofit organization reaches its goals, whatever they may be. We look forward to helping make this your best Giving Tuesday yet!

Everything You Need to Make This Your Best Giving Tuesday Yet

A campaign planner, email templates, stock images for your campaign, and more! Sign up to receive the tools and resources you need to make this your best Giving Tuesday yet. And as new content is released, we will send the latest and greatest directly to your inbox.

GET YOUR RESOURCES NOW

Your Email*

Organization Website URL*

How would you best describe your organization? ▾

We'd like to occasionally contact you about our products and services, or other content that may be of interest to you. Please select the content you'd like to receive from us:



WHAT'S INCLUDED

The Guide to Giving Tuesday

Map out your campaign strategy & learn how to use Giving Tuesday as a launch pad for your year-end efforts.

Giving Tuesday Campaign Planner

From your campaign goals to key communications, use this detailed planner to organize all your Giving Tuesday efforts.

NEW: How to Design a Standout Giving Tuesday Campaign

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