

#GivingTuesday Fundraising Playbook

Your
#GIVINGTUESDAY
2020
Fundraising
Playbook



#GivingTuesday is December 1st

#GivingTuesday is a global day of giving that takes place on the first Tuesday following Black Friday, Small Business Saturday, and Cyber Monday.

According to GivingTuesday.org:

In 2019, #GivingTuesday raised \$511 million dollars in gifts online, engaged 27 million participants, and generated 20.1 billion social media impressions.

In this guide, we'll show you how to bring your fundraising online just in time for #GivingTuesday.

We'll give you a playbook that you can follow to end your 2020 fundraising on a high note, and extend your success into the New Year.

Let's get started.

Why bother with this guide?

We're going to show you how to harness email, web, and social media to run a successful online donation campaign for #GivingTuesday 2020.

Today, you'll set a fundraising goal and launch an online donation page that is optimized for mobile and motivates your constituents to give.

Here's the best part: You can then use this plan again and again to drive fundraising success throughout the New Year.

What we'll show you.

1. How to put together a **plan** to let your supporters know about your campaign and why they should donate.
2. How to **execute** your plan
3. How to **extend** this simple framework for continued fundraising success throughout the New Year.

What you'll need.

A platform to create an online donation page.

A permission-based email list of supporters to contact.

A Facebook Page for your organization (we'll provide you with ideas and examples of engaging Facebook posts).

Sound good?

Let's get started by setting a goal for your online donation campaign.

Constant Contact's Donation Action Block makes it easy to email supporters and collect donations.

Not using Constant Contact? Start a FREE trial today.

Planning Your Donation Campaign

Like with any successful fundraiser, you're going to need to do some planning before launching your online donation campaign. This will help you set a fundraising goal, choose the right words for your online donation page, and start to map out a promotion strategy to get in front of the right people.

**So how do you do it?
Let's take a look.**

1. Set your goal.

What's your vision of success? Of course you want people to donate. But after the campaign has ended, what specifically would make it a success? What is the dollar amount? What will these funds enable you to do that you're currently not able to get done?

WRITE DOWN YOUR GOALS.

2. Understand your audience.

Once you've thought about what you want to accomplish, you can shift your focus to the people you're trying to reach. A good place to start is to think about your ideal supporter.

WRITE DOWN YOUR ANSWERS.

Why do your biggest supporters typically support your organization? What is unique about the work that you're doing?

What inspired them to donate in the past? Was there a particular fundraiser that stood out?

What is the average amount your supporters generally give? Write down a range.

Planning Your Donation Campaign

3. Understand your value.

Your audience has a number of organizations they can support, so why should they support your cause?

Who will benefit from the funds you are able to raise? What difference will their donation make?

Why are you asking for funds at this time? Is there urgency to your ask?

4. Create your donation page.

Use the answers from steps 1-3 to create your donation campaign.

Your goal will be one of the most important aspects of your page. You should also use your answers in the other steps to start drafting the content for your donation page.

Tip

If you're using Constant Contact, when you insert a donation action block into your email, we'll automatically generate a donation landing page for you to use, which you can customize to fit your campaign.

Here's an example of how to put it all together:

Giving Goodness

Step 1

Giving Goodness wanted to raise \$5,000 to provide gifts for 100 children during the holiday season.

Step 2

They know that the average donation from their active supporters is about \$25-\$50.

Step 3

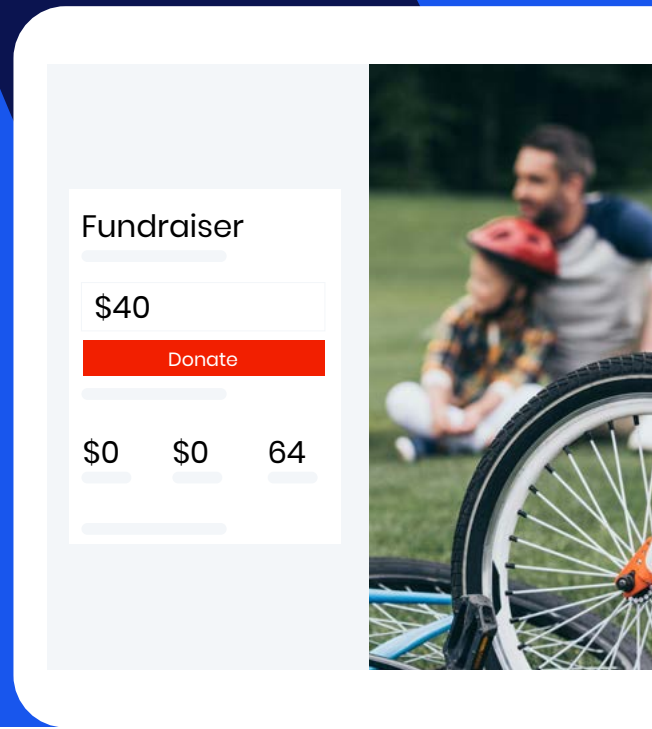
They also know that when supporters can see how their funds will be used, they are more likely to donate.

Step 4

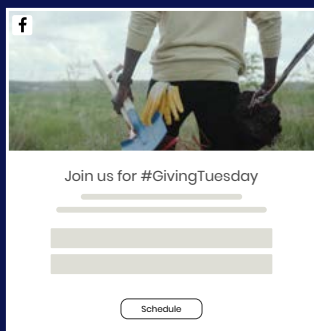
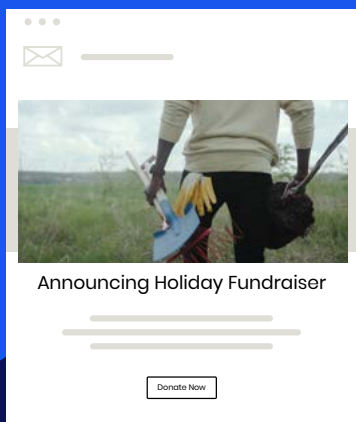
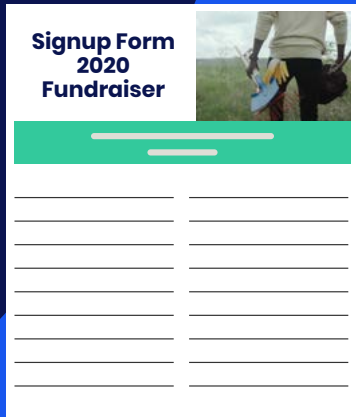
Giving Goodness creates an online donation campaign with a goal to raise \$5,000 in 3 weeks. The fundraiser kicks off on #GivingTuesday. They include a recommended donation of \$40, and include details on prices for gifts they plan to purchase with the funds that are raised.

Now that you have your online donation campaign set up, it's time to put a plan into place to let people know about it.

Planning Your Donation Campaign



Your Donation Promotional Plan



You've set a fundraising goal and have the information you need to launch an effective online donation campaign. Now, it's time to figure out how you'll get the word out about your campaign in time for #GivingTuesday.

Offline promotion

You're likely interacting with potential donors in a number of places offline. This could include volunteer opportunities, community events, and other public gatherings.

As you start to plan your online donation campaign, look for ways to use these interactions to promote your campaign.

Email promotion

We suggest an email plan that includes a total of three messages: an announcement of your campaign, a reminder, and a last chance message. (See page 8.)

Facebook promotion

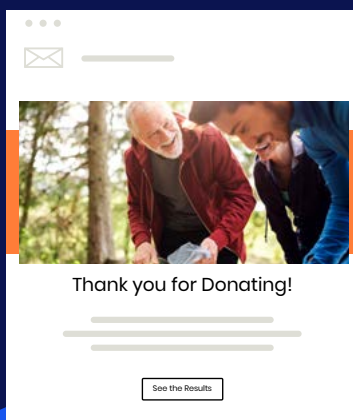
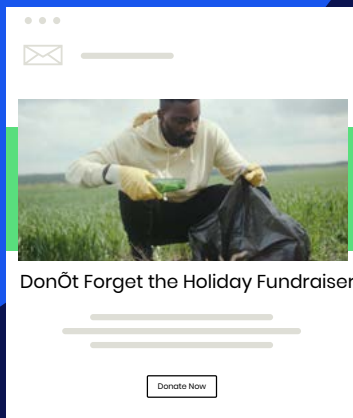
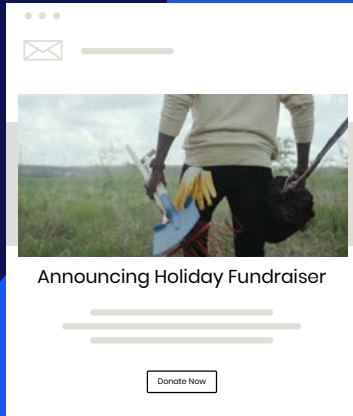
In addition to your regular Facebook updates, also plan on letting people know about your campaign. (See page 9.)

Tip

Constant Contact offers customizable email templates that make it easy to get the word out about your #GivingTuesday fundraiser.

[Log in and create a new email to use the templates now.](#)

Your Donation Promotional Plan



Here's a sample 3-email promotion plan:

Email 1

Announce your donation campaign.

Let people know about your fundraising goal, how the funds will be used, and what they can do now to get involved.

Email 2

Send a reminder.

Give people a nudge just before your campaign ends. This is a great opportunity to update people on your progress, and encourage them to share with friends.

Email 3

Send a "thank you" email.

Send an email on the last day of your campaign, thanking your audience for showing their support. This is a great opportunity to provide a final update with a last chance link to get involved before the campaign expires.

Here's a sample 3-post Facebook promotion plan:

With social media, you can promote your campaign across a variety of channels and use different content to get the word out. Below, we've provided three examples of different posts you can try to promote your campaign on Facebook.

Post 1

Once you've launched your campaign, post an update to announce it to your current fans. Remember to include a link back to your online donation page and give people a reason to donate and share.

Post 2

Post a series of updates and reminders while your campaign is running. You can share your progress with fans and use different types of posts (text, photos, and videos) to encourage them to share.

Post 3

Let people know it's the last chance to contribute. Post an image of you and your staff to your Facebook Page with a message thanking people for their gifts so far and encouraging last-minute donations.

Your Donation Promotional Plan

POST 1

"Help [your organization] raise [fundraising goal] to [how will funds be used]."

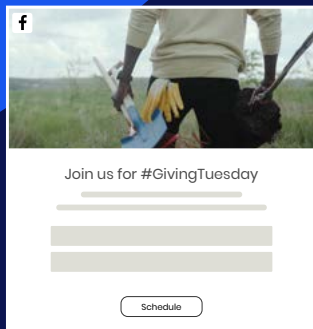
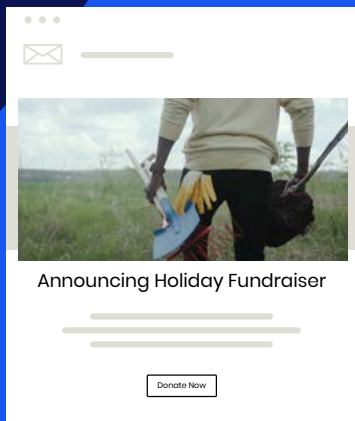
POST 2

Post a series of updates and reminders while your campaign is running. You can share your progress with fans and use different types of posts (text, photos, and videos) to encourage them to share.

POST 3

"Last chance to support [your organization]. Your contributions will help us [how will the funds be used]."

Your Donation Promotional Plan



What now? Let's work on how to execute your plan.

First, you'll want to take the time to create the content for your emails and Facebook posts. Your prep work on the previous pages should make it easy! And, if you're using Constant Contact, be sure to check out the specially created nonprofit email templates designed to save you time.

Next, you'll want to schedule your emails and social posts. With Constant Contact, you'll be able to schedule your emails and social posts in advance, all from one platform.

If you want to best collect donations online, make sure to add a Donation Action Block to your emails using Constant Contact's email editor.

Tip

Make sure to spread the timing of your email and social messages out to help generate donations and word-of-mouth throughout the life of your campaign.

Donation Campaign Promotion Plan Worksheet

Use the worksheet below to plan your donation promotion strategy.

FUNDRAISING GOAL: _____ **DEADLINE:** _____

Email 1	Day	Content	Call to action
Email 2	Day	Content	Call to action
Email 3	Day	Content	Call to action
Social post 1	Day	Content	Call to action
Social post 2	Day	Content	Call to action
Social post 3	Day	Content	Call to action
Social post 4	Day	Content	Call to action

Your donation promotional plan

Check in on how things are going.

It's important to regularly check in on your campaign to see how things are going. In addition to the total funds raised, you'll also want to use your email and social reports to see how your promotions are being received. Based on how things are going, you may want to tweak your strategy to reach more people.

Here are a few things you can try to help ramp up your campaign:

1. Follow up with donors to say thanks.

If you're using Constant Contact to run your donation campaign, you will be able to see when a supporter makes a donation. Consider creating a special "thank you" email to send to those contacts to thank them for their donation and encourage them to share.

2. Watch your click reports.

If you see people who have clicked through to learn more about your campaign that haven't made a donation, you can create a separate email list and send a special reminder just to them with more information about the campaign.

3. Pay to promote on social media.

If you're not seeing the type of reach you want on social media, you can use Facebook advertising to promote your campaign and reach a wider audience on Facebook.

4. Get your staff involved.

Make sure you're tapping into all of the people who make your organization what it is to raise awareness for your campaign.

Here are a few ideas to keep things going:

Be sure to ask new donors to join your email list when they make a donation. With Constant Contact, you'll be able to automatically collect contact information from new donors. Make sure to follow up with everyone who donated to let them see the difference their contributions are making.

Celebrate your success
Look for opportunities to bring people together after the campaign has ended to celebrate your accomplishments. This is a great way to build relationships with new donors and showcase other ways that they can get involved.

Send a survey
to let people share their feedback about the campaign. This is a great opportunity to see what your audience is most interested in and what inspired them to get involved.

Evaluate your success.

Once your campaign is over, its time evaluate what you've done. What worked? What adjustments can you make so those things work better in the future?

Repeat the framework outlined in this guide at other times during the year. Implement your adjustments and once again evaluate your success and make any necessary adjustments.

How to Extend Your Success Into the New Year

Congratulations!

You've successfully put together a successful online donation campaign. But don't stop now. Take advantage of the success of your campaign to help raise awareness and promote your cause. Let's take a look at how you can extend your success.

Don't wait to get started.

[Log in](#) to use our #GivingTuesday email template today.

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