



fundrazr PRESENTS

SHAN'S CORNER

How to make this giving season work for you!

Time is, indeed, relative... however, somehow 2022 has defied all known laws of physics and propelled us to that point of the year where we must start thinking about **Giving Season**.

Does anyone else feel like it should only be about springtime in 2021? The closest I'll go is winter 2021. But it should NOT be 2022 already, let alone almost the end of it.

Whether you agree or not, the question is "What is our non-profit doing for Giving Tuesday?"

Must you do a special campaign? No.

Should you?

Let's consider this...

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Even in 2020, when the expectation for donations was set at a low bar, generosity shined. Contributions were UP from Giving Tuesday 2019 in both the US

(<https://www.wholewhale.com/tips/givingtuesday-stats-and-facts/>) and Canada

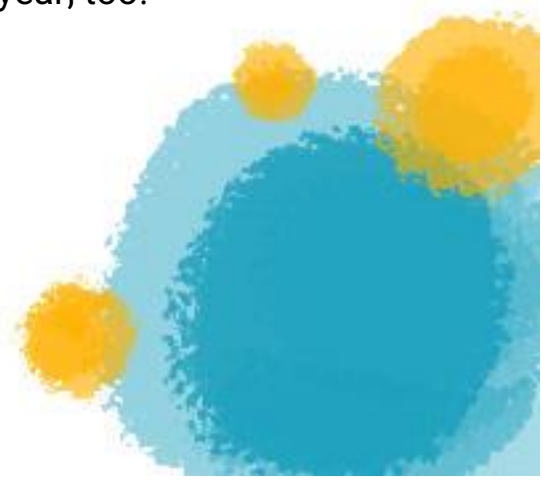
(<https://givingtuesday.ca/blog/entry/givingtuesday-2020-highlights>).

So, yes, you should probably do something.

Giving Tuesday is November 29th this year. On that day, donors across North America will be inundated with pleas for contributions. So, while you can certainly do a one-day-only campaign and get all creative writing your story and finding matching sponsors and all the other things fundraising blogs suggest you do... this year, I challenge you to be different.

Besides, you should be getting creative, writing fantastic stories, and finding matching sponsors for the rest of the year, too!

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Using Giving Tuesday as a **launch** into the giving season isn't a new concept; it's just not one often used. My suggestion is this: plan a new kind of campaign that *engages* your donors beyond a simple donation and invites them to target *their networks* to grow your donor base. Make this giving season *work for you* in building up your email lists so that **next year is prepped and ready to go with an extensive, fresh network of supporters.**

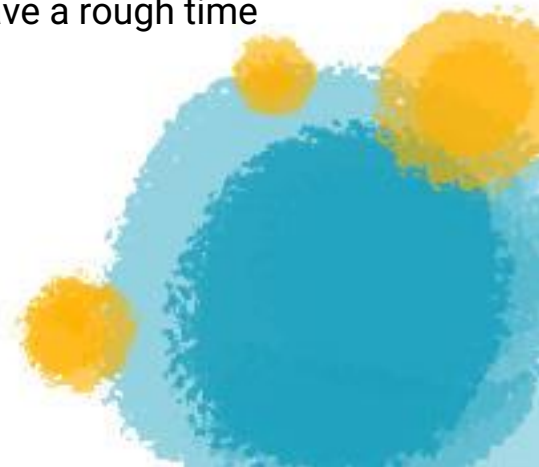
How do you do that? **A Holiday Virtual Peer-to-Peer (P2P)!**

I say *virtual* for two reasons. One, chances are this is a bit late in the game to begin organizing an in-person event. Two, holidays are **BUSY!** Are you sure you want another event on your plate?

The common misconception about P2P campaigns is that you must hold a live event at the end; generally, a race on foot, wheels, water, etc. Not so.

Why not have a virtual challenge with connections to your cause? Good for those of us who work from home and have a rough time changing out of our sweatpants...

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Let me help your brains get warmed up with some random suggestions from us here at ConnectionPoint:

Myself, your friendly neighbourhood Strategist:

- Pet holiday photo contest
- Recipe share (raise \$X to participate in the recipe share)
- Horrible-doodle contest
- Holiday-cliché scavenger hunt

From Daman, our Director of Operations:

- Ugly sweater contest

From 'other' Shannon, our VP of Customer Success:

- Giving Tree Campaign (fund a virtual decoration or a gift under the tree)
- Virtual house party - name that tune or jeopardy games virtual
- Virtual Dance Challenge (duet it on TikTok!)

From Nick, our Director of Growth (or, 'DoG')

- The Bars of Holidays Past, Present and Future
 - Set up (modest) bar crawls in the community
 - Gift a T-shirt (for example) and itinerary!

Let us know what your creative events are! Feel free to share with me, or set up a FREE consult to help develop your idea, at shannon@connectionpoint.com.

Cheers!

Shan

Senior Digital Fundraising Strategist

