

Giving Tuesday 2023

How to organically expand your nonprofit's reach for Giving Tuesday without a paid budget

presented by

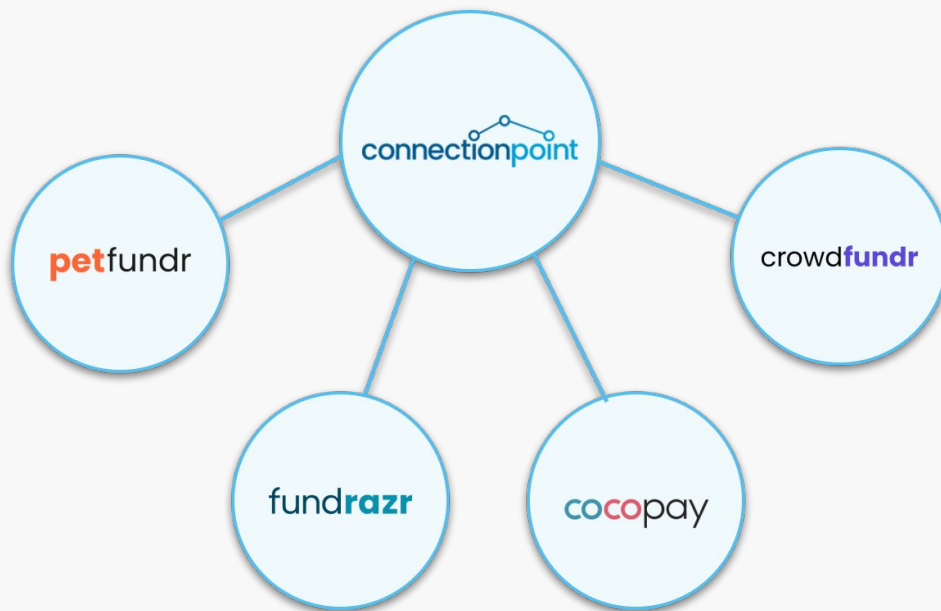
FUNDRAISER
HUB by 
connectionpoint

Welcome!

Host: Shan Reeb

Digital fundraising coach and writer





Agenda


- Giving Tuesday - A brief background
- Goals
- Campaign options
- Storytelling
- Promotion
- Gifts for you!



Giving Tuesday - A brief background

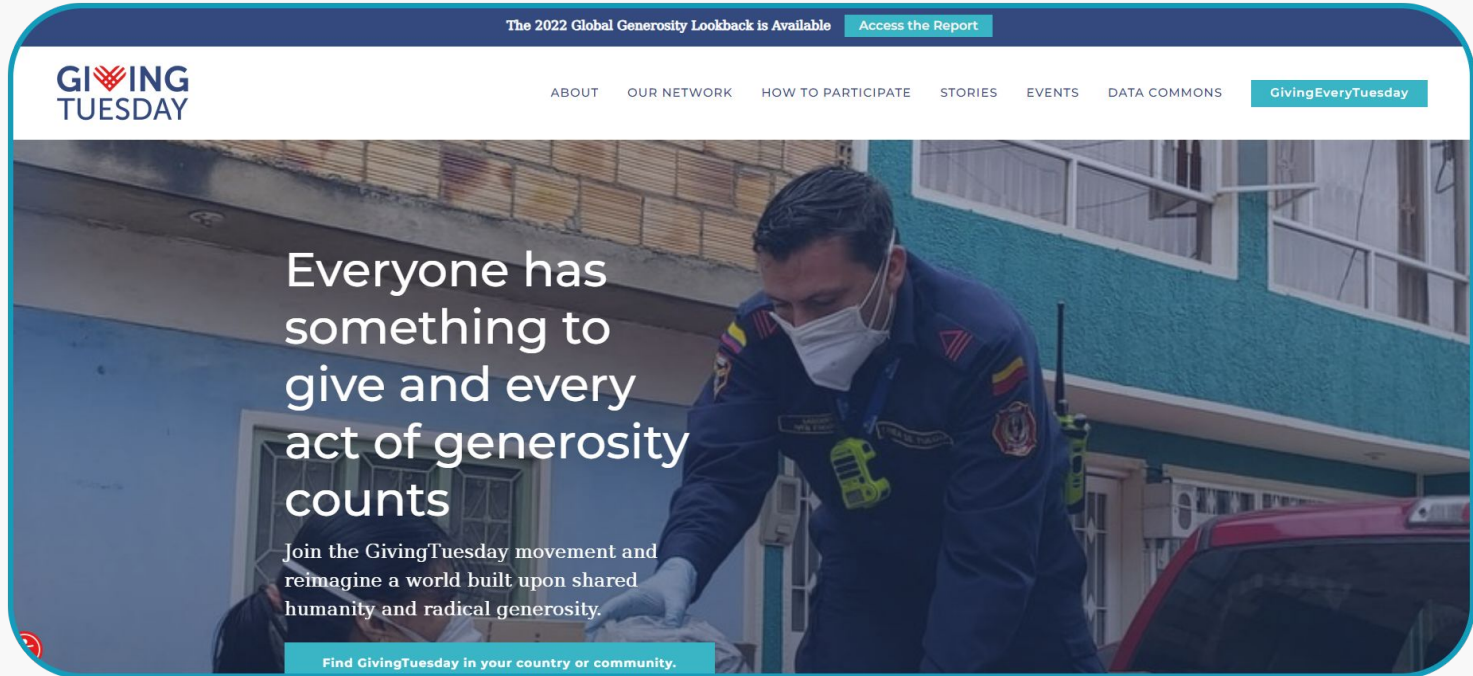


A Brief Background

Thursday	Friday	Saturday	Sunday	Monday	Tuesday
<i>Thanksgiving (USA)</i>	BLACK FRIDAY	Small Business Saturday	Sleep-in Sunday? 	CYBER MONDAY	GIVING TUESDAY



A Brief Background



A Brief Background

Giving Tuesday Nov 29, 2022

\$554,840

across ConnectionPoint's platforms

fundrazr

cocopay

crowdfundr

petfundr



Giving Tuesday + Digital Fundraising



Goals

S - specific

M - measurable

A - achievable

R - realistic

T - time-bound

- Raise a specific amount for a project?
- Raise yearly revenue?
- Increase your brand awareness?
- Increase your following? (Email lists, social media followers, etc.)



Campaign Options

1. Donation Form - encourage recurring contributions

- Raise revenue by encouraging regular donations throughout the year.



Monthly & One-Time Gifts



Donate today & help bunnies in need!

Rabbitats Rescue Society is a CRA registered charity (#715079695 RR 0001) that relies solely on donations from people like you. Your kind donations go towards providing these cute and needy rabbits with an endless supply of food and veterinary care, and with your help, a safe space for hundreds more.

We encourage monthly donations for the stability of our rescue.

Thank you for your support!

Your contribution (in CAD)

Change currency ▼



\$10
Bunny Buddy



\$25
Bunny Lover



\$50
Bunny Hero



\$100
Bunny Champion

Other

Enter your own amount.

I'd like Rabbitats Rescue Society to apply my contribution where it's needed most.

Make it recurring?

Yes, I'll contribute monthly No, I'll contribute once only

Your name

First and last name [Use saved identity](#)

Hide your name from the public ⓘ

Hide your contribution amount from the public ⓘ

Your email address

Your email address

Yes, I would like updates from **Rabbitats Rescue Society** about this campaign and related projects. I know that I can unsubscribe at any time.

[Use saved address](#)

Your message

Add a message with your contribution

Add a picture

[Continue](#)

By continuing you agree to the [Terms](#).



Campaign Options

1. Donation Form - encourage recurring contributions

Best practices for Giving Tuesday:

- Use 'descriptive' contribution amounts to outline units of impact
- Choose photos that show beneficiary(ies) and impact
- Keep wording short so supporters don't have to scroll too far



Campaign Options

2. Basic campaign - tell your story

- Raise funds for a specific project
- Increase brand awareness with storytelling and updates shared to social media and community spaces.



Campaign Options

2. Best

- Raise funds
- Increase broad reach to social media

Help bring the gift of hearing to 25 people the 2023 holiday season!

The screenshot shows a Facebook fundraising campaign titled "Hear for the HOLIDAYS". The campaign goal is \$15K, with \$215 raised so far. There are 4 contributors and 111 days left. The main text of the post reads: "Imagine the joy you feel giving someone a gift that lights up their face. Now imagine if you had given them the gift of hearing. It's the ability to bask in her grandchildren's laughter or his favorite jazz musician. Or to simply make day-to-day interactions easier. That's the gift of hearing. Helen Keller once said, 'Blindness cut us off from things, but deafness cuts us off from people.' The gift of hearing helps with communication and connection with people. Here at Best Hearing Care Today, our dream is to help everyone achieve the Best possible hearing care they care with a sense of urgency." Below the text are three images: "Communication is the cornerstone of any relationship.", "Holiday Season", and "5 TIPS". The post includes a "Donate today!" section with a list of benefits: "Premium technology that is current", "2 hearing devices or 1 device (depending on the need)", and "3 year warranty/ 3 year service plan (common services: cleanings, adjustments, and yearly hearing test)". There is also a "Share this campaign with your network!" section. At the bottom, there are three images: "Hearing loss and cognitive decline", "We can help you hear with hearing aids that blend in after conversations.", and "Recent contributions" listing: "Anonymous contributed \$5", "Roy Kobert contributed \$105 and claimed a perk", and "A Charles contributed \$100 and claimed a perk".

er story

g and updates shared



Campaign Options

2. Basic campaign - tell your story

Best practices for Giving Tuesday:

- Follow storytelling guidelines while highlighting units of impact - including updates.
- Consider reward items
- Create a video to significantly increase your chances of hitting your goal



Campaign Options

3. Do-It-Yourself - increase supporter base

- Increase donor base - supporters run campaigns, asking *their* networks for contributions, and you receive the donor info!
- Raise brand awareness




Campaign Opt

Misty Meadows Animal Rescue Our Services Contact Start ▾ Sign in

Bring quality care to our furry, scaley, and feathery family members!

[Subscribe](#)



Register

Contribute

Share and you'll help this campaign raise more money.

[Facebook](#) [Twitter](#) [Email](#) [More](#)

[Report](#)


Story Campaigns 2 Updates 0 Activity 0

Welcome to Misty Meadows Animal Rescue's DIY campaign portal!

Here at MMAR, our animals are our family until we can find them their forever home! Our rescues come in all shapes, sizes, and species - some merely need a good bath, while some require extensive veterinary care, rehabilitation, and training before they're ready for someone's home. Whatever the case, you can help them get to these homes by helping provide the care they need first.

Campaigns


Showing 2 of 2 [Show mine](#) [×](#)



Help Team ABC Company raise funds for Misty Meadows!
by Team ABC Company

\$0 raised 7 minutes running

[View](#) [Contribute](#)



Help Team Clown Around raise funds for Misty Mountain!
by Team Clown Around

\$0 raised 5 minutes running

[View](#) [Contribute](#)

3.

- Inc
- co
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se

networks for



Campaign Options

3. Do-It-Yourself - increase supporter base

Best practices for Giving Tuesday:

- Take at least 2 weeks to recruit fundraisers
- Provide guidance and expectations on goals and campaign promotion
- Engage with your new supporters



Storytelling

1. Agreeable statement or rhetorical question
2. Clearly defined problem
3. Clearly defined solution
4. Identify the gap
5. Show how your supporters can help, using 'units of impact'
6. Quid-pro-quo
7. Call-to-action



Storytelling

Over the past year, the mental health of each-and-every one of us, has been challenged.

The Problem

Our ability to touch, feel and connect have been muted for over a year thanks to measures put in place through the pandemic. With those crucial forms of socialization still off limits, children's mental health therapists and counsellors are looking at new ways to work with some of their youngest clients.

Over the past 14+ months, we have seen more cases of kids who are struggling with Anxiety.

We asked them about what concerns them, and this is what they told us.

They are worried more about death and dying, they think more about self-harm and suicide, they lack the motivation to do anything. They find online learning difficult and fear they will fall behind in school, in many cases their grades have fallen. They are sleep deprived, are clashing more with their parents and siblings, and finally, many are abusing drugs, and making other unhealthy and dangerous choices.

In short, kids have lost their balance.



The Solution

The great news, is that there is a solution. But we need your help.

You can make an immediate difference for kids who are struggling with Anxiety.

We have found a new way to allow therapists and kids to connect and engage safely and effectively.

And we are calling in a very special blue friend to help.

Meet our Very Hungry Worry Monster



This cute, blue, plush toy is very hungry and eats worries for breakfast, lunch, dinner, and everything in between. Kids at Pathstone who are struggling with Anxiety will get one of their own to keep. They can write down their worries with help if needed, put them in the **Worry Monster's** mouth and zip it shut!

When kids come to visit their Pathstone, they will bring their **Very Hungry Worry Monster** along and share their worries inside. It allows our team to connect with their client in a safe way, and gives kids an opportunity to put their worries in their monster, as soon as they have them.



Storytelling

Updates

An update should be:

- New (don't reuse weathered material)
- Valuable (your supporter will gain something from it; be it knowledge, insight, or a good laugh)
- Exclusive (an update loses its power if your supporters see you post the same thing on your Facebook page)
- Engaging (pictures, videos, surveys, fun stories, etc.)



Storytelling

Updates

An update should NOT be:

- Asking for more money



Promotion

Pre-launch

1. Prep your top tier audience for upcoming campaign via advanced, personalized emails, texts, or Messenger messages.
2. Social media posts prepping general audience; consider a newsletter signup link to capture more top tier emails.
3. Email/text/Messenger day before and day of launch to push immediate donations.



Promotion

Launch

1. Share via social media



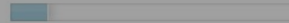
Promotion

The Extra Mile 2023: A Himalayan Life Fundraising Event

Subscribe



\$6,610 raised



13% of \$50k goal

35 contributors

27 days running

Register

Donate



Story Leaderboards Highlights Updates 0 Activity 35

Go The Extra Mile and Help Us Raise \$50,000 for Children in Nepal to Get an Education!



Promotion

Launch

1. Share via social media
2. Import contact lists (if you haven't yet) for email



connectionpoint **Our Organization**

Account **Campaigns** Organizations Enterprise

You need to launch your campaign to accept payments. [Launch now](#)

Help Our Organization bring This Amazing Project to the world!
by Our Organization Demo

View campaign
Tasks 4

MANAGE
Visual editor
Content
Settings
Team
Sub-campaigns (off)

ENGAGE
Share
Communications
Contacts


REPORT
Analytics
Transactions
Help Center
Fundraiser hub

powered by connectionpoint

Preview campaign

Help Our Organization bring This Amazing Project to the world!

✓ Subscribed



\$0 raised

0% of \$10k goal

0 contributors

— days left

Not launched

Manage pictures & videos (1)

[f](#) [t](#) [in](#) [m](#) [e](#) [l](#) [c](#) [...](#)

Social media summary

We're saving the world!



Promotion

Launch

1. Share via social media
2. Import contact lists (if you haven't yet) for email
3. Update & Engage



Promotion

 **Pathstone Foundation** posted an update
Story update · Apr 20, 2021

HELP US HELP MORE KIDS LIKE ROSE


Meet Sheri, a therapist at Pathstone Mental Health and her adorable young client, Rose. In this counselling session, Sheri introducing Rose to the [Very Hungry Worry Monster](#) and how her new blue friend can help Rose manage all of her worries.

There are just **2 DAYS LEFT** in our [Very Hungry Worry Monster Campaign](#). The more money we raise, the more Worry Monsters we can buy, the more kids we can help at Pathstone.




Thank you for helping us put a Worry Monster in the hands of kids struggling with anxiety across Niagara.

With gratitude,
The Pathstone Foundation Team


- 1.
- 2.
- 3.







Pathstone Foundation added 1 media item [View all](#)

   Like · Comment · Share


for email

 **Rosanne Marsh** contributed \$200
Apr 21, 2021

 Like 1 ·  Comment ·  Share

 **Michelle Begin** · Apr 21, 2021

Thank you so much Rosanne - your ongoing support is greatly appreciated!

 Like



Gifts for you!



Timeline

6 weeks to go!

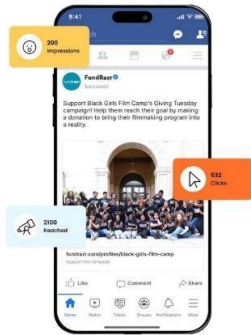
Week 1	Choose your goal and campaign type, outline budget, gather team
Week 2	Identify 'top tier' crowd, write story 1st draft, choose units of impact, design social media ads/posts
Week 3	Finalize story, gather photos, create video, first social media countdown ads & email to top tier crowd
Week 4	Plan & schedule updates, second social media countdown ads & top tier email
Week 5	Double-check checklist items, post on socials and send 1-2 emails (including the night before)
Week 6	LAUNCH - email top tier crowd first thing in morning, roll out social media updates throughout the day



FundRazr's Giving Tuesday Top-Up Center

fundrazr.com/pages/givingtuesday

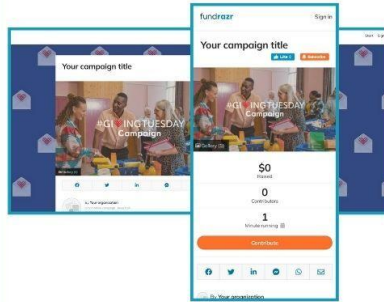
Visibility-boost



Social media boost on your Giving Tuesday campaign

Create your free campaign on FundRazr to get in front of more supporters

Ready-to-use



Free Giving Tuesday pre-set campaign template

Use our pre-set template to easily launch your campaign in less than one hour

Free templates



Free social media templates for Giving Tuesday

Download our social templates to create captivating social media updates

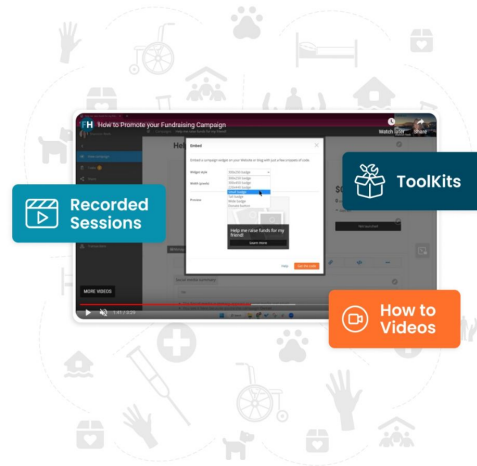


Your guiding hand to donation-based crowdfunding.

All you need from A to Z as you raise funds for a nonprofit cause, medical need, beloved pet, or just something dear to your heart.

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Thank you!

Questions?

