

YOUR 2015
#GIVINGTUESDAY™
STRATEGY KIT
December 1, 2015

Presented by:



TABLE OF CONTENTS

Table of Contents..... 2

Introduction..... 3

Why #GivingTuesday?..... 4

Promotional Strategies and Campaign Planner 5

Determine Your Content..... 6

Determine Your Goal 6

Audience Messaging 7

Sample Plan 8

Action Plan Checklist..... 9

Your Next Steps 10

Other Resources 11



HENDERSON 4 Moss Spring Court | Henderson, NV 89052
LINCOLN 8001 S. 13th Street | Lincoln, NE 68512
VALENCIA 25940 Coloretto Court | Valencia, CA 91355
CHARLOTTE 10933 Rousay Road | Charlotte, NC 28278

DALLAS 4200 Newton #112 | Dallas, TX 75219
MANALAPAN 62 Hedgerow Ln | Manalapan, NJ 07726
SAN DIMAS 821 Castlebury Ct | San Dimas, CA 91773
SCOTTSDALE 11039 E. Bent Tree Dr. | Scottsdale, AZ 85262

INTRODUCTION

December 1st will mark the 4th annual #GivingTuesday – and with more than 10,000 organizations planning to participate, this annual event has turned into much more than just a temporary, philanthropic fad. It was created to support and celebrate not-for-profit organizations and now kicks off the holiday giving season.

#GivingTuesday is the Tuesday following Black Friday and Cyber Monday. Its claim is that you've done something for yourself and for the economy...now it's time to give back to the community and those in need. Each year, #GivingTuesday has grown in momentum – and with a little preparation, you can give an extra boost to your year-end campaign by joining this growing movement.

Participating in this day of giving can have a great impact on your year-end fundraising efforts. The next page lays out some pretty impressive statistics on how #GivingTuesday has grown and how your group can benefit. In order to fully benefit from #GivingTuesday you will need to start planning now. Strategizing ways to spread your campaign and how to reach the right donors will reap benefits well worth your time. #GivingTuesday results are second only to December 31st.

Are you ready for December 1st? Here are a few questions to ask yourself:

1. Do I have the resources, time, and staff to support and invest in #GivingTuesday?
2. Do I have a plan to thank, welcome, and follow up with donors?
3. Once a supporter makes a gift, do I have a stewardship plan in place to continue the relationship and solicit future donations?

The next pages of this #GivingTuesday kit will allow you to see why you need to participate in this day, how to strategize your promotional efforts, set your campaign plan, determine content and goals, offer a checklist and a plan of action to get you started down a path to success.

#GIVINGTUESDAY™



HENDERSON 4 Moss Spring Court | Henderson, NV 89052
LINCOLN 8001 S. 13th Street | Lincoln, NE 68512
VALENCIA 25940 Coloretta Court | Valencia, CA 91355
CHARLOTTE 10933 Rousay Road | Charlotte, NC 28278

DALLAS 4200 Newton #112 | Dallas, TX 75219
MANALAPAN 62 Hedgerow Ln | Manalapan, NJ 07726
SAN DIMAS 821 Castlebury Ct | San Dimas, CA 91773
SCOTTSDALE 11039 E. Bent Tree Dr. | Scottsdale, AZ 85262

WHY #GIVINGTUESDAY?

Last year #GivingTuesday raised
\$45.7 million
 for the organizations involved!



754,600

tweets with
 #GivingTuesday

+180%
 from 2013!



7,500+

Instagram photos with
 #GivingTuesday & #UNselfie

Compared to 2013

+55%

Increase in the number of
 participating organizations

+140%

Increase in total amount
 donated

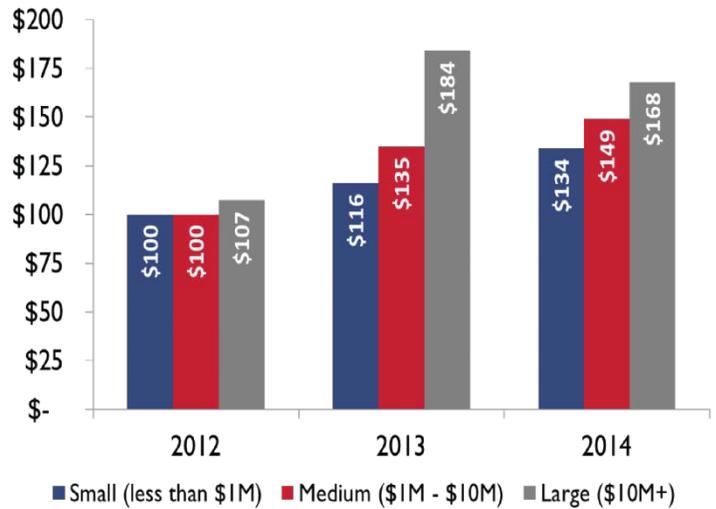
+36%

Increase in
 online giving

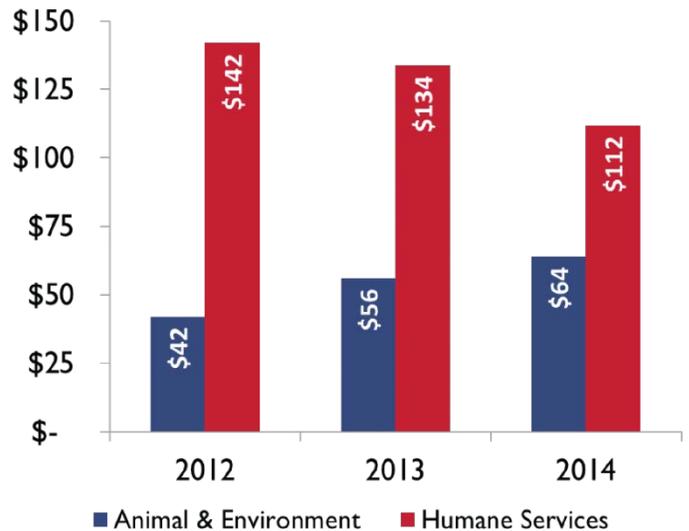
+8.5%

Increase in
 average gift

Overall Online Average Gift



Online Average Gift by Segment



About **17%** of online
 donation form views on
 #GivingTuesday in 2014
 were on a mobile device.

PROMOTIONAL STRATEGIES AND CAMPAIGN PLANNER

Where to start?

First, set a goal – whether it's a dollar amount or recruiting new donors, agree on what you will be aiming for within your organization. Then plan how you will present this goal: what is your purpose and why are you a vital part of the community? Why should people give to your organization? Once you've set a goal, you'll then want to organize all the communication channels in your agency (on-site, online, and social media). Creating a unified voice from all your channels will help drive traffic to your main call to action. Revisit the article "Why Message Consistency Matters" in the October 2015 Embark newsletter starting on page 2 for additional tips.

Online

Dedicate a page to #GivingTuesday and even incorporate a lightbox to further draw attention to the promotion. If you don't have the website real estate or capability to activate the above features, consider dedicating some space on your home page to your #GivingTuesday campaign.

Email

Focus on a major success story from the year for your featured content or a story that has attracted the most traffic to date. Send one to two messages in advance of #GivingTuesday, as well as on December 1st. Always report back to your donors. You can do so via social media, or an email targeted specifically to #GivingTuesday donors or in the P.S. of a follow-up email in December. Stewardship is just as important as 'the ask'!

Social Media

The important thing on your social media channels is to pick one or two things and do them well. You'll not only be posting about the day and promoting it, but you'll need to engage with constituents throughout the 24 hours. Plan some images, memes, and messages to post in advance, but try to keep most of your interactions organic and spontaneous. Then – most importantly – follow up with everyone on December 2nd to report back on how much was raised.

#UNselfie

It's worth considering that the nature of engagement is changing – meaning more of your supporters will be interacting with you via mobile devices. So keep the message succinct and the images rich and engaging on social media.

DETERMINE YOUR CONTENT

You don't need to reinvent the wheel; pull from work you've been doing year-round. Look at the following:

Successes: What were some big wins for your organization this year?

Stories: What do you want current and future supporters to know about you? Think about what makes your agency unique, and any messages that performed well earlier in the year. Why were they more successful than others, and is there a way to replicate that for #GivingTuesday?

Resources: List supporting content – utilize visual storytelling with infographics, images, videos, etc.

Data: How can you show the impact of your agency's programs? List statistics and supporting data in a graphic manner or simple statement.

DETERMINE YOUR GOAL

- ✓ **Raise \$XX,XXX**
- ✓ **Increase average donation by % or \$**
- ✓ **Gain # new donors**
- ✓ **Increase social media fans/followers by X%**

Set a goal that is realistic yet moves the needle forward for your organization. Then identify what your KPIs will be (i.e., total donation amount? number of shares on social media? average gift amount? etc.).



RKD ALPHA DOG
A DIVISION OF ROBBINSKERSTEN DIRECT

toll free 800.730.0668 | fax 402.486.0664
web alphadogmktg.com

HENDERSON 4 Moss Spring Court | Henderson, NV 89052
LINCOLN 8001 S. 13th Street | Lincoln, NE 68512
VALENCIA 25940 Coloretto Court | Valencia, CA 91355
CHARLOTTE 10933 Rousay Road | Charlotte, NC 28278

DALLAS 4200 Newton #112 | Dallas, TX 75219
MANALAPAN 62 Hedgerow Ln | Manalapan, NJ 07726
SAN DIMAS 821 Castlebury Ct | San Dimas, CA 91773
SCOTTSDALE 11039 E. Bent Tree Dr. | Scottsdale, AZ 85262

AUDIENCE MESSAGING

Now that you have assessed the content to feature and how you'll measure success, it's time to work on audience messaging.

Who

Will you segment based on donor type, i.e. major donors vs. lapsed vs. house files? Or perhaps just focus on new vs. existing supporters? Think about what makes sense as well as what is feasible with the data available.

How

Make sure your campaign reaches people on multiple channels. What you post on one channel may only resonate to a portion of your audience. Choose the channels (online and off) that will reach your intended audience:

- ✓ Email
- ✓ Newsletter and/or postcard or buckslip insert
- ✓ Social Media (choose specific platforms)
- ✓ Events
- ✓ Blog
- ✓ Mobile
- ✓ Paid Ads
- ✓ Lightbox
- ✓ Video
- ✓ Magazines and local publications

When

Create a communications calendar. Anyone in your organization that communicates with your audiences needs to be included in this plan. Start with 12/1 and work backwards 4-5 weeks. As you get closer to the big day, you'll want to reduce other communications running parallel to this (including year-end-giving) to really drive traffic to this campaign.



SAMPLE PLAN

Sample Email Communication Plan

- 11/10** – 3 weeks away: Announce campaign goal and why it should be important to the donor.
- 11/18** – Follow-up/Reminder: Share a personal story/story of significance to your organization.
- 11/25** – Happy Thanksgiving, remember us on 12/1: Stewardship with gentle reminder.
- 11/30** – Tomorrow is the big day: Emphasize how their support makes a difference, use those stats you've collected to share your efficiency.
- 12/1** – Give today: Focus on the goal and remind everyone that today is all about helping others.
- 12/2** – You did it! Share the results.

Sample Social Media Plan

Regular posts drive engagement; draft an outline for your posts including the post dates. Through Facebook, you can look at your insight reports to gauge which days of the week are better than others for you in terms of engagement, shares, and reach. While it is recommended to plan your posts, leave room for timely, reactive posts.

RKD Alpha Dog can help you to create a campaign that plays to your strengths and gets your message read and shared. We know the strongest plans integrate a number of communication channels:

- ✓ Email Communication
- ✓ Placement in local publications and circulars
- ✓ Home page lightbox
- ✓ Google AdWords reinforcement of your campaign
- ✓ Social Media kits - memes and engaging graphics that will make your fans want to share your message and spread the word as well as donate to your #GivingTuesday cause.

ACTION PLAN CHECKLIST

Stand Out from the Crowd

- ✓ **Optimize your emails.** Your emails should clearly communicate your mission and values. Use personalization and segmentation whenever possible in order to strengthen your relationship with the donor. Be sure that your emails look the way you want them to on computers, tablets, and all mobile devices.
- ✓ **Message Consistency** will tell the supporters why they should care and how they can help your organization. Your messages should have the same voice and tone across all channels to tie together your campaign message and make it easily recognizable to recipients.
- ✓ **Consider sending a “teaser” email November 30th to preview your campaign.** By separating your email from other agencies you will have a greater chance of getting your donor’s attention. Present your cause and campaign during the time when individuals are online looking for Cyber Monday deals.
- ✓ **Plan your #GivingTuesday emails now.** Having your strategy for messages planned out now will allow you to be more effective once the day comes. You should know how many emails you will be sending during the 24 hour giving period, which stories you will highlight, how you want to communicate how the funds will be used, your mission and goals, etc.

Retain, Upgrade and Convert Donors

- ✓ **Follow your action plan** to have intentional communication that thanks your donors and acknowledges each gift that is made. Stick to this plan and follow it for each gift no matter how big or small. This is the first step in creating a relationship that will make way for a second gift later on.
- ✓ **Set up an auto-response that will be remembered.** Use your current auto-response message to educate, entertain, or inspire supporters in order to deepen your connection with them. Keep in mind that this message does not replace a gift acknowledgement or thank you for a gift.
- ✓ **Use welcome messages.** Once a gift is made, welcome your new donor into the organization through a personalized and segmented message. Tailor this message directly to your new donor and keep the message donor centric. This is about your donor being a hero and making an impact to your mission – communicate how the donor saved a life with their gift.

Follow-Up

- ✓ **Be Prepared.** Create your thank you cards ahead of time ready to send out as soon as a gift is made. Increasing donor engagement starts with saying “thank you” and will lead the way to more gifts from each donor.
- ✓ **Be Memorable.** Take the time to think of creative ways to acknowledge gifts through storytelling, donor centric copy, and consistent messages throughout your campaign. Each time you communicate with your donor should be personal and customized to their gift and segment.
- ✓ **Be Visual.** Use engaging photos that center around your agency’s mission and those who you help. Center your stories and messages on your organization’s values and how your donors help you achieve that mission. If you enjoy creating your messages, your donors will enjoy receiving them.
- ✓ **Be Timely.** Thank you notes should be sent and received in a timely manner in relation to a donor’s gift. You want your donor to remember their gift and why they gave.
- ✓ **Be Grateful.** Each gift is important and each gift acknowledgement is important. Use thank you notes to show appreciation for a gift – not to ask for another one.

YOUR NEXT STEPS

1. Follow the Action Plan Checklist to jumpstart your #GivingTuesday planning.
2. Check out our blog for bi-weekly updates, statistics, and interesting facts about the nonprofit industry, RKD Alpha Dog, and more: www.alphadogmktg.com/blog.
3. Connect with us on Facebook, Twitter, LinkedIn, YouTube and Pinterest.
4. Subscribe to the Embark Newsletter, bimonthly newsletter featuring industry updates, valuable fundraising tips and information, and best practices for campaigns for every type of donor in your database.
5. Call us at 800.730.0668 or email us at info@alphadogmktg.com to discuss your organization’s fundraising strategy and results.



RKD ALPHA DOG
A DIVISION OF ROBBINSKERSTEN DIRECT

toll free 800.730.0668 | fax 402.486.0664
web alphadogmktg.com

HENDERSON 4 Moss Spring Court | Henderson, NV 89052
LINCOLN 8001 S. 13th Street | Lincoln, NE 68512
VALENCIA 25940 Coloretto Court | Valencia, CA 91355
CHARLOTTE 10933 Rousay Road | Charlotte, NC 28278

DALLAS 4200 Newton #112 | Dallas, TX 75219
MANALAPAN 62 Hedgerow Ln | Manalapan, NJ 07726
SAN DIMAS 821 Castlebury Ct | San Dimas, CA 91773
SCOTTSDALE 11039 E. Bent Tree Dr. | Scottsdale, AZ 85262

OTHER RESOURCES

- Giving Tuesday Growth Slows Sharply for Large Nonprofits, Study Says:
<https://philanthropy.com/article/Giving-Tuesday-Growth-Slows/230991>
- Corporate-Giving Effort Aims to Expand Giving Tuesday:
<https://philanthropy.com/article/Corporate-Giving-Effort-Aims/152161>
- Online Fundraising 2015: Unleash the Future:
<https://philanthropy.com/specialreport/online-fundraising-2015-unlea/49>
- Ahead of Labor Day, Fundraisers Should Start Focusing on Giving Tuesday:
<https://philanthropy.com/article/Opinion-Ahead-of-Labor-Day/232773>
- Giving Tuesday Shows Strong Growth in Both Donations and Volunteerism:
<https://philanthropy.com/article/Giving-Tuesday-Shows-Strong/152149>
- Giving Tuesday: What Every Organization Needs to Know:
<https://www.mobilecause.com/giving-tuesday-infographic/>
- These Companies Give Matching Gifts Most:
<http://www.causecast.com/blog/which-companies-give-matching-gifts-most>
- Matching Gift Essentials for Fundraising:
<http://www.donorperfect.com/nonprofit-technology-blog/2015/01/matching-gift-essentials-for-fundraising/>

Credit: Salsa Labs Campaign Planner <https://www.salsalabs.com/why-salsa/strategic-best-practices/givingtuesday-campaign-planner>



RKD ALPHA DOG
A DIVISION OF ROBBINSKERSTEN DIRECT
toll free 800.730.0668 | fax 402.486.0664
web alphadogmktg.com

HENDERSON 4 Moss Spring Court | Henderson, NV 89052
LINCOLN 8001 S. 13th Street | Lincoln, NE 68512
VALENCIA 25940 Coloretta Court | Valencia, CA 91355
CHARLOTTE 10933 Rousay Road | Charlotte, NC 28278

DALLAS 4200 Newton #112 | Dallas, TX 75219
MANALAPAN 62 Hedgerow Ln | Manalapan, NJ 07726
SAN DIMAS 821 Castlebury Ct | San Dimas, CA 91773
SCOTTSDALE 11039 E. Bent Tree Dr. | Scottsdale, AZ 85262

**Need more help with
your fundraising
strategies?**

Call us! 800.730.0668



RKD ALPHA DOG
A DIVISION OF ROBBINSKERSTEN DIRECT

toll free 800.730.0668 | fax 402.486.0664
web alphadogmktg.com

HENDERSON 4 Moss Spring Court | Henderson, NV 89052
LINCOLN 8001 S. 13th Street | Lincoln, NE 68512
VALENCIA 25940 Coloretto Court | Valencia, CA 91355
CHARLOTTE 10933 Rousay Road | Charlotte, NC 28278

DALLAS 4200 Newton #112 | Dallas, TX 75219
MANALAPAN 62 Hedgerow Ln | Manalapan, NJ 07726
SAN DIMAS 821 Castlebury Ct | San Dimas, CA 91773
SCOTTSDALE 11039 E. Bent Tree Dr. | Scottsdale, AZ 85262