NFG Masterclass:
The Secret to a Record-Breaking
#GivingTuesday

Today’s webinar will begin at 4pm EST
WELCOME

• Q&A on the left side of screen
• Everyone is muted
• You will get a copy of the slides and recording
• Live tweet with us: #nonprofit911
#GIVINGTUESDAY WITH NETWORK FOR GOOD

## Access to New Donors
Get promoted to new donors looking for causes to support during year-end.

## Awards & Prize Funds
Win big with cash prizes and awards for top campaigns on #GivingTuesday

## Tools Built for Year-End
Effortlessly launch your campaign with tools and features built just for year-end.

## Exclusive Resources
Access step-by-step guides to wow your donors and raise more this giving season.

[www.networkforgood.com/givingtuesday](http://www.networkforgood.com/givingtuesday)
Where we are. Where we’re going.

#GivingTuesday

101
GET READY FOR #GIVINGTUESDAY

A GLOBAL COMMUNITY OF LEADERS IN A GENEROSITY LEARNING LAB.

Jamie McDonald
Community Campaigns Strategy,
#GivingTuesday
THE SOCIAL SECTOR IS ON THE FRONT LINES OF OUR COMMUNITIES, ADDRESSING THE EPIC AND THE EVERYDAY DISASTERS OF RESIDENTS.
THE SECTOR NEEDS NEW APPROACHES TO KEEP UP WITH THE NEED - AND THE NEW DIGITAL WORLD.
#GIVINGTUESDAY:
TEST. LEARN. ENGAGE. FUNDRAISE.
FACT ONE: #GIVINGTUESDAY IS ONE OF ONLY THREE DAYS WHERE DONORS LOOK FOR NONPROFITS TO SUPPORT.
Third biggest day of year by **dollars**.

Second biggest day of year by **donors**.
REACHING SCALE. Compelling results for online giving in the US represents just a fraction of overall global generosity.
REACHING SCALE. Dollars are just part of the impact.
Nonprofits who kicked-off year-end fundraising with #GivingTuesday raised, on average, 5x more overall during year-end.

Network for Good customers who participated in #GivingTuesday, on average saw the most success at year-end.
#GIVINGTUESDAY IS A NET LIFT.
A team of data scientists analyzed longitudinal data from dozens of donation platforms. They used statistical modelling to validate that #GivingTuesday produces a net lift on overall giving. Much like during disaster relief, we see a spike in giving without a corresponding lull.
MOBILE IS KEY.
About 20% of online donations on #GivingTuesday were on a mobile device.

Source: The Nonprofit Times
**GET READY FOR #GIVINGTUESDAY**

LEADERS ARE LEARNING ON #GIVINGTUESDAY. #GT is inspiring entrepreneurial approaches and creativity. Leaders are innovating and sharing with each other.

Source: #GivingTuesday participant survey

| 57% of respondents said that #GivingTuesday helped their organization reach a new audience. | 75% of respondents said that #GivingTuesday pushed their team to experiment and try something new. | 42% of respondents said that #GivingTuesday helped improve their organization’s capacity and skills. |
CAMPAIGNS COME IN ALL SHAPES AND SIZES

Experiment, Engage, Learn and Share.

DO GOOD

BING GIVES

#nonprofit911

Network for Good
WHAT WORKS

Why are some leaders and campaigns more effective?

INSPIRED LEADER
The leader is the most important factor in a campaign.

AUTHENTICITY
Brand, approach and message that resonates with supporters.

CLEAR, BIG GOAL
A goal that provides the framework for your campaign decisions and inspires involvement.

COLLABORATION
Community and skill-based collaborators amplify the campaign.

GET READY FOR #GIVINGTUESDAY
STEP ONE: INSPIRED LEADER

Build a team: Staff, board, volunteers, pro-bono partners

- Who will lead overall effort?
- Who will take lead on technology? For marketing + donation processing
- Who will lead marketing and communication?
- Who will handle social media?
- Who will lead donor management and stewardship
- Who will think about events?
CLEAR GOAL:
IT’S ABOUT MORE THAN MONEY

Donors
New Donors
Dollars
Monthly Givers
Participation
Event attendees
Social Followers
Creative collaborations
GET READY FOR #GIVINGTUESDAY

WORLD BICYCLE RELIEF
Articulating a tangible need and impact.

#GIVINGTUESDAY™
ON DECEMBER 1

800 BICYCLES IN 24 HOURS
FOR STUDENTS IN RURAL AFRICA

OUR #GIVINGTUESDAY GOAL
Our goal is to raise 800 bicycles for students. With bicycles, you give the gift of mobility to help students get to school everyday.

WHAT IS #GIVINGTUESDAY?
#GivingTuesday is an international day of giving to prove that the holidays can be about both giving and giving back.
DON’T UNDERESTIMATE THE POWER OF SMALL GIFTS

$5.00

$2.3 billion

How will you nurture your Michael Bloomberg?
STEP TWO: AUTHENTICITY

Start with the brand.
STEP TWO: AUTHENTICITY

Be real with your campaign.

Video
Images
Language
Activities

GET READY FOR #GIVINGTUESDAY

$21,300.62 !!!
BADASS BROOKLYN ANIMAL RESCUE

Volunteer-led campaign centered on mission

GIVE A LITTLE. SAVE A LIFE.

#GIVINGTUESDAY
DECEMBER 2
bit.ly/DonateBadassBK
GET READY FOR #GIVINGTUESDAY

PULL IT ALL TOGETHER

Authentic and emotional
Easy to understand
Centered on person, supported by data.
Reader feels like he/she can make a difference

NO ONE BUYS THE FEATURES. THEY BUY A STORY.

Seth Godin: All Marketers Tell Stories

Network for Good, | #nonprofit911
STEP FOUR: COLLABORATE

Recruit Campaign Ambassadors Passionate about you with big, credible voices.

• Organization leaders
• Staff
• Partners
• Supporters
• Volunteers
• Board
• Celebs
• Business/civic leaders
• Merchant partners
Pink Bra Tour with Crossfit Gyms

We met a real life super hero today. Our friend from @wedgmentation is currently battling stage 3 ovarian cancer, but that did not stop her from throwing down at grim @glamorousgirlz
#everydaywarrior #fighttotheknow
GET READY FOR #GIVINGTUESDAY

STEP FOUR: COLLABORATE WITH PARTNERS

#nonprofit911
MOVEABLE FEAST

Empowering supporters as fundraisers
WHEN IT COMES DOWN TO IT, WE’RE ALL WORKING FOR COMMUNITIES THAT ARE STRONGER, SAFER, SMARTER, HEALTHIER, AND A MORE JUST AND CIVIL SOCIETY.
YOU ARE THE LEADERS OF #GIVINGTUESDAY.

HOW CAN WE HELP?