



GIVING TUESDAY

HOW TO HIT YOUR GIVING TUESDAY GOAL



MAKE YOUR ASK SPECIFIC

- 1. WHAT NOT TO DO:** Don't just say you want to raise \$5,000 to help feed kids
- 2. WHAT TO DO:** Say that you want to raise \$5,000 to help 1,000 get 3 meals a day for the next 6 months
- 3. IDENTIFY THE TARGET** market
- 4. IDENTIFY THE PROBLEM** and why you need them
- 5. SHOW THEM YOUR PLAN** is sound
- 6. SHOW THEM THE POTENTIAL** outcomes if they get involved

LANGUAGE FOR #GIVINGTUESDAY

1. **DOUBLE YOUR MONEY** on #GivingTuesday

No longer do people use the word “matching gift” in their marketing. By saying “Double your money” or “Double your donation” conversion rates are about 40% more than if you use words similar to “matching gift” on Giving Tuesday.

2. **FOR EVERY \$50 YOU GIVE**, we will be able to X (make X very specific).

3. **USE SOCIAL MEDIA** correctly

- i. @YourNonprofitName
- ii. #NonprofitName
- iii. #GivingTuesday

4. **UPDATE YOUR WEBSITE** to talk about the #GivingTuesday campaign on the home page and on the main banner, so that people realize it is a major initiative and not just a side project.

5. **EVERYONE WHO GIVES** on #GivingTuesday will get X.

6. **NOT JUST A ONE DAY EVENT.** Make it a normal thing that people will know. Make specific asks and social media engagement a normal practice.

7. **#GIVINGTUESDAY IS JUST THE START.** Once someone gives or engages with a #GivingTuesday plan, have the next steps lined up for them to continue their engagement the rest of the year. #GivingTuesday can be the start of your major End of Year campaign.









IDENTIFY

- 1. MATCHING GIFTS.** Contact those you know who may be willing to do matching gifts for the campaign.
- 2. ENGAGED DONORS.** You want to fill up 10% of your goal within the first day you announce the ask. Talk to highly engaged donors ahead of time.
- 3. SOCIAL MEDIA SHARES.** Contact those who are going to help spread the word via social media on the first day you make the big ask. Have at least 20 people lined up to share your post.

SOCIAL MEDIA POSTING SCHEDULE

This schedule represent how many post per day should be made.

| SUNDAY <i>Weekend Update</i> | MONDAY <i>Reflect and Move Forward</i> | TUESDAY <i>Share a #GivingTuesday Opportunity</i> | WEDNESDAY <i>General Organization Updates</i> | THURSDAY <i>Strong Imagery and Call-To-Action</i> | FRIDAY <i>Reflect on and Add to Thursday's Message</i> | SATURDAY <i>Shareable Post, Photo, Fact, etc.</i> |
|--|--|--|--|--|--|--|
| 1  x1  x4 | 2  x1  x1  x4  x1 | 3  x1  x1  x4  x1 | 4  x1  x1  x4  x1 | 5  x1  x1  x4  x1 | 6  x1  x1  x4  x1 | 7  x1  x1  x4  x1 |
| 8  x1  x4 | 9  x1  x1  x4  x1 | 10  x1  x1  x4  x1 | 11  x1  x1  x4  x1 | 12  x1  x1  x4  x1 | 13  x1  x1  x4  x1 | 14  x1  x1  x4  x1 |
| 15  x1  x4 | 16  x1  x1  x4  x1 | 17  x1  x1  x4  x1 | 18  x1  x1  x4  x1 | 19  x1  x1  x4  x1 | 20  x1  x1  x4  x1 | 21  x1  x1  x4  x1 |
| 22  x1  x4 | 23  x1  x1  x4  x1 | 24  x1  x1  x4  x1 | 25  x1  x1  x4  x1 | 26  x1  x1  x4  x1 | 27  x1  x1  x4  x1 | 28  x1  x1  x4  x1 |
| 29  x1  x4 | 30  x1  x1  x4  x1 | 31  x1  x1  x4  x1 | | | | |



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