

RECRUIT FUNDRAISERS WITH PWI GROUPGIVE

#GIVINGTUESDAY GUIDE

When is #GivingTuesday?

#GivingTuesday is held annually the Tuesday after Thanksgiving, this year on December 3, 2019. The global celebration runs for 24 hours and begins at midnight local time.

Why participate in #GivingTuesday

#GivingTuesday offers a number of benefits for your organization. It is an opportunity to raise awareness and fundraising for your organization through engaging new and current donors. People are looking to support a cause on #GivingTuesday, so make sure your organization is the one they chose!

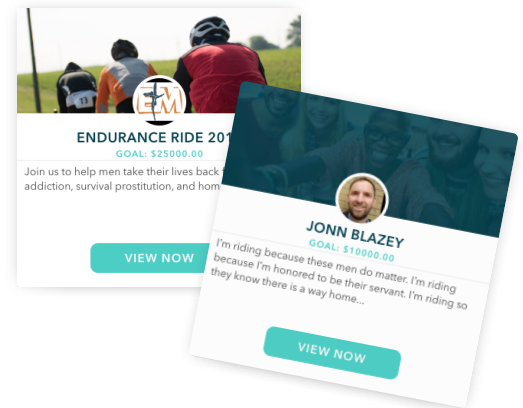
Why use PWI Groupgive this #GivingTuesday?

Your supporters are your best fundraisers. This #GivingTuesday empower your supporters to mobilize their networks and fundraise for your cause. PWI GroupGive allows your supporters to create their own fundraising pages and reach new donors through friends and family.

PWI takes 0% of money raised through GroupGive, which means that 100% of your supporters' change can go directly to you.

Already have PWI GroupGive? Perfect. Get started today by following the steps below. Looking to purchase PWI GroupGive? Perfect. Check out our [pricing plan](#).

How to make PWI Groupgive a success this #GivingTuesday



1

Strategize & set a specific goal

Rally your GroupGive supporters to fundraise for a specific project and goal this #GivingTuesday. It is important to set the why behind your campaign and guide them to a goal. For example, if your organization is looking to raise \$10,000, then your goal might be to get 10 supporters to raise \$1,000 or 100 supporters to raise \$100. We're here to help you succeed. Strategize with a PWI Nonprofit Coordinator by [setting up a call](#) or sending an email to nonprofit@projectworldimpact.com.

2

Create your peer-to-peer campaign

You can create your #GivingTuesday GroupGive campaign by going to your [PWI GroupGive Dashboard](#) and creating a #GivingTuesday category. From there, you can manage your supporters fundraising pages, export donor lists, and embed GroupGive into your website.

3

Share with your audience

The first step to a successful peer-to-peer fundraising campaign is to recruit supporters to fundraise for your organization. We recommend starting by reaching out to your most committed supporters first. A personal email or phone call shows just how important these people are to your nonprofit. We recommend having 25% of fundraising pages created ahead of time by dedicated supporters, so that it is easier to recruit more. The first 25% will serve as examples for inspiration.

Next, find your additional fundraisers by sharing about PWI GroupGive via email and social media. Don't wait til December. We recommend starting promotion as early as October to engage your supporters in the #GivingTuesday movement. We've got you covered with [pre-written email templates](#) and [social media images](#) to make your #GivingTuesday promotion a success. Check out all of our PWI Swipe resources here: <https://projectworldimpact.com/swipe/resources>