

MAKE CHANGE WITH PWI SWIPE

#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 Swipe this #GivingTuesday?

This #GivingTuesday don't just ask for a one-time donation, ask for change. Tap into the power of recurring donations in a creative way with PWI Swipe. PWI Swipe allows you to engage with your current donors and attract new ones by asking for their leftover change. With the average person having \$30 in change each month, these monthly donations provide reliable revenue that can help your organization make change.

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

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

HOW TO MAKE PWI STORYTELLER A SUCCESS THIS #GIVINGTUESDAY

1

Strategize & set a specific goal

Whether big or small, your nonprofit can make some serious change this #GivingTuesday with PWI Swipe. How much money are you looking to raise this #GivingTuesday? We recommend setting a specific dollar amount fundraising goal. For example, if your organization is looking to raise \$36,000, then your goal is to get 100 supporters on PWI Swipe.

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.

DONATING SPARE CHANGE WITH EVERY CARD SWIPE

| | | | | |
|---|---|---------------------|---|---------------------|
| 100 | x | \$30 | = | \$36,000 |
| ASSUMING THERE ARE 100 SUPPORTERS IN YOUR NETWORK | | PER DONOR PER MONTH | | ANNUAL CONTRIBUTION |

2

Set your organization up for success

Head over to your [PWI Swipe Dashboard](#) to embed Swipe into your website, export your donor lists, and download the Swipe app.

3

Share with your audience

Promote PWI Swipe to your supporters 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>