

MAKE THE MOST OUT OF #GIVINGTUESDAY

PWI Email Strategy

#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 create an email campaign this #GivingTuesday?

If you want to make the most of #GivingTuesday, you will need to let your supporters know how to get involved. 93% of consumers are aware of Black Friday, but just 18% are aware of #GivingTuesday, suggesting the need to increase awareness around this global day of giving. Nonprofits that use email marketing to spread the word about their organization on Giving Tuesday can generate much-needed revenue to perform in the new year. We've created an email strategy to help your nonprofit make the most of this year's #GivingTuesday.

Create awareness this #GivingTuesday!

#MyGivingStory

1

Strategize and Create a Call to Action

When you are strategizing for your #GivingTuesday email campaign, it is important to have a specific goal in mind. This may sound simple and obvious, but you would be surprised how often an organization just sends out emails without a specific call to action.

What is the goal of your #GivingTuesday email campaign? A few examples of strong goals would be: raise money for a specific project, get supporters to create a peer-to-peer fundraising page, or volunteer for an event.

2

Create Custom Content

Don't use the same email templates as your other email campaigns, make your #GivingTuesday campaign stick out by creating custom content. Feel free to use our [pre-written email templates](#) and [email banners](#). Instead of sending out a generic mass email, be sure to segment your list and create tailored content for each group based upon similar characteristics.

Marketers have found a 760% increase in email revenue from segmented campaigns. It is important to at least segment your list by past contributions and new contributors and vary the level of ask.

3

Share with your Audience

Don't wait until December to promote your campaign. We recommend sending out emails as early as October to engage your supporters in the #GivingTuesday movement. Check out our [email templates](#) to guide your #GivingTuesday email campaign.