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?

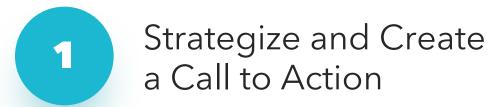
#GivingTuesday offers a number of benefits for your organization. It is an opportunity to raise awareness and fundraising for your organization through engaging new and current donors. People are looking to support a cause on #GivingTuesday, so make sure your organization is the one they chose!

Why create an email campaign this #GivingTuesday?

If you want to make the most of #GivingTuesday, you will need to let your 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!

#MyGiwingStory



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 <u>pre-written email templates</u> and <u>email banners</u>. 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.



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 <u>email templates</u> to guide your #GivingTuesday email campaign.