If You Tweet It, They Will Come...Maybe.

#GIVINGTUESDAY™

How You Can Use Analytics to Drive Your #GivingTuesday Social Strategy

As we enter into the third year of #GivingTuesday, the global social media and fundraising movement that drives nonprofit awareness, all signs point to another successful year with the potential for even more fundraising than last year. And this year, awareness is at an all-time high.

Giving, overall and online specifically, has seen steady increases year-over-year. Donor average gifts have also increased as more people expand their support to organizations. However, a little due diligence before a large campaign can help you maximize your reach and drive even more engagement—and donations—from across your supporter base.

With the right use of good analytics and supporting data insights, you can better identify target groups, segment campaigns, and optimize fundraising resources. Here are two important tips to help you do that.

Tip 1. Take a look back at previous years.

A simple review of common metrics gives you a baseline to better manage future campaigns. Make sure to look across all channels to see the full impact from your events, like #GivingTuesday.

We all live in a multichannel environment, and donors respond accordingly. Look at your campaign response rates first. Are there any segments that perform better than others? Did your lapsed donors come back after increased cultivation?

Your social media base will always vary depending on timing and what is happening in the social world. Do not get discouraged if you have fewer followers this year compared to last year. You should use the time before and after campaigns to really get out the best messages and communications about your organization.

And don’t forget, while #GivingTuesday centers around a single day of giving, it’s a time that helps promote an entire season of giving.

Using data smartly is just as important as reviewing results. With the right data assets you can find hidden populations in your database that you may not normally see. One example is to use data
Transcripts of your recorded conversations are appended to get a better view of your donors. New products can now mine for social media use, influence, and reach from your current house file with as little as an email address. Finding and leveraging these social champions can help you devise messaging to reach a broader population and increase conversations online.

An even simpler way of using this information is reviewing which social media site(s) are most popular with your donors. If the vast majority of your constituents use Twitter®, you’ll save time by focusing your efforts where it will make the most impact.

Know that not every single effort off the bat is going to be a success. Think back to your direct response training, and embrace testing. Try different email subject lines first before sending a larger campaign. Review sharing metrics from social media to see what resonates with your followers. You can even ask your constituents what they want to hear about and use this as a poll to increase engagement. Even small tests and monitoring results make a large impact to your future success.

#GivingTuesday is a great event and drives a year’s worth of fundraising. With the right use of data and analytics you can use this event to add to your other campaigns—whether online, over the phone, or in person—and increase your organization’s reach and donor support.

Here are a few key items to remember as you craft your #GivingTuesday social media strategy:

• Don’t forget to measure
• Focus your efforts for your constituent base
• Compare results and tactics with peers
• Use surround sound to drive messaging
• Find your social champions in your database
• Testing is key for driving future strategies

**Tip 2. Look to your peers.**

Comparing metrics across organizations helps identify opportunities for improvement. If a similar organization has a higher average gift than yours, ask them about their strategies. Chances are you can improve as well.

The gaps between metrics from your peers and your own performance can give you an idea of your fundraising potential. Use this information to critically assess your current practices, and use the potential identified to justify shifting resources if needed to meet the new levels seen.

To learn other strategies to help you leverage #GivingTuesday, check out www.blackbaud.com/givingtuesday where you’ll find tools for giving and can register for Blackbaud’s #GivingTuesday Connected Learning webinar series.