

#GIVINGTUESDAY™

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Andrea Heydlauff - @aheydlauff

@GivingTues

Rachel Hutchisson

Director of Corporate Citizenship and Philanthropy, Blackbaud

As member of the #GivingTuesday advisory team, Rachel works to spread the word about the movement. She launched a new website on #GivingTuesday 2013 for small-to-mid-sized business called www.BusinessDoingGood.com.



blackbaudTM
your passion > our purpose

#GI  **INGTUESDAY**TM

Blackbaud's Involvement

Reporting Giving Data



- 2011 – 2012 (inaugural #GivingTuesday): 53% increase in giving
- 2012 – 2013: 90% increase in giving
- 2013 – 2014: ?

Amplifying the Message Worldwide



- United States, United Kingdom, Australia, Canada...
- #GivingTuesday: Connected Learning webinar series

Educating Nonprofits and Small Businesses on How to Get Involved



www.BusinessDoingGood.com: A free, practical resource focused on helping small to mid sized businesses incorporate give-back programs into their organizations.

Quantifying Giving Beyond Dollars with the Giving Footprint™



www.everydayhero.com: The next generation of online giving platform that is transforming how people give to causes they care about most, by tracking total giving effort: effort, voice, community, and money.



NationBuilder

Tips for Setting a Goal for #GivingTuesday

NationBuilder Tip 1:

Build a true engagement ladder for your supporters, well beyond one-time giving.
Organizing works and this is the foundation.

Giving Tuesday is an opportunity to move individuals up the engagement as:

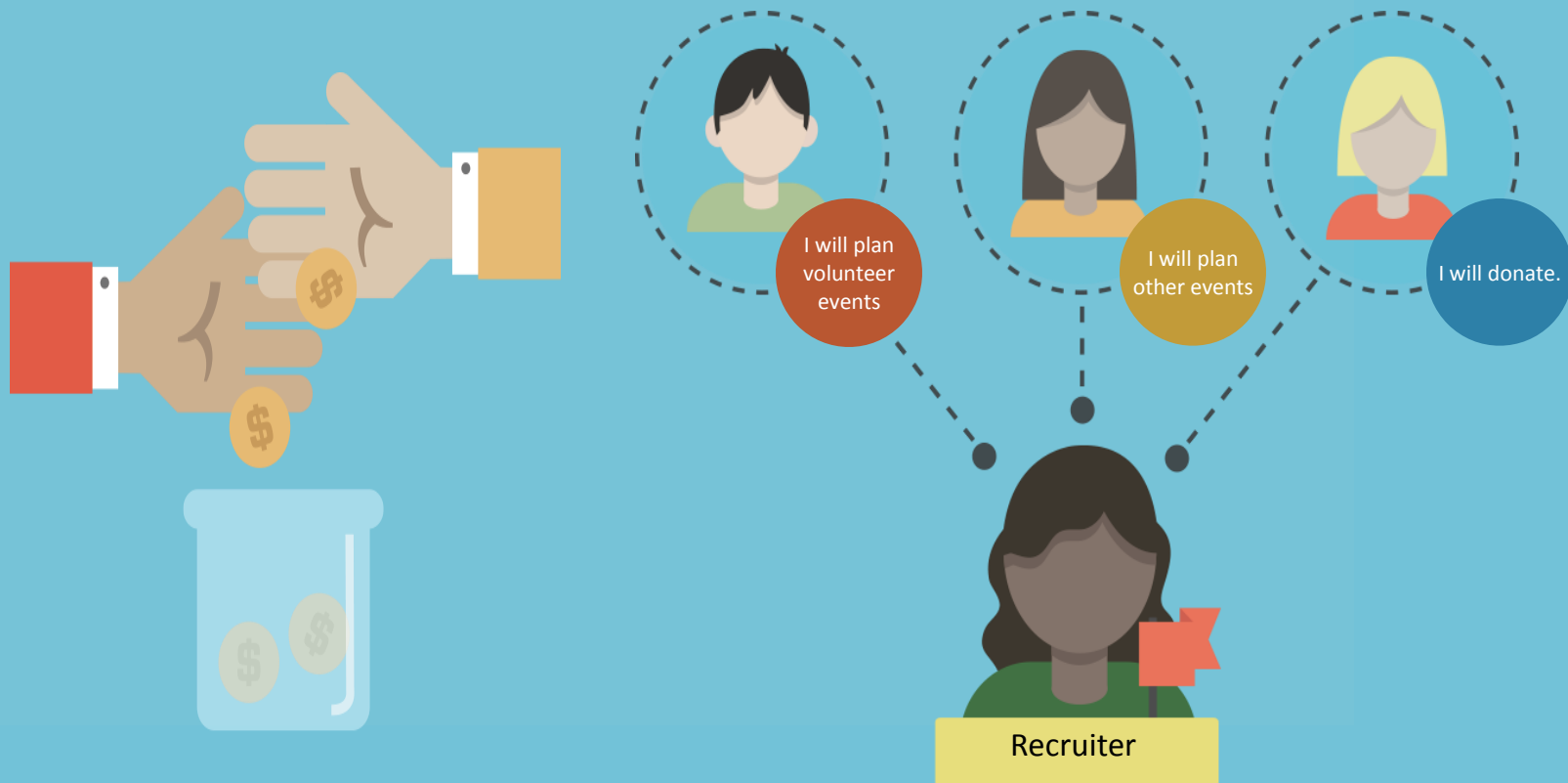
- advocates
- recruiters
- donors
- etc.



For research on the power of community organizing to build deep, engaged communities, see Appendix II: Research

NationBuilder Tip 2: Get your network to do it for you.

- Identify your organization's advocates and recruiters
- Leverage peer-to-peer outreach and personal network
- Task supporters with making an ask on your org's behalf



Tip 2b: Identify Advocates and Recruiters

Find the supporters responsible for bringing their networks and friends to your cause. Identify high influence supporters and their personal networks.



NationBuilder



Jane Lee liked your page 2 hours ago



Mike Fisher wrote on your wall 5 hours ago

Really enjoyed reading your posts! Keep up the good work!



Dave McCallister retweeted you 1 day ago



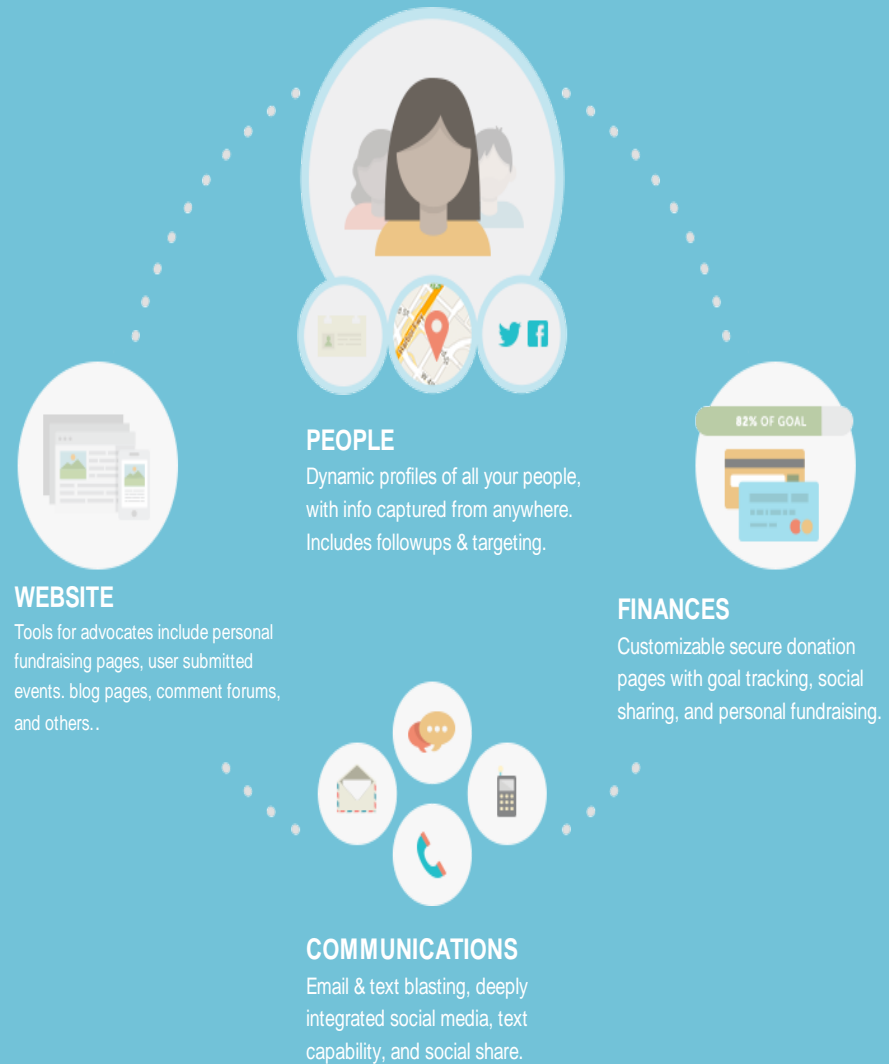
Lauren Cooper followed you 2 days ago



Tip 3: Give Advocates Resources to Be Effective

Equip your advocates with the organizing tools and resources they need to share, recruit, and grow your network.

- Personal fundraising pages
- Text capability
- Social share information
- User submitted events
- Subnations



NationBuilder Tip 4: Encourage authenticity and real relationship-building

Find the supporters responsible for bringing their networks and friends to your cause. Identify high influence supporters and their personal networks.



Mike Fisher

32 year old male • mikefisher@email.com
[Facebook message](#) • [Tweet](#)

Entrepreneur, coffee lover, rock climber
id: 15 nb: [@mikef](#)
📞 Last contacted by [Lauren Cooper](#)

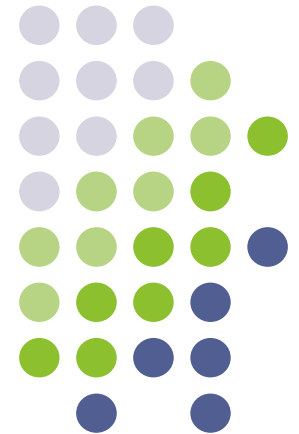
✉️ mikefisher@email.com
2 received emails • 4 email blasts

📞 (323) 234 5678
5 text blasts • 1 received call



#GivingTuesday.for.Nonprofit.

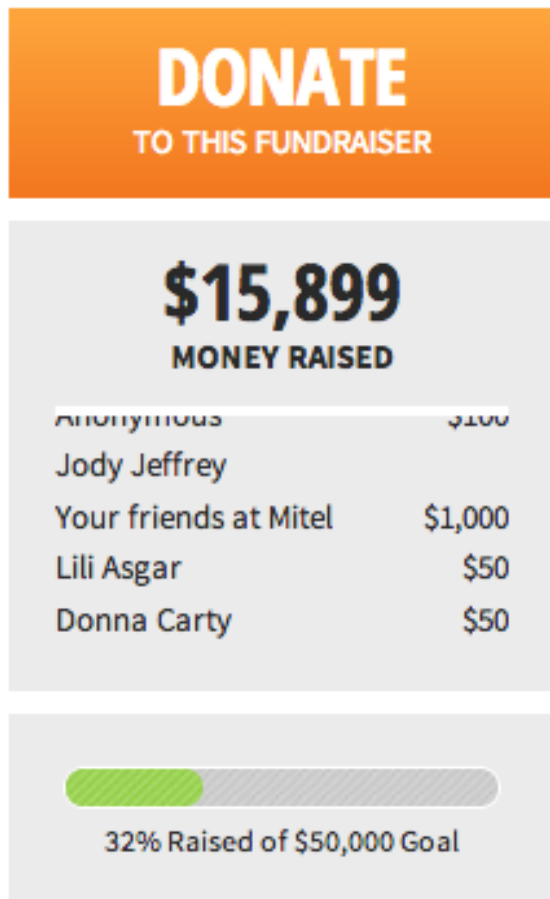
Tips.on.how.to.set.&.reach.fundraising.goals.



Joleen Ong, Marketing & Publications Director, NTEN
Twitter: @joleendearrest & @NTENorg



Set Measurable Goals



- # of new donors
- # of monthly donors
- % of renewed donations
- # of increased donation amounts
- # of new subscribers & social media followers

Underscores importance of maintaining database!



Repeat,.repeat,.repeat.



Principle.of.effecE ve.repeE E on.–.Increases.your.impact.&. effecE veness.when.communicaE ng..

Enlist.Your.Evangelists.



About Beth | Speaking | The Networked Nonprofit | Work with Beth | Best of Beth | Archives | Contact

Beth's Blog

How Networked Nonprofits Leverage Networks and Data for Social Change

25 NOV 2013

8 Comments

17 Likes | 0 Google+ | 47 Tweets | 0 Shares | 0 Email | 0 Pinterest

I'm Celebrating NTE on #GivingTuesday (Dec. 3rd at 9 am PST) – Join Me and NTE CEO Amy Sample Ward

FUNDRAISING



I'm taking off my red hat off on [#GivingTuesday](#) (Dec. 3) to celebrate [NTE](#), a small nonprofit, and its work to support the largest and most caring community of nonprofit techies to do their best work.

Hi, I'm Beth. Welcome!



MEASURING THE NETWORKED NONPROFIT

Buy Beth's New Book Now!

Subscribe via RSS

Beth Kanter

Subscribe via Email

Encourage Friendly Competition



THE TEAM: \$15,899 TOTAL RAISED SO FAR

[JOIN THE TEAM](#)



Share best practices &
give credit where it's due!



TOM KRACKELER

AMOUNT RAISED:
\$1,050

105% Raised of \$1,000 Goal



FARRA TROMPETER

AMOUNT RAISED:
\$631

126% Raised of \$500 Goal



EDWARD HAPP

AMOUNT RAISED:
\$600

24% Raised of \$2,500 Goal



NORMAN REISS

AMOUNT RAISED:
\$586

117% Raised of \$500 Goal

Demonstrate.Impact.



Lyndal Cairns
@lyndalcairns

Share



Following

The [@NTENorg](#) still has scholarships to its [#14NTC](#) annual conference in DC. I was one and it changed my life. Apply: nten.org/ntc/scholarshi...

Reply Retweet Favorite More

RETWEETS
3

FAVORITE
1



1:07 PM - 28 Jan 2014

Go Full Circle, On Multiple Channels



Helps to build trust & ensure repeat donations. See NTEN's final report:
<http://bit.ly/NTENFundraising2013>

Don't Forget!



#GIVINGTUESDAY™



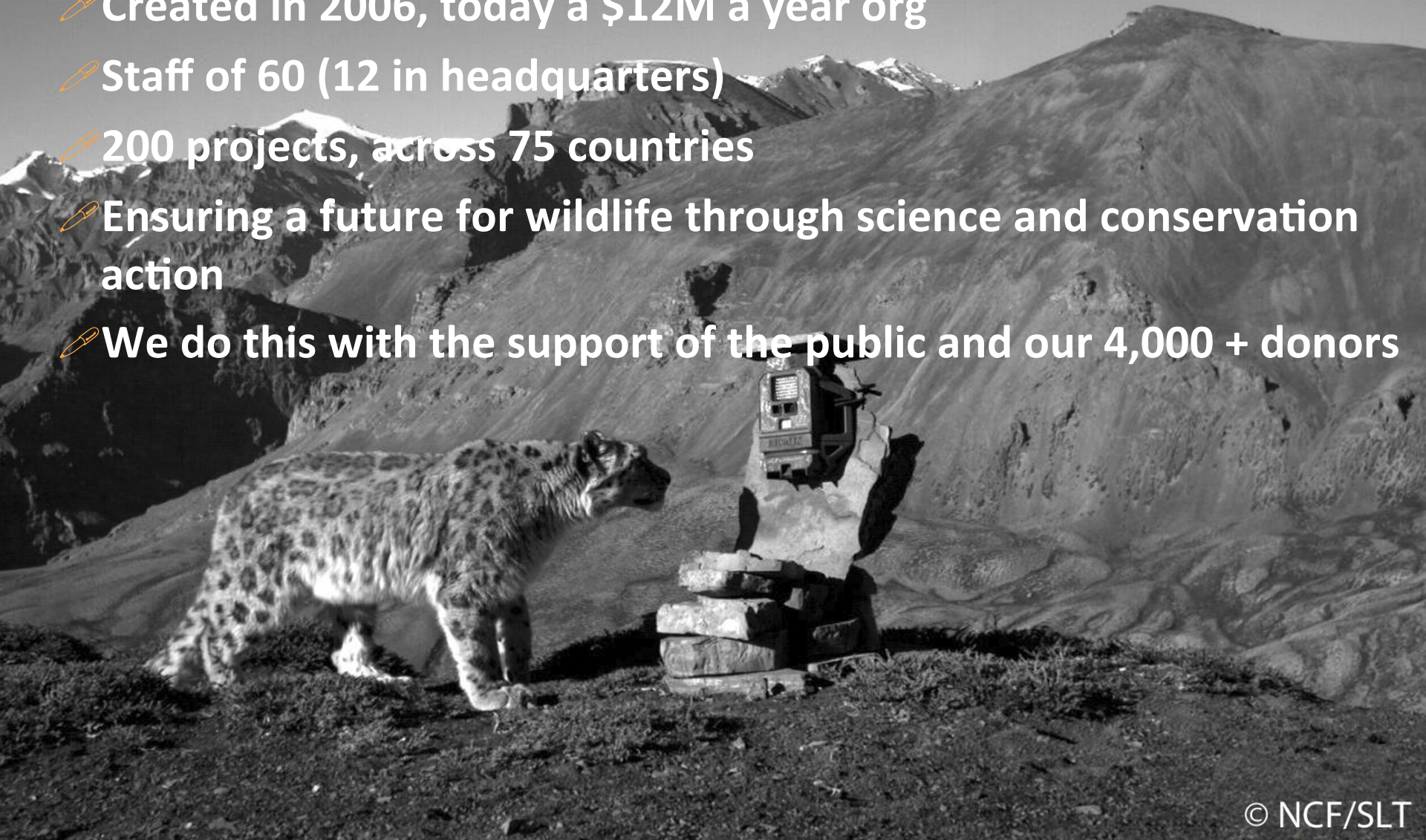
- #GivingTuesday is a bigger movement for the nonprofit sector, share the spotlight
Donations are investments in your organization, treat donors with respect
- Support does not always have to be financial

Setting Goals for Panthera's Giving Tuesday



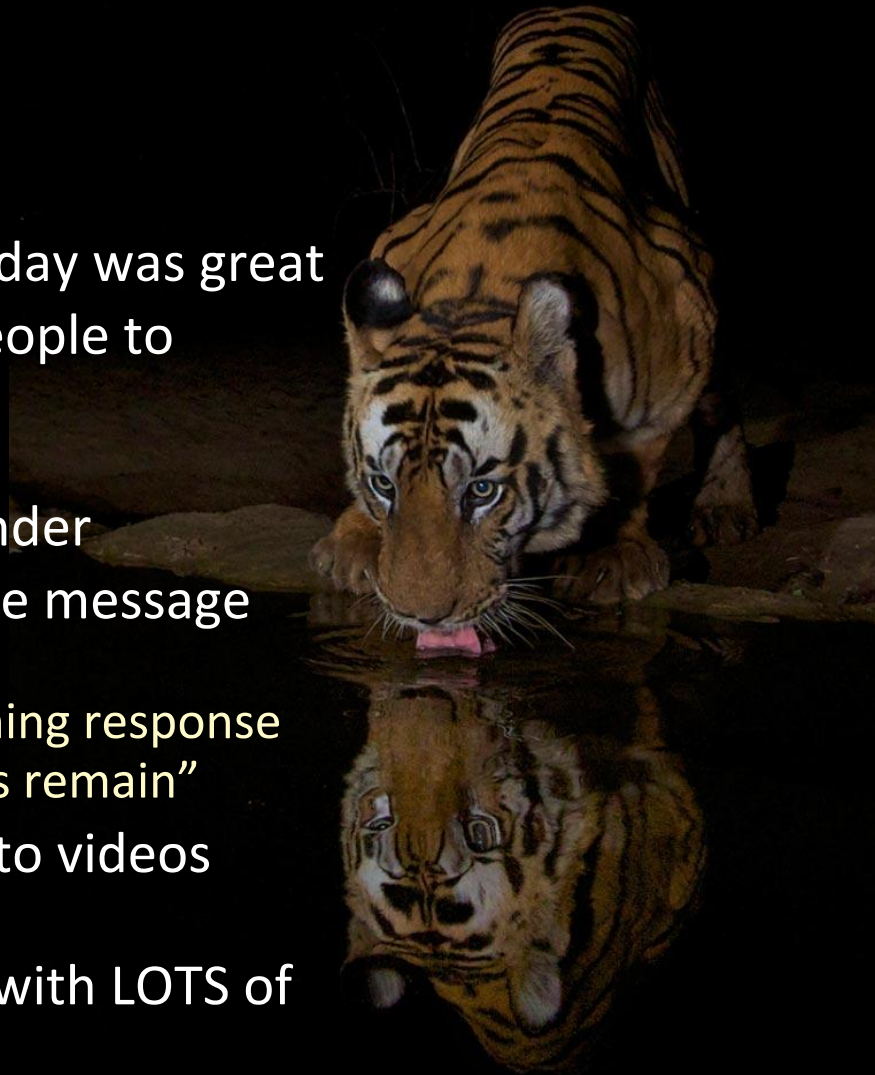
Panthera's Stats:

- ✎ Leading big-cat conservation organization
- ✎ Created in 2006, today a \$12M a year org
- ✎ Staff of 60 (12 in headquarters)
- ✎ 200 projects, across 75 countries
- ✎ Ensuring a future for wildlife through science and conservation action
- ✎ We do this with the support of the public and our 4,000 + donors



What Panthera Did on GT 2013:

- ✍ First, Year 1, 2012 – we had no goals!
 - ✍ But was a huge success ✍
- ✍ 2013 we were prepared
 - ✍ Used 2012 as benchmark
- ✍ Learned that having a MATCH for the day was great
- ✍ Email blast one week before asking people to pledge ahead of time
 - ✍ 110 people responded, 75% donated
- ✍ One email blast on Monday as a reminder
- ✍ Three emails blasts on the day – simple message
 - ✍ Morning reminder
 - ✍ Mid-day thank you for the overwhelming response
 - ✍ Early evening “it’s not too late, 5 hours remain”
- ✍ Facebook / Twitter / Widgets / Animoto videos
 - ✍ Double your impact
- ✍ Thank you email with amount raised, with LOTS of praise



Panthera's Results:

- ✍ Total Online Donations: **502**(
 - ✍ 6,700 site visitors though
- ✍ Amount Raised (online): **\$100,000**(
 - ✍ Typically \$15-\$30K per MONTH
 - ✍ \$500K for 2012 (unique)
 - ✍ \$1,040 GT 2011
- ✍ Amount Raised from MD: **\$413,613**(
- ✍ Donations driven by email
- ✍ Total Raised: **\$515,000**(
- (



Tips for Goal Setting

- ✍ If first year, 'set a goal that is reasonable based on who you are'
 - ✍ Look at past fundraising successes, 'list of contacts'
 - ✍ Be creative 'is it just a \$ goal? Actions?'
- ✍ Use 2012 as a goal to surpass
 - ✍ Double down!
- ✍ Know your audience and donors
 - ✍ Would a donor/group provide a match?
 - ✍ What motivates them?
 - ✍ Is it just digital, in person, or both?
- ✍ Develop a simple, key message
 - ✍ Tell an authentic story that is core to who you are'
- ✍ Develop a clear timeline for actions taken based on current or projected capabilities
- ✍ Don't be afraid to try new things, and expand upon next year'



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Thank You
for Making

#GIVINGTUESDAY™

a Huge
Success for
Wild Cats!

Thank!You

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Facebook:!!www.facebook.com/pantheracats

www.panthera.org