

#GIVINGTUESDAY™

Steve MacLaughlin, Blackbaud - @blackbaud

Sarah Jo Neubauer, Foundation Center - @fdncenter

Tara Verner, GreatNonprofits - @GreatNonprofits

@GivingTues

www.givingtuesday.org

TEN TIPS FOR ACHIEVING YOUR END-OF-YEAR GOAL

Steve MacLaughlin
Director, Product Management

blackbaud[™]
your passion > our purpose

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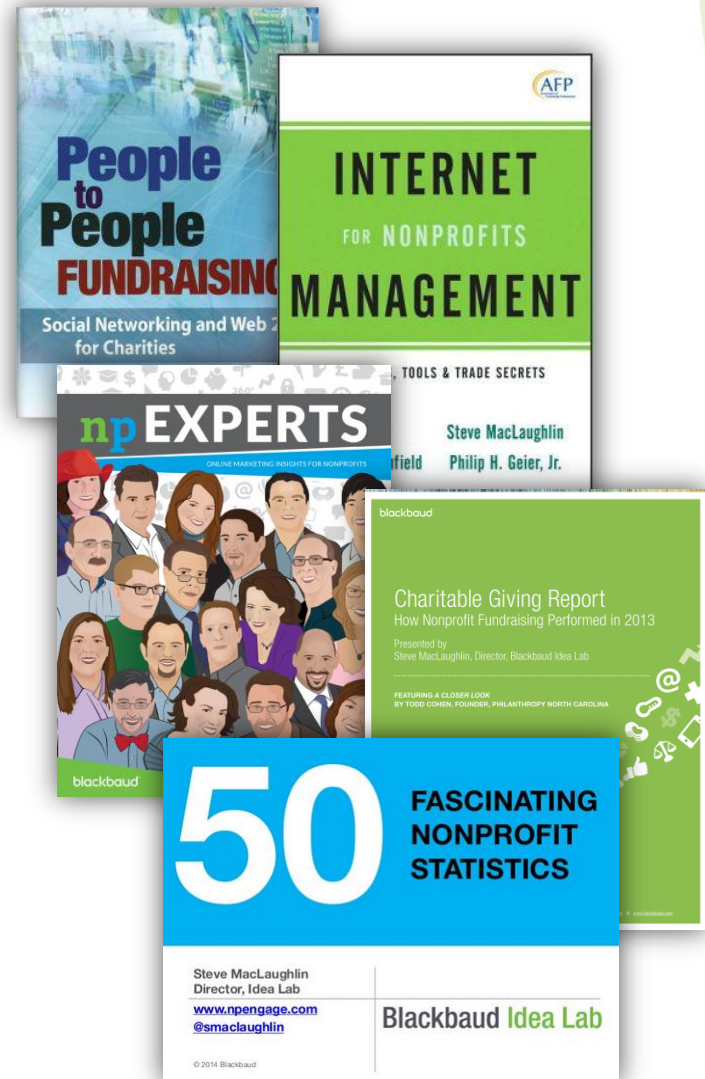
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▶ ABOUT ME

Steve MacLaughlin

- Director of Product Management at Blackbaud
- 15+ years of experience with online initiatives
- Serves on the Board of Directors of NTEN
- Quoted by *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *USA Today*, and appeared on *National Public Radio*
- Author and editor of several books including *Internet Management for Nonprofits* and *Charitable Giving Report*

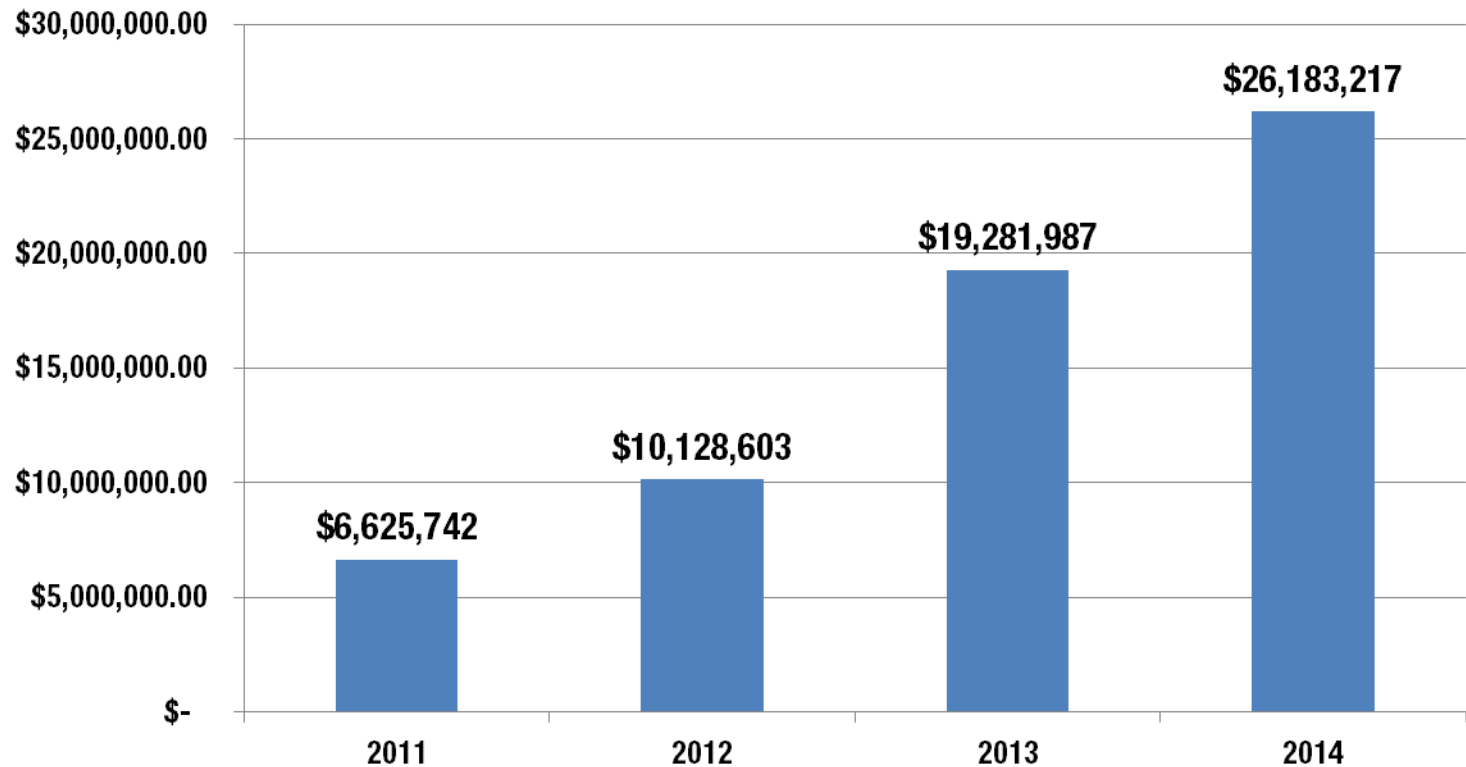
@smaclaughlin





Giving Tuesday 2014 Online Giving Results

▶ Giving Tuesday Growth



- Giving Tuesday 2014 donations were up 36% compared to 2013
- Online transactions were up 50% compared to last year
- Since 2012, online donations on Giving Tuesday are up 159%



Reality Check

► TICK TOCK. TICK TOCK.



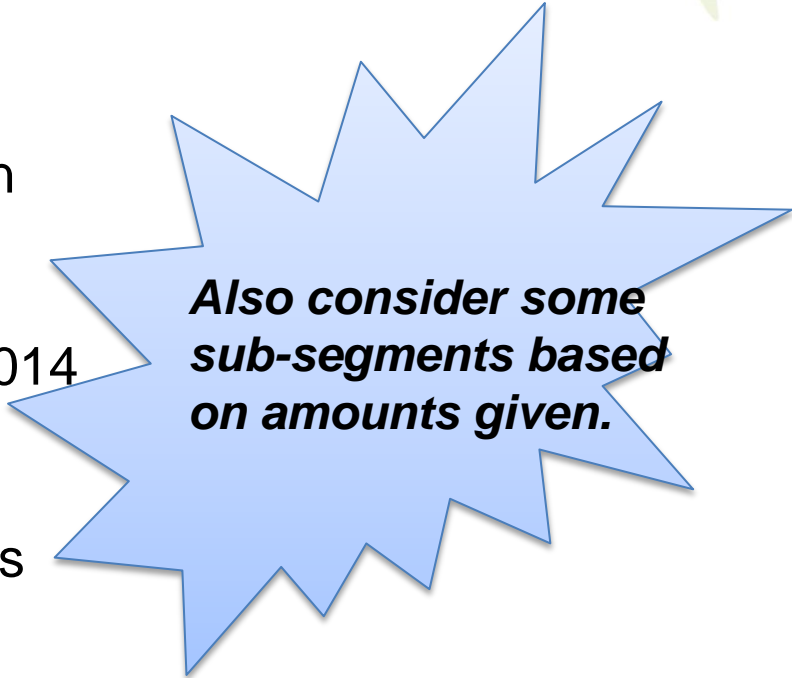
December 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 	3	4	5	6
7	8	9 	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Christmas Day	26	27
28	29	30	31			

► TICK TOCK. TICK TOCK.

December 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 	3	4	5	6
7	8	9 	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Christmas Day	26	27
28	29	30	31			

► **READY, SET, SEGMENT**

- **LYBUNT Donors**
 - Gave in 2013 but not yet in 2014
- **SYBUNT Donors**
 - Gave prior to 2013 but not since then
- **Current Year Donors**
 - Gave a single gift in calendar year 2014
- **Recurring Gift Donors**
 - Giving monthly for at least six months
- **Non Donors**
 - Have never given to the organization



Also consider some sub-segments based on amounts given.

▶ SHOW THE GOAL

Home | Español | My Account | Events | Research | Jobs | Contact Us

OXFAM America WORKING TOGETHER TO END POVERTY AND INJUSTICE

Search Site Advanced Search

RIGHT NOW: HELP CHANGE LIVES

Your gift will ensure that people get the tools they need to build a better life for their families. You'll help refugees and disaster survivors rebuild. You'll help farmers adapt to climate change and feed their kids. Your year-end support of Oxfam can do all this and more: make a tax-deductible donation now.





Photo by: Ella Dickinson/Oxfam

Time remaining: **00:00:00**

Goal: **\$3.2 million**

- \$5,000
- \$1,000
- \$500
- \$100
- \$50
- \$35
- Other:

SUBMIT



OXFAM America

IT'S RIGHT & WRONG

WHAT WE BELIEVE

poverty

IDEAS & ANALYSIS

And when will Congress discover the working poor crisis?

Dec 30, 2013

► SHOW THE GOAL

ROCHESTER COLLEGE *Challenging Academics. Christian Community.* [GIVING](#) | [ATHLETICS](#) | [MY RC](#)

[APPLY NOW](#)

[PROGRAMS & MAJORS](#) [ADMISSIONS](#) [ALUMNI](#) [ABOUT RC](#)

Donate

Raised so far **\$5,000** Fundraising goal **\$35,000**

\$0 \$17,500 \$35,000

Donation

Why do you give?

Tribute Gift

▶ MAKE IT A CHALLENGE

The image shows a screenshot of a website with a donation pop-up. The website header includes navigation links: "Offices • News & Media • Events • Log In • Shop" and a search bar. The main content area features a circular logo for "SAVE THE BAY" and the text "CHESAPEAKE Bay Foundation". A large banner on the left side of the page reads "DEADLINE: DECEMBER 31" and "GOAL: \$350,000". The pop-up window is white with a red border and contains the following text: "• help save the Bay •", "DOUBLE YOUR IMPACT", "Help us reach our goal of \$350,000. Make your tax-deductible gift before midnight December 31 and your gift will be doubled.", a photograph of a blue heron on a nest, and a red button that says "Donate Now!". A small "Close this window forever" link is located at the bottom right of the pop-up. The background of the website is dark with a grid of images related to the foundation's work.



► ONLINE AVERAGE GIFT AMOUNTS



2012 Online Average Gift Distribution by Month by Sector

Sector	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Arts and Culture	\$145	\$136	\$143	\$123	\$131	\$110	\$147	\$161	\$122	\$110	\$159	\$219
Education	\$551	\$514	\$545	\$531	\$536	\$735	\$437	\$401	\$421	\$454	\$581	\$1,234
Environment, Animals	\$237	\$226	\$313	\$250	\$356	\$288	\$225	\$156	\$118	\$153	\$286	\$451
Healthcare	\$99	\$88	\$81	\$79	\$83	\$97	\$90	\$87	\$79	\$81	\$98	\$297
Human Services	\$70	\$79	\$107	\$114	\$116	\$118	\$116	\$125	\$116	\$125	\$178	\$296
International Affairs	\$133	\$108	\$119	\$97	\$103	\$93	\$85	\$113	\$116	\$108	\$156	\$233
Public/Society Benefit	\$115	\$119	\$165	\$164	\$130	\$119	\$115	\$130	\$136	\$139	\$125	\$190
All Sectors	\$125	\$118	\$129	\$116	\$121	\$160	\$116	\$115	\$104	\$114	\$159	\$363

▶ EMAIL CAMPAIGN CALENDAR

December 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 	3	4	5	6
7	8	9 	10 <i>Second Gift</i>	11 <i>Appeal #1</i>	12 <i>Lapsed Donor</i>	13
14	15 <i>Appeal #2</i>	16	17 <i>Second Gift</i>	18 <i>Appeal #3</i>	19 <i>Lapsed Donor</i>	20
21	22 <i>Lapsed Donor</i>	23	24 <i>Second Gift</i>	25 Christmas Day	26 <i>Appeal #4</i>	27
28	29 <i>Appeal #5</i>	30 <i>Lapsed Donor</i>	31	<i>Thank You</i>		

▶ EMAIL CAMPAIGN CALENDAR

December 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 	3	4	5	6
7	8	9 	10 <i>Second Gift</i>	11 <i>Lapsed Donor</i>	12 <i>Challenge #2</i>	13
14	15 <i>Challenge #1</i>	16	17	18 <i>Challenge #3</i>	19 <i>Lapsed Donor</i>	20
21	22 <i>Challenge #4</i>	23	24 <i>Second Gift</i>	25 Christmas Day	26 <i>Challenge #5</i>	27
28	29 <i>Challenge Final</i>	30 <i>Second Gift</i>	31 <i>Thank You</i>			

► BE THANKFUL



www.roomtoread.org

— Thank You —

Thanks to your incredible support, we've helped change the future for nearly 9 million children. As 2013 comes to a close, a few of us got together to say thanks.

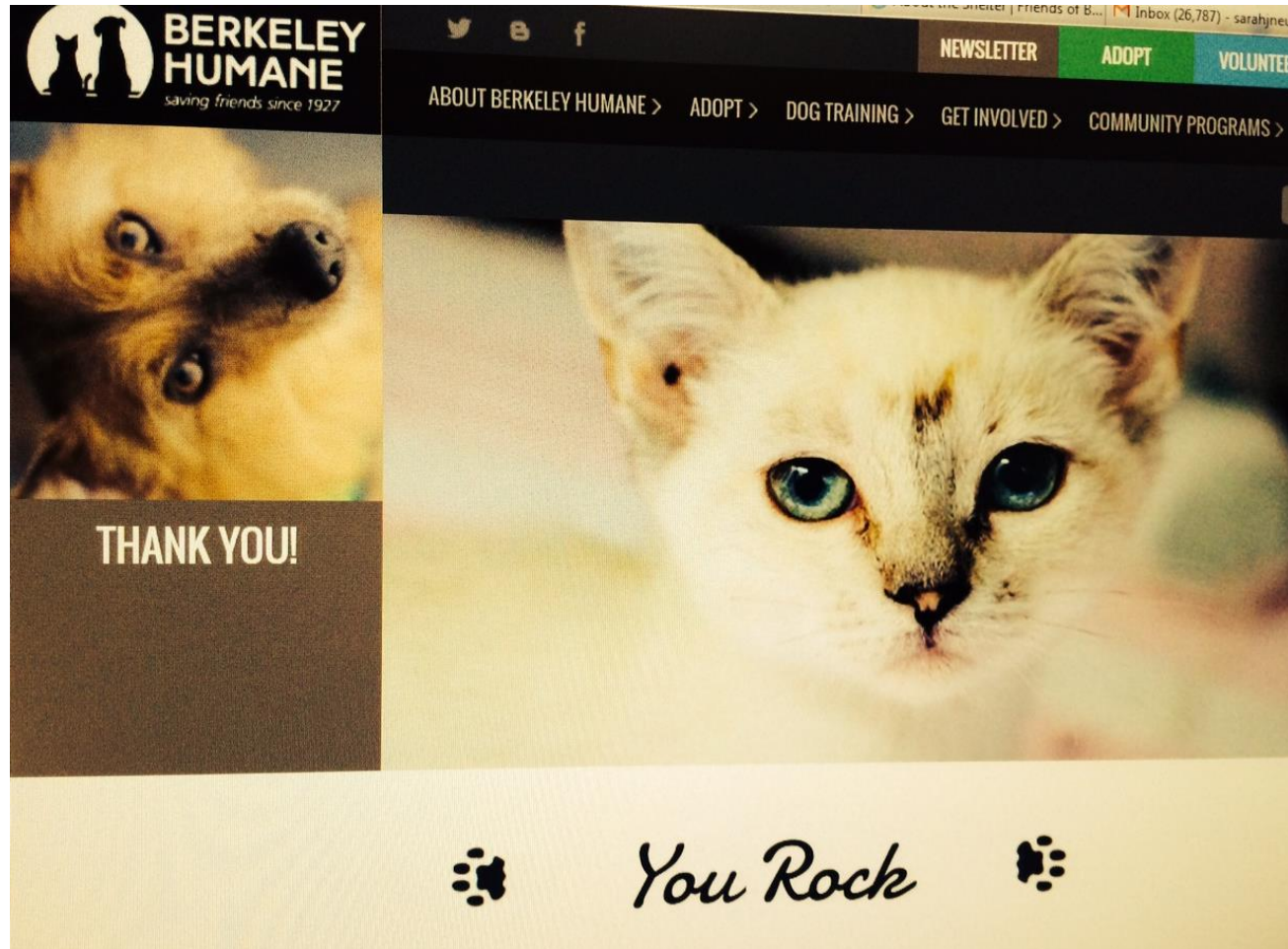


Tips + Ideas for SUCCESSFUL End-of-Year Fundraising



FOUNDATION
CENTER

DONOR ACKNOWLEDGEMENT

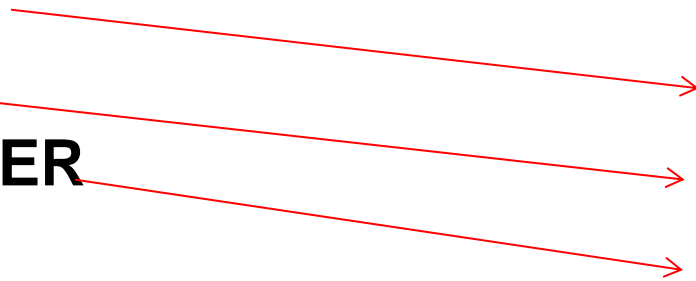


CONSISTENT COMMUNICATION

DIRECT MAIL

WEBSITE

E-NEWSLETTER



MUTTVILLE[®]
senior dog rescue



Read the
love story
made possible
by your
donations!

DONOR CENTERED



BE DATA INFORMED



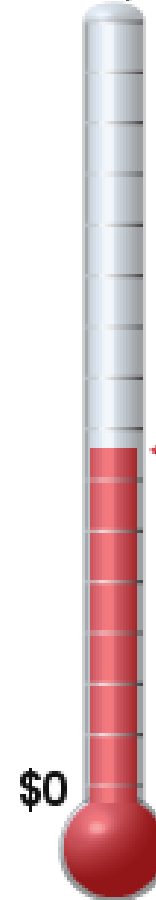
FOUNDATION
CENTER

USE STRONG LANGUAGE

**WHAT
DOES
YOUR
WRITING
SAY?**

URGENCY! | EXCITEMENT!

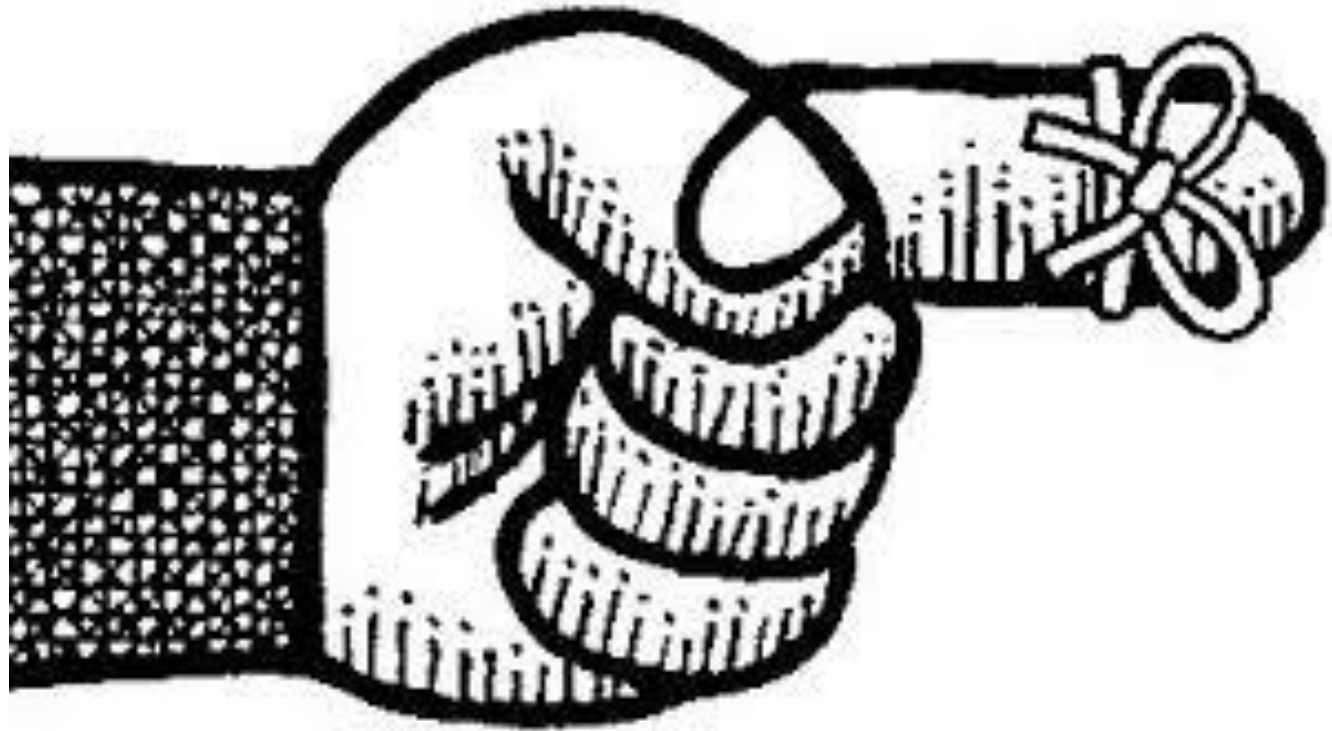
GOAL
\$150,000



\$65,816
RAISED
(\$32,908 +
\$32,908 in
matching
funds)

\$0

SEND A FOLLOW UP



22 days until the end of the year!

- Donor acknowledgement
- Consistent communication
- Donor-centered
- Be data-informed
- Use strong language
- Urgency! Excitement!
- Follow up

#GivingTuesday is Over, Now What

How to showcase impact online after
#GivingTuesday



GreatNonprofits
REVIEWS THAT MAKE A DIFFERENCE

First, Congratulations on Your Hard Work on #GivingTuesday & ALL YEAR



#GivingTuesday! Now what?



GreatNonprofits
REVIEWS THAT MAKE A DIFFERENCE

How to keep the momentum going?

- * Cultivate social media
- * Leverage your website
- * Extend giving beyond one day
- * Evangelize donors and your base
- * Tap into other ways to engage users



Highlight:

- * Thank supporters
- * Showcase benefactors and success stories
- * Show the impact of your mission

Cultivate Social Media



Like Tweet Share

[Click to view this email in a browser](#)

FISTULA FOUNDATION

Help give a woman a new life.

Take the pledge that keeps on giving.

This holiday season, take the #nopresentspledge. When you give up presents, a woman in need can receive the gift of health.

See the Pledge

#nopresentspledge

Yesterday, you helped us raise an incredible **\$32,543** on **#GIVINGTUESDAY™**

More than **THREE** times our goal!!!
(and a new #GivingTuesday record for us!)

We can't wait to put your generosity to good use, treating women and changing lives!

On behalf of the women you help us heal:



Thank you!!!!

FISTULA FOUNDATION

We believe that no woman should suffer a life of isolation and misery simply for trying to bring a child into the world. We are dedicated to raising awareness of and funding for female repair worldwide to treat women who are suffering from obstetric fistula. We have funded local partners in 28 countries across Africa and Asia - funding more female repair surgeries worldwide than any other nonprofit not receiving government funding. Based in San Jose, California, in the heart of Silicon Valley, Fistula Foundation is honored to have received nine consecutive 4-Star ratings from Charity Navigator; only 1 percent of charities have received this designation.

Contact us toll-free: [800.756.3700](tel:8007563700) | E-mail us: info@fistulafoundation.org
Join the conversation! Follow us on [Facebook](#) and [Twitter](#) and [LinkedIn](#)

Irwin Naturals added 3 new photos. Yesterday at 4:23pm ·

Final #GivingTuesday project is helping our neighbors at Sunrise Senior Living decorate for the holidays! #GiveWithIrwin



Like · Comment · Share

3 people like this.

Tips on Social Media

- * Favor, re-tweet, or reply
- * Send a genuine thank-you's with details on impact
- * Blog about your impact

Cultivate Social Media



Amplify engagement with visuals:

- * Infographics (tools: Picktochart, Visuall.y, InfoActive and more)
- * Thank you videos
- * Photos of those helped



2014 DATA REPORT



GreatNonprofits.org has

Over **200k** reviews written
and
over **40k** reviews added in **2014!**

Over **3 Million** site visitors and over **13 million** page views!



GreatNonprofits focuses on helping people make great giving decisions through socially sourced feedback and reviews.

– Bill Gates, Co-Chair, Bill and Melinda Gates Foundation and Chairman of Microsoft



GreatNonprofits
REVIEWS THAT MAKE A DIFFERENCE

Cultivate Social Media: Tag Boards, Awards, Reviews

#tagboard

Search any #hashtag

Create a tagboard

Atlanta GLOW @AtlantaGLOW
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)
9 Sep 10:19am

Birds of VT Museum @BirdsofVermont
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/) Deadline Oct 31.
9 Sep 10:05am

TC Society @TCSociety
Help us renew our @GreatNonprofits Top-Rated Status (#GreatNP14). Review us! bit.ly/1AXBKRs it only takes 2 minutes.
8 Sep 4:05pm


ENACT @enactinc
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us!... fb.me/6XmUlviiK
8 Sep 12:41pm

GreatNonprofits a day ago
Here's a heartwarming review about the Chelsea Hutchison Foundation!
Learn more about them and other Top-Rated #nonprofits at GreatNonprofits! <http://bit.ly/1eTehOU>

Can You Identify Me? a day ago
Nominate us for the @GreatNonprofits Top-Rated List (#GreatNP14)! <http://greatnonprofits.org/reviews/write/can-you-identify-me>

CPLFoundation @CPLFoundation
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)
8 Sep 7:35am

m25m_org
30 Jul 8:57am



Thank you Great Nonprofits for naming us a 2014 Top-Rated Charity




GREATNONPROFITS 2014 TOP-RATED NONPROFIT

Thanks to all our supporters for the many positive reviews and to Great Nonprofits for naming us a 2014 Top-Rated Charity! #m25m #GreatNP14

Sign in with Instagram to Like or Comment

FamilyHealthM @FamilyHealthM
Nominate us for the @GreatNonprofits Top-Rated List (#GreatNP14)! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)

Summit Adventure about a month ago
Have you had an experience like this one with Summit Adventure? Please support us by writing a short review! <http://greatnonprofits.org/reviews/write/summit-adventure> (#GreatNP14)!



Like - Comment

Monroe Co United Min @MCUMin
Hey #Volunteers! Help us get a @GreatNonprofits Top-Rated Award. Review us! <http://bit.ly/1Bz1Bo> #GreatNP14

Pastorist ChildFoun @KenyaChildFund
Nominate us for the @GreatNonprofits Top-Rated List (#GreatNP14)! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)

GREAT Nonprofits
GREATNONPROFITS 2014 TOP-RATED NONPROFIT



SUPPORT FOR FAMILIES OF CHILDREN WITH DISABILITIES

Congratulations

Your community has selected your organization as one of the 2014 Top-Rated Nonprofits using GreatNonprofits. You are among a distinguished few to receive this community endorsement.



Perla Ni
CEO Greatnonprofits

Support For Families Of Children With Disabilities
WOW, that was fast! We've gotten over 15 reviews from our wonderful community (you!) since 4pm yesterday, so we're a 2014 Top-Rated Nonprofit (#GreatNP14)! THANK YOU!! <http://greatnonprofits.org/support-for-families-of-children-with-disabilities>

Leverage your website



Optimize your web presence

- * Blog after the event or post info on your site
- * Make donation links visible

The screenshot shows the Cure JM Foundation website. At the top right, there are links for "Contact Us" and "Site Map", and a search bar. The main navigation bar includes "DONATE" (highlighted), "Home", "About JM", "About Cure JM", "For Families", "Research", "News", and "Get Involved".

The central banner features a child holding a sign that says "THANK YOU" with balloons. The text reads: "You did it! Your generosity and hard work raised over \$120,000 and won the \$10,000 bonus." Below this is a "More Info" button and a progress indicator.

Text below the banner: "Cure JM Foundation is a 501(c)(3) nonprofit organization dedicated to finding a cure for Juvenile Myositis (JM). JM is a group of rare and life-threatening autoimmune diseases. Approximately 2 to 4 children in a million in the United States are diagnosed with JM each year. Our mission is to provide support for families coping with JM, raise awareness of JM, and fund research that will ultimately lead to a cure."

Quote: "From the moment I made contact with Cure JM, they have made us feel"

Right sidebar includes: "GIVE NOW" button, "Newsletter Sign-Up" with an envelope icon, "Quick Links" section with social media icons (YouTube, Facebook, Twitter, LinkedIn, Google+), and a list of links: "Patient Registry", "National Conference", "Myositis and You Book", "Video for the Newly Diagnosed", "Message Board", "Cure JM Store", and "Organize Your Own Cure JM Fundraiser".

Leverage the web

GreatNonprofits Find a nonprofit or charity Near a city or state Hello, tvamer

Tour for Nonprofits Top-Rated Awards About Us Write a Review Affiliated Sites

Stages Of Breast Cancer	Breast Cancer Treatment	New Cancer Treatments
Breast Cancer Foundation	Breast Cancer Self Exam	Donate To Cancer Patients
Help Kids With Cancer	Early Signs Of Breast Cancer	Foods That Fight Breast Cancer

National Breast Cancer Foundation, Inc.
★★★★★ 128 reviews
Issues: Health, Human Services, Breast Cancer
Location: 2600 Network Blvd STE 300, Frisco, TX 75034 USA
Mission: The National Breast Cancer Foundation's mission is to save lives through early detection and to provide mammograms for those in need. Our mission includes increasing awareness through education, providing diagnostic breast care services for those in need. [Read more...](#)

Community Reviews

sheilaple
Role: Volunteer

★★★★★ November 24, 2014

Thank you for hosting our donation page. Lauren and Michelle...YOU ROCK! The process was so easy and you were always there to help with any questions. We had an amazing turnout this year and raised almost \$1000 more than last year. It couldn't have been possible without your support of our fundraiser. [... more](#)

[MORE FEEDBACK](#)

Was this review helpful? Yes

[Comments \(0\)](#) Share this review: [✉](#) [🐦](#) [📘](#)

[Write a Review](#)

2014 TOP-RATED NONPROFIT

[See How \\$25 Can Help](#)

[See How 3Hrs Can Help](#)

[Edit Org Profile](#)

Express impact online
Tell people what every dollar or hour can do
Make donation links visible

What your donation will do

\$100 can pay for: a mammogram for a woman in need

[Donate](#)

3 hours of volunteer time for this nonprofit will...

Spread the message of early detection as a Virtual Volunteer

Extend Giving: Holidays



Giving is not Just One Day

* Extend the giving season to cover the holidays



Standing with South Asia About Us Our Work Contact Us Ways to Give Prayer Updates

Alternative Christmas

Join us in giving an Alternative Christmas Gift that truly counts.

Donating in honor of a friend or family member?

- 1). Make your purchase for all gifts you'd like to give away for Christmas.
- 2). Once purchased, go to Alternative Christmas Notes to print a message telling your loved ones a gift was given in their honor.
- 3). Give that filled out print away to each person as an Alternative Christmas gift.

This two fold gift may be the most appreciated present you give this season; you are blessing your loved ones, as well as your South Asian brothers and sisters!

God Bless and Merry Christmas!

Click to Donate

One Time Monthly

\$0.00

Donate

ALTERNATIVE CHRISTMAS



Search site

Search



WHAT IS FISTULA? ABOUT US WHERE WE HELP FINANCIALS JOIN US GIFTS THAT HEAL

DONATE

Help give a woman a new life.



#nopresentspledge

Take the pledge that keeps on giving

This holiday season, take the #nopresentspledge. When you give up presents, a woman in need can receive the gift of health.

See the Pledge



Send a Gift



Take the Pledge



A Top-Rated Charity



Your Donation Matters



Watch Our Video



Where We Help



Join Us

Donations

Donation Trips	\$30	Add to cart
Books	\$40	Add to cart
Month	\$50	Add to cart
	\$100	Add to cart
or Jesus Film	\$400	Add to cart
	\$50	Add to cart

Extend Giving: Holidays



FNE International

ABOUT ▾

PROJECTS

EVENTS

OUR FRIENDS

CONTACT

GET INVOLVED ▾

Donate Now

HOLIDAY DONATION DRIVE



Welcome to the donation page for our annual Holiday Campaign! FNE International is making an end-of-the-year push to raise funds. It has been a busy year and we are continually expanding our current projects and exploring new project options. Our work would not be possible without the support of our former trip participants and supporters. We have many ongoing projects and new ideas we want to make a reality. Make a donation today!

Contribute a Photo

Help our campaign by submitting a picture: Do you have a favorite shot taken while working with FNEI in 2014? We will be posting it on Instagram each day during our holiday campaign. Send us your favorite picture with 6 words (no more, no less!) that you feel best describe the photo. Please send your pictures to [Sarah Cannon](#) and look out for them on Instagram!

Donate Now



FriendsNE

December 1

2014 was an extremely successful year for FNE! Today we kick off our month long reflection of sharing our memories from 2014 with our "Picture of the Day." If you joined us on a trip in 2014, please send along your favorite photo with a 6-word caption.

"Fun with a parachute - pure joy!"

Board member Melissa Faulkner- April Educator trip



Like · Comment · Share · Hootlet

Extend Giving With Holiday Recognition

* Look for other ways for people to acknowledge you

Extend Giving

- * Crowdrise holiday challenge that runs through 1/6
- * Success Story: Cure JM
- * Go to:
www.crowdrise.com/givingtowerholidaychallenge



 crowdrise
@crowdrise

 Follow

A full-scale #GivingTower is live in NYC. Hit the World Wide Plaza if you're around. So huge: crowdrise.com/GivingTower

6:25 AM - 2 Dec 2014

 RETWEETS  FAVORITES

Evangelize Your Base



Make Your Impact Personal

- * Showcase why your donors gave
- * Leverage constituents to showcase your impact
- * Showcase your volunteers and the hours of their time
- * Leverage reviews and testimonials

Evangelize Your Base



Make Your Impact Personal: Leverage reviews & testimonials in email newsletters



Why support the IRC? Here's what some of our donors say:

"The IRC is one of the most effective and ethical organizations I know when it comes to **helping real people** on the ground in the **most urgent situations.**"

- Rita posted on [GreatNonprofits.org](https://www.greatnonprofits.org)

"Their **integrity and transparency** are outstanding."

- David posted on GreatNonprofits.org

"When my mother passed away, I selected the IRC as my recommended charity for anyone wanting to make a donation in her memory. She was a Holocaust survivor; the IRC was involved then, and continues to be involved, helping people flee unimaginable lives. ... **I wouldn't be here to recommend the IRC if they hadn't begun their work almost 80 years ago**, but a lot of people owe their lives, and the quality of their lives, to this organization's mission."

- Peter posted on GreatNonprofits.org

We are a sound and effective place to put your charitable dollars.

Top-Rated Awards



GREATNONPROFITS TOP-RATED AWARDS

Winners get:

- * Top Rated Badge, Certificate, Marketing Kit
- * Leaderboard & #GivingTuesday Guide Listing
- * Promotion on Huffington Post and other media
- * And more

WHY GATHER REVIEWS ON GNP?

- 80% of donors say reviews influence giving
- 90% of donors say reviews help them better understand your mission



GREATNONPROFITS

**YOU ARE A
TOP-RATED
NONPROFIT**

GREAT Nonprofits

SOCIAL MEDIA & MARKETING KIT



To help you field more reviews, GreatNonprofits is publishing this comprehensive Marketing and Social Media Kit. Use this resource to get on the list or spread the word of your nonprofit's stories of impact.

THANK YOU!

For more: Get our Marketing Guide

Get a free copy of the guide below:
Click here: <http://slidesha.re/1dyOW4l>

Email: tara@greatnonprofits.org

Or Visit: greatnonprofits.org

Other information:
GreatNonprofits.org
[@GreatNonprofits](https://twitter.com/GreatNonprofits)

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