

# #GIVING TUESDAY™

**Madeline Turner - @blackbaud**

**Morra Aarons-Mele - @morraam**

**Mai-Lan Pham- @mailanpham**

**Camp Kesem - @campkesem**

**@GivingTues**

**#GivingTuesday**

# 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](http://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](http://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.

**#GIVINGTUESDAY™**

**Morra Aarons-Mele**

**@morraam**

**Multi Channel Online Marketing, Social Media and Donor Love**

# What's Amazing About #GT

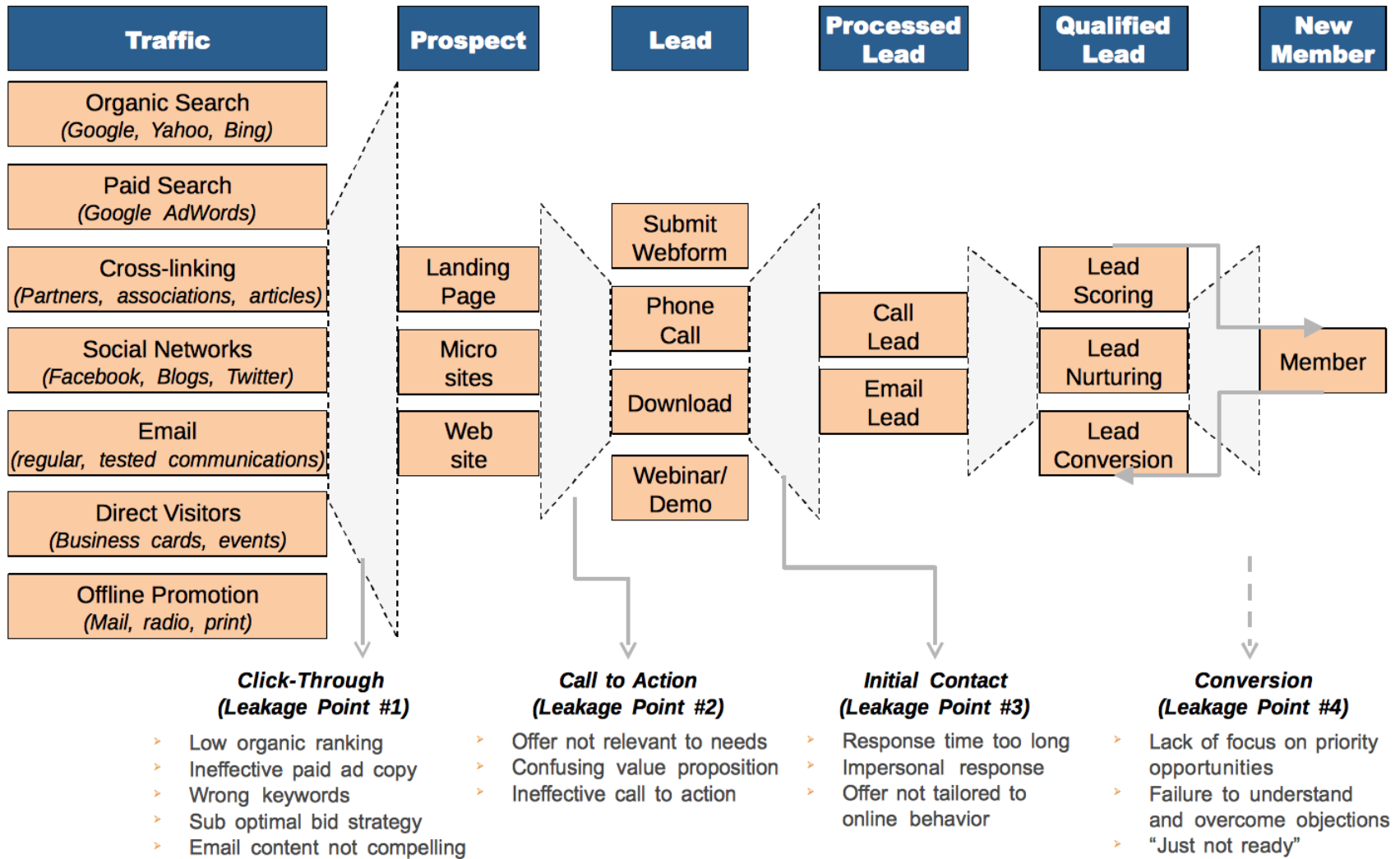
Potential to effectively use social media for online fundraising!

“Step away from the email....”

Prospects and Donors: All about the channels

Who is the audience for the channel? What do they respond to? How can you get them to convert?

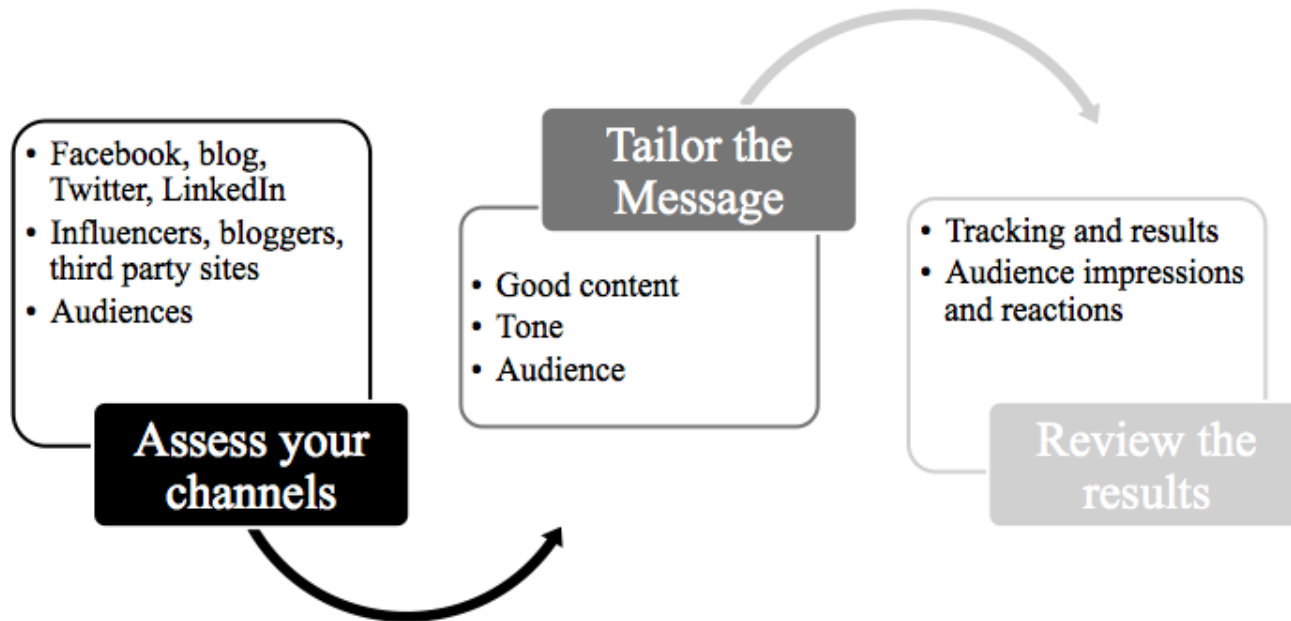
# 1. Performance Funnel – digital “direct mail”





# Roadmap for Digital PR

## Know what you stand for



Who loves you? Put them to work.





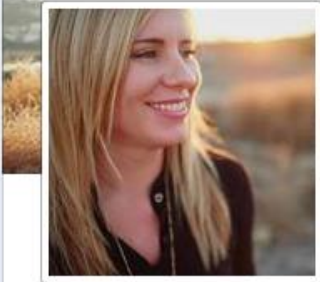
Create Page

Let's Get Digital  
generalassemb.ly



Learn about Digital Marketing, digitally Start here for free.

Clean-Lined Design  
onekingslane.com



## Kristen Howerton

24,974 likes · 9,041 talking about this

### Personal Blog

Rage Against the Minivan is a blog about negotiating the indignities of motherhood. Like driving a minivan. And other such things.

About - Suggest an Edit



24,974

Photos

Likes

Insta

# #CSRChat

Save



**Ruth-Anne Renaud** @rarenaud · Feb 19

Great Q via @susanmcp1: women=75% philanthropy workforce. How can they inspire women to lead in other sectors? #CSRChat #LeanIn @LevolLeague

Expand ↩ Reply ↻ Retweeted ★ Favorite ... More

Retweeted by Dalila Wilson Scott



**Michele Ozumba** @MicheleatWFN · Feb 19

@susanmcp1 A12d Cross sector partnerships are important in creating new platforms for influence, for movement building. #CSRChat

View conversation ↩ Reply ↻ Retweet ★ Favorite ... More



**Aman Singh** @AmanSinghCSR · Feb 19

Yes...start thinking outside the box. Literally RT @AndreaLearned: A11 need to get stories out beyond usual women's orgs/channels #csrchat

Expand ↩ Reply ↻ Retweet ★ Favorite ... More

Favorited by Liz Whitehead



**Dalila Wilson Scott** @dalila\_says · Feb 19

A11b Data is equally important. @JPMorgan is supporting @CatalystInc research on talent management gaps in the workplace #CSRChat

Expand ↩ Reply ↻ Retweet ★ Favorite ... More



**Women's Philanthropy** @WPlnsights · Feb 19

@susanmcp1 this is the new frontier to grow this movement; it's critical to spotlight role models& to highlight peer engagement. #CSRChat

View conversation ↩ Reply ↻ Retweet ★ Favorite ... More

Retweeted 5 times



**The Toolbox** @Toolbx · Feb 19

By 2030, it's projected that roughly 2/3 of the nation's wealth will be in the hands of women. bit.ly/1kXxomV #csrchat

Expand ↩ Reply ↻ Retweeted ★ Favorite ... More



**Dalila Wilson Scott** @dalila\_says · Feb 19

A&C Women are key to economic growth - as employees, clients and community leaders. period. #CSRChat

Expand ↩ Reply ↻ Retweeted ★ Favorited ... More



**Ruth-Anne Renaud** @rarenaud · Feb 19

Stats tell the story MT @Toolbx: Companies w/3+ women on board=84% better ROI sales, 60% better ROI capital 46% better ROI equity #CSRChat

Expand ↩ Reply ↻ Retweet ★ Favorited ... More



**Susan McPherson** @susanmcp1 · Feb 19

Q9: In terms of corporate philanthropy, what are some of the most innovative



# Use Your Channels for Messaging

Content and Voice

Search engine visibility

Presence on major platforms and networks

Supplement w/ ads if appropriate

Building the Relationship

Twitter (especially to engage media and influencers)

Email list

Know what your competitors/colleagues are doing

Influencers

Niche marketing, not mass

Use channels to tailor your message and make it relevant

Build relationships

# Start to Make Friends

## Identify Your Landscape

Who is influential

Where do they hang out?

Who is their network?

Do they want to get to know you?

# Use Twitter to connect directly with influencers

The image shows a Twitter profile for Melissa Taylor (@melissataylor), a Pinterest influencer. The profile header includes her name, a bio identifying her as a teacher, author, blogger, and Pinterest enthusiast, and her location in Denver, CO. A search bar at the top left contains the name 'melissa taylor'. The main content area displays a grid of 24 pins, each with a title, a representative image, and a pin count. The pins are organized into categories such as 'Imagination Soup', 'Writing, Learning and Liter...', 'Thanksgiving With Kids', 'Lunch for School Kids', 'Fall Learning, Play, and Craft...', 'Children's Books', 'Science Learning Fun With Ki...', 'iPad apps for kids', 'Playful Learning Activities wi...', 'Math Ideas for Kids', 'DIY, Craft & Art Activities', 'ECE and Preschool Learning ...', 'Pretend Play Ideas for Kids', 'Reading Activities & Strategi...', 'Snacks for Kids', 'Food for Families with Kids', 'Games for Families and Kids', 'Alphabet Activities', 'Reading Corners (Nooks) for...', 'Home - Decoration, Organiz...', and 'Parenting'. Each pin includes an 'Unfollow' button. On the left sidebar, there are sections for 'Who to follow' (listing Maria Seidman, Julia Robinson, and Robin) and 'United States Trends' (listing Nike, FuelBand SE, Paul George, Eric Church, and Carrie Underwood). The bottom left corner contains copyright information: '© 2013 Twitter About Help Terms Privacy Cookies Blog Status Apps Resources'.

# We Love Blogs

98% of BlogHer sample trust information and advice found on blogs

61% find familiar blogs to be the most helpful source for beauty product advice

84% have used advice from blogs to help with a consumer electronics purchase

97% identify blogs as mainstream media

# Measure

You can't manage (or grow!) what you don't measure!

Several factors impact success:

- Web traffic

- Social engagement

- Fundraising

- Advocacy actions taken

- Quantitative measures via social tracking software

**#GIVINGTUESDAY™**

**Mai-Lan Pham**

**@mailanpham**

**Camp Kesem - @campkesem**

## Tips:

- Know your ambassador, know your audience, tailor your campaign appropriately.
- Tap into your networks, use your partners
- Start preparing materials for your ambassadors early
  - Plant the seed with a sneak preview, provide a fun incentive
  - Make and distribute physical toolkits
  - Pre-written social media posts that are easy to copy & paste
- Use social media analytics, send a recap, and thank your ambassadors!





07/05/14



#tagboard

Search any #hashtag

CREATE TAGBOARD +

MENU ≡



**Anna Cobus**  
@acobus15

Thanks Waldo and Hobbes for supporting @CampKesemUMN on #GivingTuesday! #BigKidsGive [pic.twitter.com/A6REl2Nllo](http://pic.twitter.com/A6REl2Nllo)

3 Dec 8:24pm



**Camp Kesem UCI**  
@CampKesemUCI

Big thanks to Alpha Phi Omega for showing your support for @CampKesemUCI on #GivingTuesday! #BigKidsGive [pic.twitter.com/zapGPzewXG](http://pic.twitter.com/zapGPzewXG)

3 Dec 8:20pm



**Sarah Blanchard**  
@\_saruuuh\_

It's all about giving back, ya'll #BigKidsGive #GivingTuesday @CampKesemASU [pic.twitter.com/mEwOG9nxJQ](http://pic.twitter.com/mEwOG9nxJQ)

3 Dec 8:23pm



**Camp Kesem SLU**  
@CampKesemSLU

#GivingTuesday at SLU!! #BigKidsGive [pic.twitter.com/DiWey9NBZw](http://pic.twitter.com/DiWey9NBZw)

3 Dec 8:40pm



**ckupenn**

about 23 hours ago



SEND FEEDBACK

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