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# 10 #GivingTuesday Ideas and Stories to Inspire Success

Wayne Elsey



This year #GivingTuesday is November 28<sup>th</sup>, and by now you should be on your way to ensuring that your organization is part of the biggest day of giving to charity for the year, which extends through the holiday season.

The global day of giving last year was a tremendous success, and it continues to grow year to year:

- 1.6 million gifts were donated.
- Over \$177 million was raised from gifts online.
- Donors from 98 countries participated.

Over the years since “GivingTuesday was established, there have been quite a few organizations that have done great work to leverage their brand and raise money. Among the countless examples of great promotion and fundraising are some of the following:

#### **Organize**

[Organize](#) is an online organ donor platform. In 2015, they asked the public to “Give with your Heart.” The aim of the program during #GivingTuesday was to register as many people as possible to become organ donors. They accomplished this by providing information and materials for people through graphics, and they also had Twitter chats. The campaign helped them achieve [40 million impressions](#) and thousands registered as organ donors.

#### **Badass Brooklyn Animal Rescue**

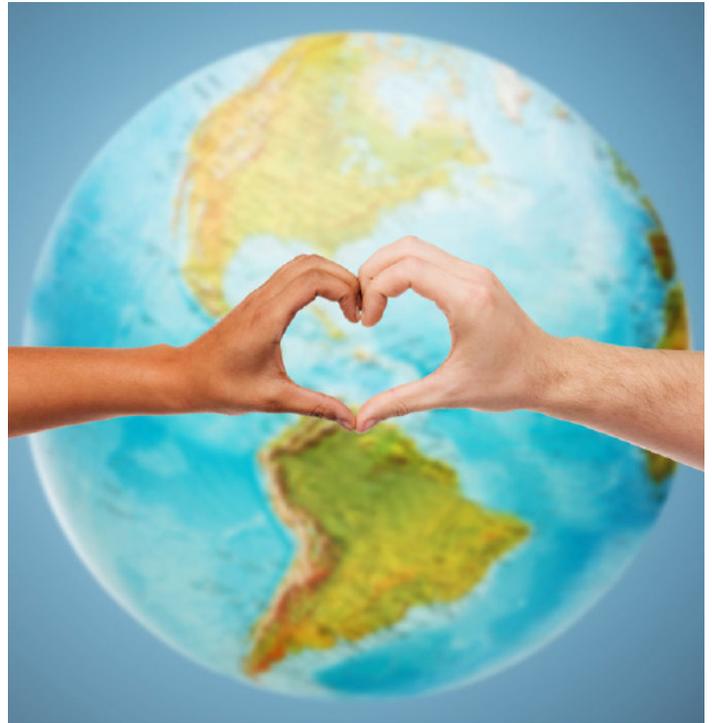
The [Badass Brooklyn Animal Rescue](#) took advantage of #GivingTuesday to do their first campaign. Their priority was to develop recurring donors for the sustainability of the organization. They developed a plan to [focus their stories on the rescue of 11 dogs](#) from a shelter in Georgia. During their #GivingTuesday, they used multiple channels to spread the word about the work they were accomplishing, by telling the stories of the 11 dogs, which included doing so through social networking and email. They also messaged people and made it easy for them to become sustaining donors.

#### **Twist Out Cancer**

[Twist Out Cancer](#) created a partnership with [PiperWai](#), which was a deodorant company start-up. Both organizations share co-working space, and they decided to create a win/win situation to raise the brand visibilities for both groups and money for the cause. [They developed a Sock Hop fundraiser](#). People who attended learned about Twist Out Cancer’s work of providing psychosocial support to survivors. The Coleman and Schusterman Foundations also matched the monies raised. The goal was to raise \$30,000. This partnership helped raise \$50,000 from 230 donors.

#### **Unbeatable Ideas for #GivingTuesday Success**

You still have a little time left to ensure that you leverage all of the opportunity that #GivingTuesday provides. It doesn’t matter the cause or the size of your nonprofit organization. It doesn’t matter if your organization is a charity, school or social enterprise. #GivingTuesday is a great opportunity for your group to raise money during the holiday season.



1. **Multi-channel marketing:** It's essential to reach your donors in multiple ways. You can no longer expect that "all" or "most" of your donors can be communicated in a particular way. Therefore, when you are planning out your marketing, make sure you have consistent messaging that will reach donors via all of your social media platforms, email, and even snail mail. When sending information, ensure that people are given URLs and social media account pages where they can donate.
2. **#GivingTuesday manager:** The best campaigns and projects occur when one person is responsible for quarterbacking the effort. Someone on your team should be designated to ensure all elements of success for #GivingTuesday planning and execution. If your organization is a small mom and pop shop, then you should recruit a media, savvy volunteer. Someone has to have the responsibility, so they understand the total vision of the day and #GivingTuesday season. This person should be responsible for all elements of the effort.
3. **Challenge gift:** Reach out to your best one to three donors and ask them if they would consider making a matching donation. Ask them for a gift of \$5,000, \$10,000 or more and tell them that you would like to use the donation to challenge others to give dollar for dollar. Major gift donors often like this type of challenge because they realize that their gift can be doubled. They also understand that by reaching out to others, it is helping to ensure organization's sustainability by growing their donor base. Determine a deadline and then promote it and make it a point to use #GivingTuesday as the anchor day for obtaining a lot of donations.
4. **Integrate #GivingTuesday:** Remember, although #GivingTuesday happens on one day of the calendar year, the idea is for it to continue through the holiday season to the close of the calendar year. Therefore, make sure to integrate #GivingTuesday into your year-end giving campaigns. Use #GivingTuesday to help push forward your fundraising for the final quarter of the year.



5. **#Unselfie:** Make sure to use #GivingTuesday in all of your material, especially in the month or two leading up to the day. You want to get out of the gate early in promoting and raising awareness about your participation in the global efforts for #GivingTuesday. Also, use #Unselfie and tell your donors and supporters to tag you and use the #Unselfie hashtag to tell their stories of how and why they support you.

6. **Live stream:** #GivingTuesday lends itself to live streaming on that day. Leading up to November 28<sup>th</sup> of this year, promote your cause by scheduling live streams that day. Use #GivingTuesday as an opportunity to help your champions and the general public understand the work that you do. Walk around your offices, talk about the work you do, interview board members and supporters to your cause. Live stream on Facebook or Twitter.

7. **YouTube donation card:** The largest search engine, as you know, is Google. However, the second is YouTube. Your nonprofit should have a YouTube channel that you use to promote your work. Leading up to #GivingTuesday, make sure to post videos leading up to that day and also on the day-of, using the relevant hashtags. Also, make sure that on YouTube, you are using a [donation card](#) so that when prospective donors are moved by the quick videos on YouTube, they can easily donate.

8. **Executive director / CEO challenge:** Everyone likes to see the boss have some fun. It's good for team morale, and even your supporters are going to enjoy watching the top executive at your company achieve a challenge for the cause. Challenges that an executive director or CEO can do are limited only by your imagination. Executives have repelled down buildings, gotten dunked in water, or taken some sports challenge. Create a fun challenge that people will want to see and promote it in advance and have the CEO challenge take place on #GivingTuesday.
9. **Give \$5, Get 5:** If one of your priorities is to grow your donor base, and that should always be a focus due to donor attrition, you can create a "Give \$5, Get 5" campaign. Ask your general gift donors to give you \$5 online and then through social media, they have to tag 5 of their friends and ask them to match the donation. Have fun with this approach, make it creative and use social networking to get people to get engaged with the use of compelling images and video. And remember, it's essential to make the campaign easy and fun.



10. **Facebook:** Since Facebook is the largest social media platform on the planet, you want to ensure it's easy for your supporters to donate to your cause on Facebook. The best way to do this is to make certain your [donation form is on your Facebook page](#). For your supporters to be able to give to your cause, you must be signed up for [Facebook Payments](#). Then, when people donate to your cause via Facebook, make sure there is an automated acknowledgment of the gift.

#GivingTuesday is a special day, which brings the world together. The day is an opportunity for you to help raise the visibility of your brand, and to raise money.



### About the Author

Wayne Elsey has changed lives around the world. He is the founder and former CEO of Soles4Souls, a nonprofit that helped put over 20 million pairs of shoes on the feet of those in need in response to some of the world's largest natural disasters. He also grew this organization from zero to over \$74 million in fewer than 5 years. Today, his company, Elsey Enterprises, offers consulting, fundraising and business services for nonprofits, social enterprises and for-profit organizations looking to make a large social impact. He accomplishes this through the independent brands of Elsey Enterprises: str@tegic, Not Your Father's Charity, Funds2Orgs, Sneakers4Funds, Shoes With Heart, CELG Freight and SocialGoodU, an online education platform for learning all things related to the social sector.

A nationally recognized authority on nonprofit and social enterprise leadership and topics related to motivation, business, and personal success, Wayne's dedicates his life to business projects that have a humanitarian impact. He also seeks to educate and inform social sector organizations, philanthropists and entrepreneurs on the latest trends in the industry through public speaking, consulting and as an author. His network appearances include NBC Nightly News, Good Morning America, Today Show, & Fox News, and he's also a member of the Forbes Business Development Council.

As a thought leader, all of Wayne's books (available for cost on [Amazon](#)) dissect various business principles and teach readers that much of what is learned across multiple disciplines can be applied strategically and thoughtfully to the nonprofit sector. In his first best seller, *Almost Isn't Good Enough*, Wayne shows readers how to be successful in the social sector and not suffer financial hardship. His philanthropic ethos is to go from surviving to thriving.

With his subsequent, *Not Your Father's Charity* book series, Wayne touches on the most important topics and issues based on his years of experience and success in the social sector. Books published to date include topics related to marketing, fundraising, leadership and the state of overall philanthropy. Wayne also published a motivational book, *Get Off the Couch: Grip & Rip and Break the Barriers Holding You Back in Life*, which is a resource of practical and no-nonsense advice and counsel for those who want to overcome obstacles that seem to be in the way of reaching their full potential.

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