

Maximize Your Giving Tuesday Initiatives with Strategies That Work

HOW TO STAND OUT ON ONE OF THE BUSIEST GIVING DAYS OF THE YEAR



DonorDrive®

Introduction

Over the past decade, Giving Tuesday has grown from simply the Tuesday after Thanksgiving into an international day of philanthropy, raising more than [\\$3.1 billion in the in the United States alone](#) in 2022, a 15% increase over 2021. Based on past growth, total donations on GivingTuesday this year could range from [\\$3.5 billion](#) to much as \$5.1 billion.

That doesn't mean Giving Tuesday has an easy recipe for success, as those of us working at nonprofit, healthcare, and higher education organizations know all too well. It's an immensely crowded field with the majority of organizations vying for attention in the same timeline. Some have even written off Giving Tuesday, choosing instead to create their own designated giving days on which to concentrate their efforts.

We get it! It's hard to stand out among the clutter and noise, especially on this one day when social media timelines and email inboxes start filling up at the stroke of midnight. But with totals raised continuing to rise year-over-year on this otherwise ordinary Tuesday, we urge you to consider Giving Tuesday as an opportunity for growth.



How Top Performers Stand Out

Before we jump into the specific campaigns to get you there, let's first take a look at what high-performing Giving Tuesday campaigns have in common.

1. MISSION AND IMPACT COME FIRST

Giving Tuesday is an international day of doing good, but with so many organizations that all do great things competing, it's easy to get lost. The best-performing campaigns keep mission and impact at the forefront and give supporters the megaphone to share their own connections to the cause.

That means your branding on Giving Tuesday needs to highlight your mission and tell a story. Giving pages branded with the iconic Giving Tuesday hashtag heart or that look the same from cause to cause aren't enough. You have to make this day your own and connect it back to a specific impact. DonorDrive's design configuration options help you personalize the experience for events like Giving Tuesday with custom themes, event banners, and customizable content, all while being mobile-optimized and user-friendly.



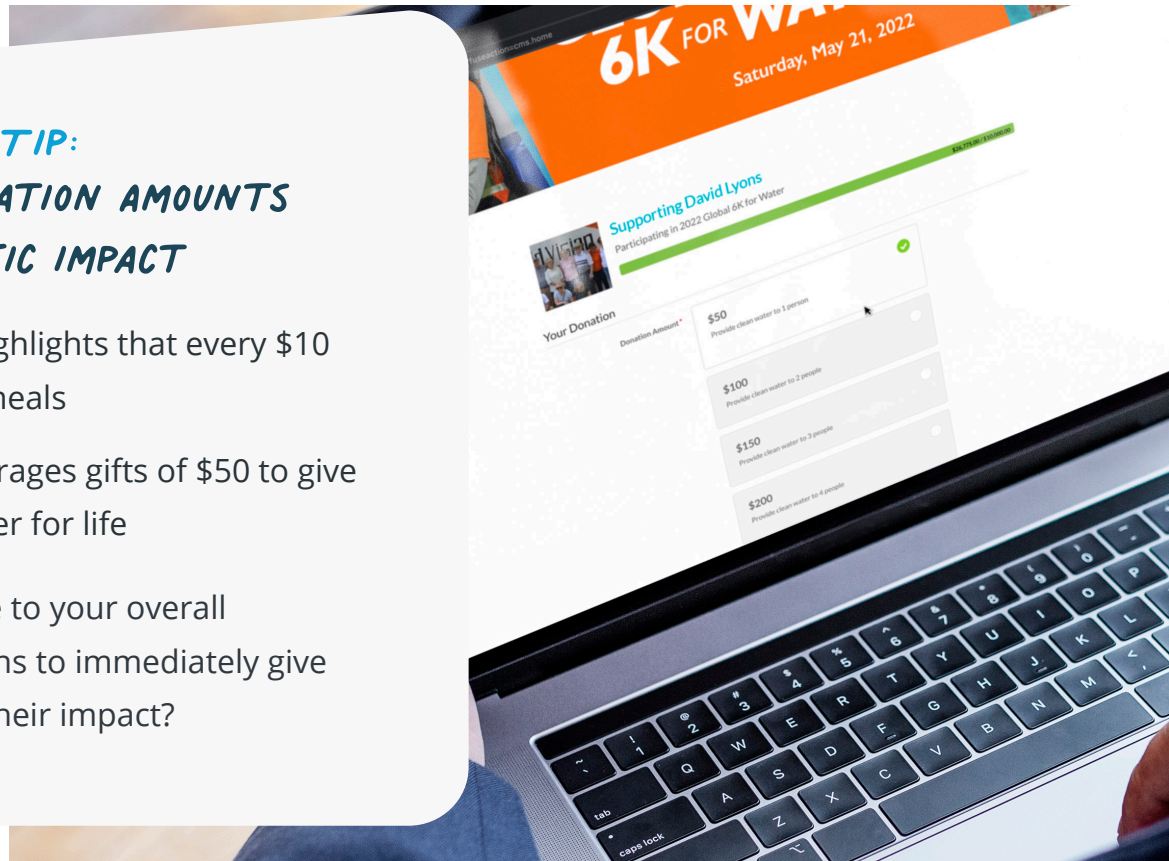
Along with branding and design, consider suggested donation amounts that tie back to real outcomes. Feeding America highlights that every \$1 given provides 10 meals, while World Vision encourages gifts of \$50 to give one child clean water for life.



HOT TIP:
**SUGGESTED DONATION AMOUNTS
FOR SPECIFIC IMPACT**

- Feeding America highlights that every \$10 given provides 10 meals
- World Vision encourages gifts of \$50 to give one child clean water for life

What impact can you tie to your overall Giving Tuesday donations to immediately give supporters a look into their impact?



Your event goal should also tie back to your mission and create the feeling that your supporters are part of something bigger. Aiming to “raise more than last year” or “double our matching gift” isn’t enough.

First off, what happens when your matching gift runs out like Team World Vision’s did on the morning of Giving Tuesday before efforts on the west coast really even kicked off? Second, you want to rally your community around higher mission impact. When Team World Vision increased their Giving Tuesday goal the next year based on DonorDrive data and their fundraisers’ capacity, they saw their community rally and respond, surpassing their goal for higher impact as a group.

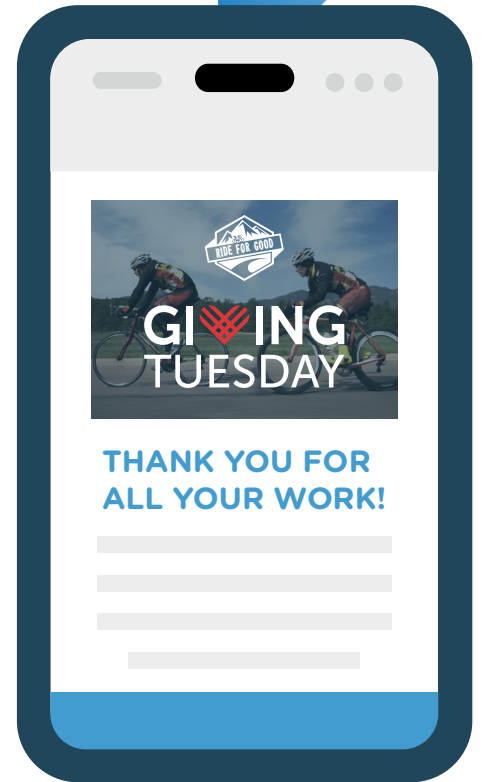


2. DON'T ASK FOR GIFTS ON GIVING TUESDAY

This may seem counterintuitive, especially in a guide about increasing your Giving Tuesday donations, but trust us, it really can work. Instead of asking for gifts across your channels on Giving Tuesday, thank your supporters publicly and loudly, especially on social media.

Can you still send your beautifully crafted Giving Tuesday emails? Of course, but for those more public channels, consider a thank you as your first priority. Remember, your supporters are getting countless donation appeals during this 24-hour period, so donor fatigue is real. Do the work in advance, letting your supporters know how they can make a difference on Giving Tuesday, then spend your day actually thanking them for the work they do.

Your supporters want to see and be seen doing good, especially on this global day of giving, so by thanking those who give, you're providing the recognition they crave and motivating potential supporters. Use DonorDrive's Event Insights and Data Exports to share the impact, update your audience on your collective Data Exports to share the impact, update your audience on your collective progress toward your goal, and recognize specific fundraisers and donors. Start the thankfulness train early and keep it fueled throughout the day.



3. DIVERSIFY YOUR SUPPORT

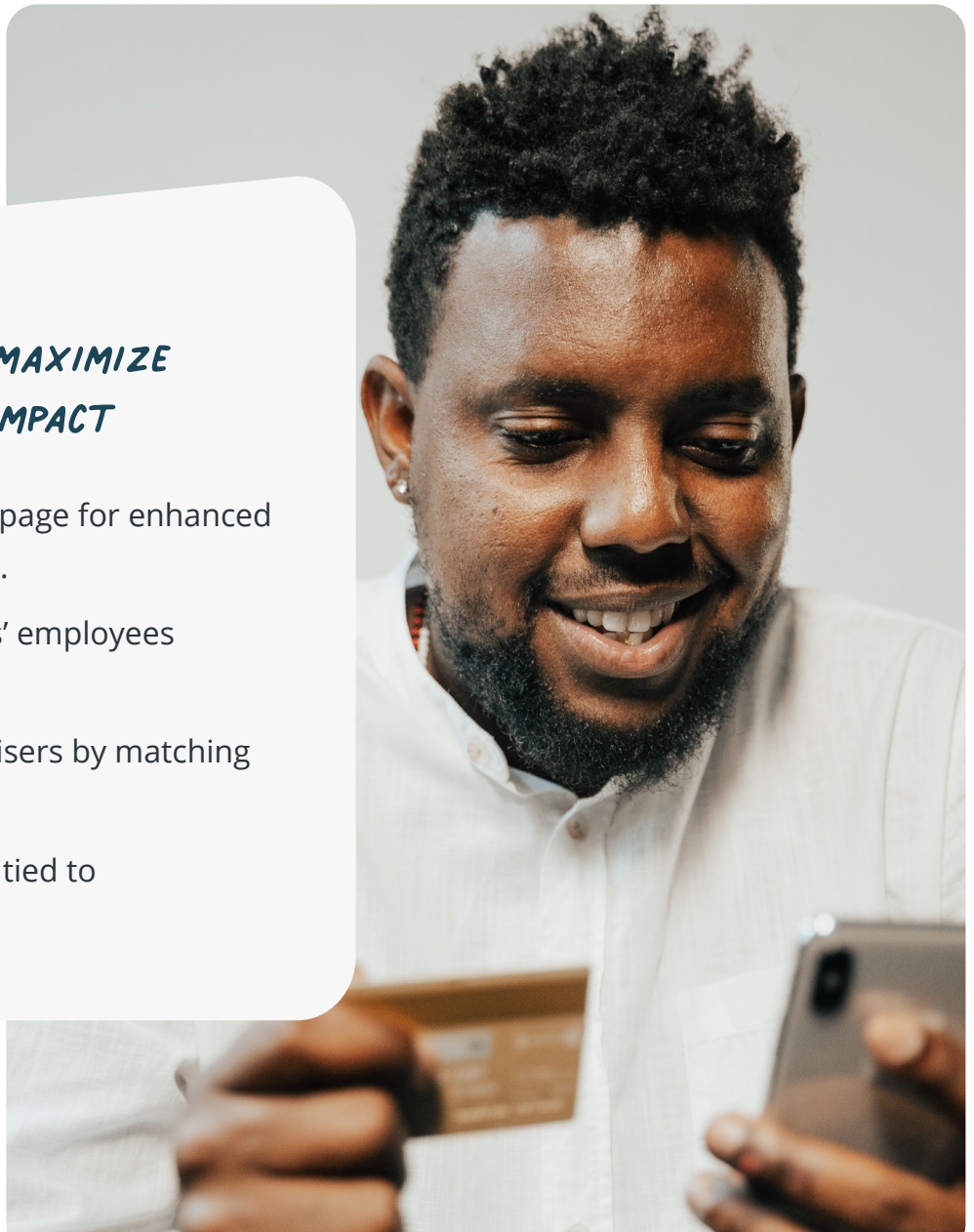
Today's supporters want to do more than open their wallet. They want to be part of a community and are willing to do more to support your cause. Instead of always asking for donations, engage your supporters to be champions of your cause. They'll be more willing and receptive to making personalized fundraising pages and asking their networks to donate.

Giving Tuesday is a great opportunity to combine efforts across Individual Giving, Peer-to-Peer Fundraising, and corporate partnerships to reach and activate the maximum number of supporters. If a supporter is already signed up for a Participant Event or Personal Campaign, think of how you can maximize their impact on Giving Tuesday. Consider asking lapsed peer-to-peer event participants to create a DIY campaign and Facebook Fundraiser on Giving Tuesday. Engage a corporate partner to make a matching donation and then run an employee fundraiser to maximize their impact. Let's make it happen!



CAMPAIGN IDEAS TO MAXIMIZE GIVING TUESDAY IMPACT

- Create a custom donation page for enhanced Giving Tuesday experience.
- Engage corporate partners' employees and customers.
- Boost peer-to-peer fundraisers by matching Giving Tuesday donations.
- Encourage DIY Campaigns tied to Facebook Fundraisers.





How to Create a Movement

Donation Campaign Checklist

- Mobile first
- Digital wallet giving options like Apple Pay, PayPal, and Venmo
- Suggested donation amounts
- Recurring donation toggle
- Option to cover processing fee
- Social media sharing
- Customized thank you messages
- Conversion tracking

ACTIVATE YOUR DONORS

The best fundraising campaign will fall flat if your donors are met with a cumbersome giving experience, so make your how and where your donors donate your first priority for Giving Tuesday success.

A simple and easy-to-use donation process with digital wallet giving options like Apple Pay, PayPal, and Venmo is key, especially with the high levels of competition we see on Giving Tuesday. Delays in load time, too many required fields, an overly complicated form and layout, and other slowdowns could cause your donors to move on to the next cause they want to support.

It may be tempting to send your Giving Tuesday donors to an existing donation page on your website. It's easy to find and already consistent with your branding and overall messaging. But just like you would for any other event, create a Giving Tuesday experience that's unique for this audience for maximum impact and specific-to-the-day reporting.

Think of the story you want to tell on Giving Tuesday, and carry that through from your emails to social media to the donation page. Include any matching gift details, specific impact goals, and graphics specific to your Giving Tuesday efforts.

How Referrer Tokens Work

For clear tracking of your Giving Tuesday efforts, DonorDrive's referrer tokens make attributing donations to your specific tactics easy and reportable within the DonorDrive admin.

The referrer token is a unique code you add to the end of your Donation Campaign link, similar to a UTM code. When a user clicks and donates, DonorDrive captures the token, making it easy to report on which efforts yield the most donations and funds raised.

EXAMPLE: &REFERRER = GIVINGTUESDAY2022



ENGAGE CORPORATE PARTNERS

As the popularity of Giving Tuesday continues to grow, more and more companies are stepping up to make a difference on this day. [Companies like T-Mobile, PayPal, Noodles & Company, and Nike have joined the Giving Tuesday movement](#), encouraging their customers and employees to give on the day.

The appetite for brands to get in on the Giving Tuesday action is there, so how do you tap into it for your cause? Start by contacting your corporate partners for matching donations on Giving Tuesday. Matching gifts can come from anywhere including anonymous individual donors, but by opening this up to your corporate partners, you give them the opportunity to be recognized on this highly visible day of philanthropy.

Many corporate partners also want to go further than writing a check. They're looking for ways to engage their employees and make a bigger difference as a team. Create a co-branded campaign for your top corporate partners, asking their employees to get involved by making a donation or fundraising for your cause. Foster camaraderie with team fundraising and engage in friendly competition with fundraising leaderboards. You'll reach new supporters while also furthering your corporate partner relationship.





HOT TIP:
**HOW TO INCREASE YOUR
MATCHING GIFTS**

- Start with existing corporate partners.
- Engage with companies you haven't worked with previously — more businesses want in on the Giving Tuesday action than ever before.
- Talk to a major donor — not just companies want to be involved on Giving Tuesday.
- Recognize your matching donor(s) on your campaign website, in communications with supporters, and through media opportunities.
- Remember the more the merrier— multiple matching gifts mean more incentives for fundraisers and donors.



ENABLE PEER-TO-PEER FUNDRAISERS

It's not just nonprofit organizations making fundraising asks on Giving Tuesday. Ordinary people find great success by channeling their connections with personal stories of impact, broadcast out on social media with tools like Facebook Fundraisers. Consider how your audience of loyal peer-to-peer supporters can magnify your other Giving Tuesday efforts, truly creating a movement for your cause.

Team World Vision has found great success channeling their existing peer-to-peer fundraisers on Giving Tuesday. They use matching donations and excitement around giving back to motivate their supporters. The team creates Giving Tuesday-specific fundraising toolkits and social media assets, and communicates with their supporters through email, social media, and text to get the word out prior to Giving Tuesday.

Not only does Team World Vision encourage active fundraisers to increase their fundraising goals and ask for donations on Giving Tuesday, they also use the day as an opportunity to recruit past supporters. They incentivize sign ups before Giving Tuesday by making the first \$50 donation on the supporter's page, and of course, all gifts on Giving Tuesday qualify for the match.

Team World Vision also has found Giving Tuesday to be a great time to jumpstart first-time fundraisers. Asking for gifts can be intimidating for these new supporters, but with a global appetite to give on Giving Tuesday, making those first asks can feel less daunting.

Your peer-to-peer fundraisers might even reach a supporter with the capacity and motivation to make a larger gift on Giving Tuesday. Team World Vision has received donations of \$5,000, \$10,000, and even \$30,000. Make donating even easier for your peer-to-peer supporters with DonorDrive's Express Donate, allowing donors to give in less than 30 seconds on personal fundraising pages.



📷 Photos & above social post example from Team World Vision





Communication Checklist

Team World Vision has found the sweet spot when it comes to communicating Giving Tuesday details to their supporters. They communicate a week in advance for active fundraisers and two weeks out for recruitment. Any earlier and they see fundraising dip prior to Giving Tuesday with donors and fundraisers waiting for the match to go into effect.

- Scale communications** with DonorDrive's Triggered Notifications and Scheduled Messages to prepare communications prior to Giving Tuesday.
- Include matching gift details** and other incentives.
- Provide a Giving Tuesday fundraising toolkit** with specific messaging, graphics, and sample social media posts.
- Highlight Facebook Fundraisers** and personalized fundraising pages.
- Encourage fundraisers to increase goals** prior to Giving Tuesday.
- Create a Fundraising Milestone specific** to Giving Tuesday with a targeted goal.



CREATE A DIY CAMPAIGN

Even if your organization doesn't have an existing peer-to-peer event that fits within the Giving Tuesday timeline, you can still harness the power of your supporters with a DIY or Personal Campaign effort. This is a great way to channel the highly social nature of Giving Tuesday, especially when you encourage supporters to share their fundraising page on social media and connect a Facebook Fundraiser.

Consider targeting a group of past peer-to-peer supporters, like your lapsed fall event participants who didn't return or those who haven't joined an event or campaign yet this year.



Offer a matching gift to sweeten the deal, and share pre-written social media posts, graphics, and fundraising tips to help your supporters be successful.



Encourage your supporters to tell their story and use engagement tools like Fundraising Incentives, Donation Milestones, and Achievement Badges to reward their efforts.



Communicate with Triggered Notifications to scale personalized communications based on the fundraising journey, and **Scheduled Messages** to plan out your Giving Tuesday emails and text messages in advance.



Further incentivize supporters with social media shoutouts, personal thank you calls, and updates on progress to your overall Giving Tuesday goal to re-mind them they are part of something bigger.






Content Set Checklist

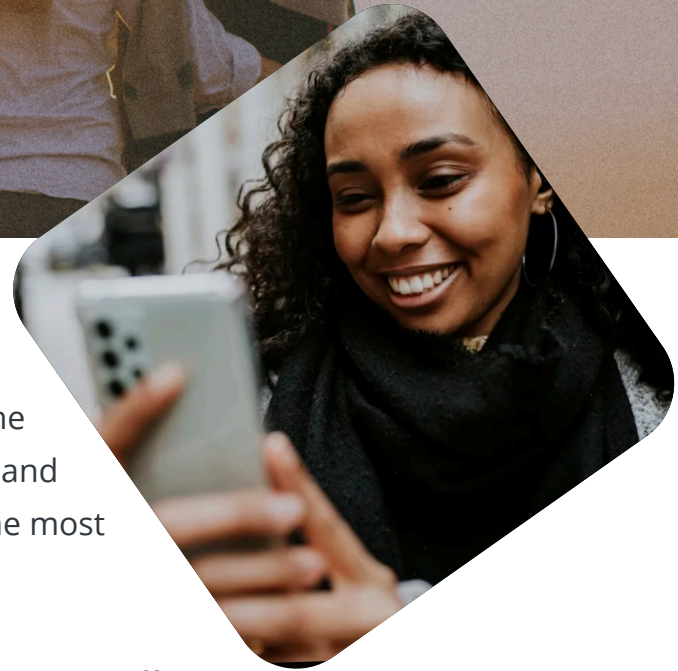
Tie multiple efforts together with DonorDrive's Content Sets — a collection of pages that are specific to an event or campaign. Start with a Giving Tuesday landing page, highlighting each of your campaigns across Individual Giving, Peer-to-Peer Fundraising, and corporate partners. Then build out additional pages to give your supporters more information.

- Ways to get involved** with your Donation Campaign, Events, and Personal Campaigns all linked
- Matching gift** and incentive details
- Corporate partner** information and recognition
- Resources** including social media assets and fundraising toolkits
- Facebook Fundraiser** callout encouraging supporters to register in DonorDrive first and then connect to Facebook Fundraisers





How to Extend Giving Tuesday Past 24 Hours



You've channeled an amazing amount of supporters during Giving Tuesday. Now what? You're headed into the busiest fundraising month of the year, and your donors and fundraisers want to do more good. How do you make the most out of the energy and hype you've cultivated?

Your Giving Tuesday strategy should complement your ongoing efforts and your overall year-end fundraising campaign. Many even consider it the launch to their public-facing year-end campaigns, and follow up Giving Tuesday success with more activation opportunities through year end.

First, while your Giving Tuesday efforts should coordinate with year-end, help differentiate the campaigns with campaign-specific goals, matching donors, and impact stories. These strategies give supporters a reason to donate or fundraise on the day while still supporting your overall year-end fundraising campaign.

Next, don't slow down just because of your activity on Giving Tuesday. This is the time to ramp up your efforts, not hit the brakes. Remember the symbolism of Giving Tuesday. It's combating all the consumerism of days like Black Friday and Cyber Monday with a global day of giving back. Continue that energy with messaging about the season of giving, gratitude, and generosity. A reminder about tax incentives never hurts either.



Share how much your supporters raised loudly and proudly on social media, your website, emails, and press releases. Giving begets giving, so seeing the success of your community on Giving Tuesday has the power to inspire more donors to support your mission throughout December.



Ask peer-to-peer fundraisers who reached their goals to increase again. Even if your supporters just upped their goals before Giving Tuesday, encourage them to do it again after the day.



Don't be afraid to re-engage supporters even if they donated on Giving Tuesday. Consider impact-specific asks like helping five more families this year or encouraging donors to upgrade a one-time Giving Tuesday gift to a recurring donation.



Conclusion

Giving Tuesday continues to inspire a global movement of generosity, and if your organization isn't talking about how to motivate supporters around your mission on this day, you're likely missing out.

Just like with all aspects of fundraising, there is no singular recipe for success. Don't forget to listen carefully to your supporters. How do they want to rally around your cause on Giving Tuesday? What communication methods are most effective for them? How can you turn the megaphone over to your donors and fundraisers to advocate on your behalf?

With the right mix of opportunities, a killer communication strategy, and impact-focused storytelling and branding, your supporters will become part of the millions of donors who give on Giving Tuesday — if they aren't already — and show up to spread the word for your mission.

Are you ready for your best Giving Tuesday yet?



Crush your supporter acquisition goals, boost stewardship and engagement, and level up your mission impact with the DonorDrive enterprise fundraising platform. Create meaningful supporter experiences with Peer-to-Peer Fundraising events, tailored Giving Campaigns, native mobile app, Activity Tracking, and Live-Stream Fundraising.

www.donordrive.com

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