



GLOBAL ONLINE FUNDRAISING STARTER PACK

£2,000
VALUE OF
YOUR SUPPORT
PACKAGE
INSIDE

givengain

in partnership with

**#GIVING
TUESDAY**

DON'T WAIT UNTIL NOVEMBER 28TH TO GET READY FOR #GIVINGTUESDAY!

As an official #GivingTuesday partner, GivenGain offers charities an excellent opportunity to stand out in the midst of this massive global movement. But don't wait – start telling people about the great work you're doing in your community today, and show them how easy it is to support you on GivenGain.

This content pack offers tons of tips, tools and materials to help you get supporters, tell the story of the difference you're making, make friends in the media and engage the 'influencers' who will help get the word out.

Exclusive! If you are a #GivingTuesday charity partner, you also get exclusive access to a GivenGain support package worth £2,000!

[Find out more](#)



THINK GLOBAL

GivenGain enables cross-border donations and fundraising anywhere in the world, in multiple currencies. Since 2001, we've helped donors from 193 countries support charities in more than 60 countries.



**No one has
ever become
poor by giving.**

– Anne Frank

givingain.com



WHAT IS #GIVINGTUESDAY?

#GivingTuesday is celebrated world-wide as a day to support charity. It takes place on the Tuesday following Black Friday and Cyber Monday (falling on 28 November in 2017), and is a great way to give back after all that shopping indulgence!

The #GivingTuesday movement encourages anyone and everyone to donate time, money or their voice to help a good cause. Globally, the biggest brands, charities and celebrities are joined by hundreds of thousands of people to support charity.

This #GivingTuesday content pack offers essential help for charities planning their #GivingTuesday campaigns, but can also be used to grow your charity all year round.

To learn more, visit the #GivingTuesday website.

[Visit #GivingTuesday](#)

7 STEPS TO ONLINE FUNDRAISING SUCCESS

1. Set your goals
2. Review your current digital content platforms
3. Get your appeal right
4. Set up your online fundraising campaign
5. Map out your network and start sharing
6. Update and thank your donors
7. Roadmap



1. SET YOUR GOALS

What do you want to achieve with your #GivingTuesday campaign?

A. Increase donations and create new donors. Ask yourself the following:

- ☐ What is my current donation requirement?
- ☐ Where can I find these donations – existing donors, new donors, fundraisers or corporate partners?
- ☐ How many of my current donor base can be turned into recurring donors, and how many have the potential to become fundraisers?
- ☐ Can I get any corporate donor/fundraiser partners on board?

B. Build a following and reach.

- ☐ Create awareness by sharing your #GivingTuesday fundraising campaign and ask your supporters and followers on social media to do the same.
- ☐ Grow your social media and e-mail database. It is the easiest way to engage with your donor base when #GivingTuesday is over.
- ☐ Link to your GivenGain fundraising page from your website and social media pages.

Top tip!



The biggest potential win is in successfully turning donors into fundraisers.

Charities with 1 fundraiser raise up to 20x more than charities without any fundraisers.

2. REVIEW YOUR CURRENT DIGITAL CONTENT PLATFORMS

Website

- Create a #GivingTuesday 2017 page on your website, displaying the date it falls on this year and including information about your campaign and goals.
- Appeal to website visitors to donate or fundraise for you on the day! Provide a list of fundraising ideas that anyone can use, such as pledging their birthday or doing something silly (like dyeing their hair) or healthy (like giving up coffee for a day), in exchange for donations from friends.
- Make sure your homepage has 'Donate' and 'Start fundraising' links.
- Remember to list contact details, should anyone need to get in touch.

E-mail

- Create an e-mail schedule and decide on the messages you want to send to your database and when you want to do it.
- Once again, make sure you have a strong call to action, and keep the message as short as you can.
- Thank donors and update them regularly on progress. Don't be shy to add a call to action for donors to set up a recurring donation or even start fundraising for you!



If you don't currently use e-mail in your fundraising appeals, start doing so! About 30% of all donations are driven via e-mail campaigns.



Social media

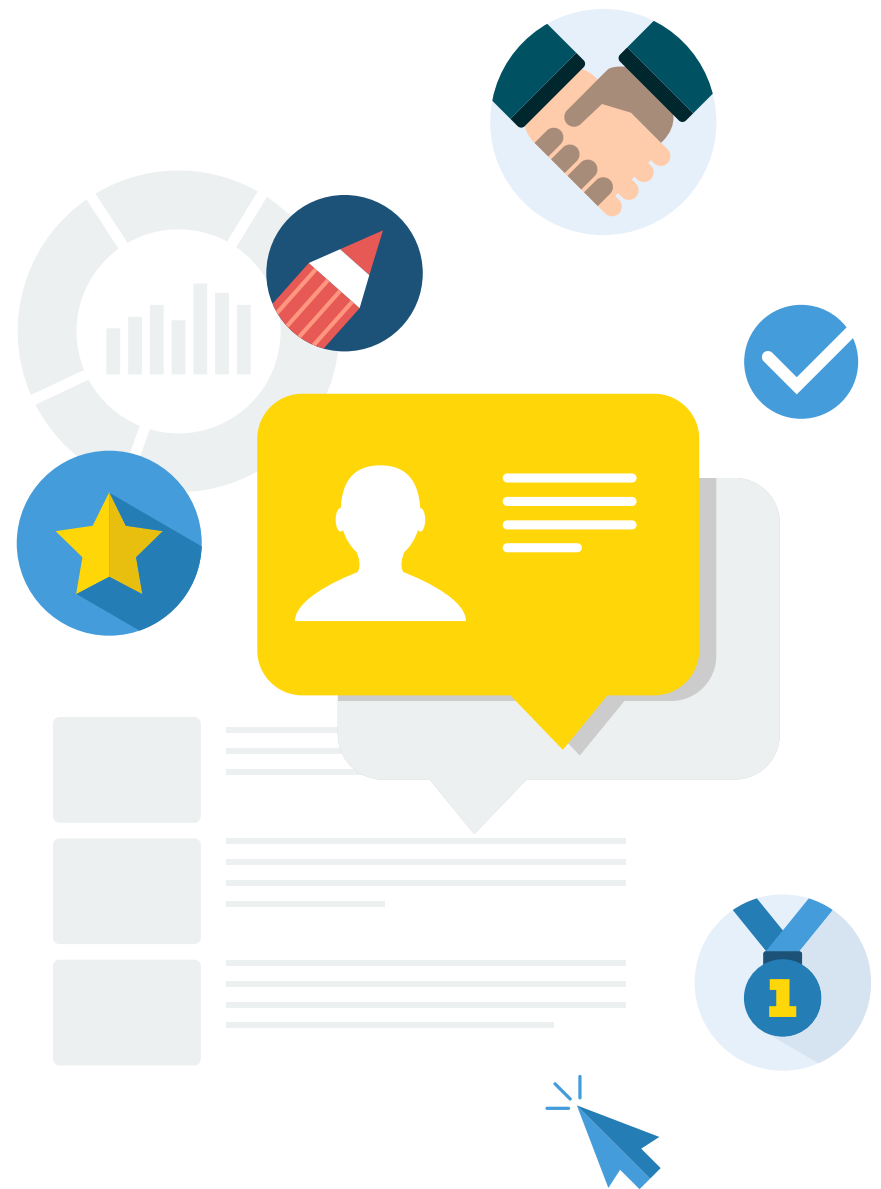
- ❑ Mirror your #GivingTuesday campaign on social media. Make sure your Facebook, Twitter, Instagram, Snapchat accounts, etc. all reflect your website campaign. (If you are not on those platforms, what are you waiting for?)
- ❑ Add a #GivingTuesday tab or button to your Facebook Page and a link to your Twitter and other social media profiles linking back to your #GivingTuesday page on your official website.
- ❑ Upload a #GivingTuesday image as the cover (background) image for your social media profiles.
- ❑ Create a marketing calendar – this will help you plan and execute timely and regular communications to current and potential donors.
- ❑ Always have a strong call to action, e.g. 'Donate now' or 'Fundraise for us', linking to your website or GivenGain page.

3. GET YOUR APPEAL RIGHT

Now that your online fundraising campaign page is up, your website has a #GivingTuesday page and your social media profiles link to it, make sure your message makes sense on all these platforms.

Some writing tips:

- ❑ Change your message slightly, depending on whether you're addressing current donors, potential donors or potential fundraisers.
- ❑ Hit the reader with the most important information in the first sentence.
- ❑ Using facts or statistics, show how serious the problem is straight after that. Tell your story as briefly as possible.
- ❑ Explain what donations will enable you to do.
- ❑ Specify that you want people to donate or fundraise, providing the correct link.
- ❑ Encourage readers to make an even bigger difference by fundraising for you within their networks!
- ❑ Report back when your campaign is over – tell supporters how the money was spent – it's the best way to keep donors coming back!





LET'S BE HONEST

Reading can be a chore.

Why not create a campaign video?

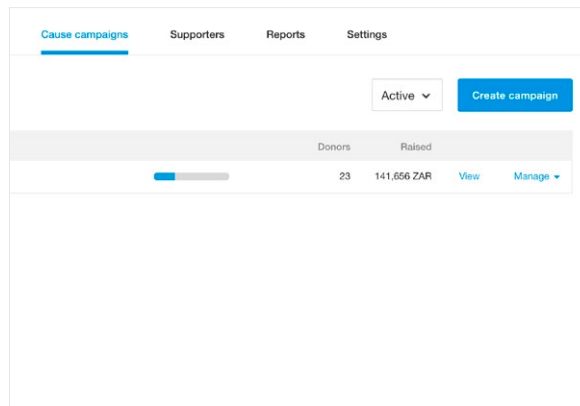
- ☐ Make a campaign video and keep it short and practical, stating your intentions and goals.
- ☐ Star in it to give it personality!
- ☐ Invite viewers to join your campaign, encouraging them to create their own video appeal and share it with their networks for maximum impact.
- ☐ Make it clear that you want people to donate to your campaign or fundraise for it!

Would you like to issue a press release?

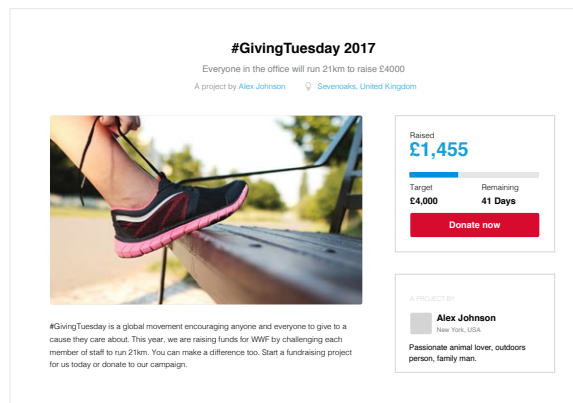
- ☐ Write a short headline announcing that your charity has joined the #GivingTuesday global movement.
- ☐ Set out what #GivingTuesday is and aims to do (use the first paragraph on p.3 of this pack).
- ☐ Invite your supporters to donate or fundraise for your #GivingTuesday fundraising campaign on GivenGain, a global online fundraising platform for charities and official #GivingTuesday partner.
- ☐ Provide a quote from a spokesperson of your charity explaining the benefit of people's contributions and thanking them.
- ☐ Don't forget to date your press release, get sign-off from the spokesperson and provide contact details!

4. SET UP YOUR ONLINE FUNDRAISING CAMPAIGN

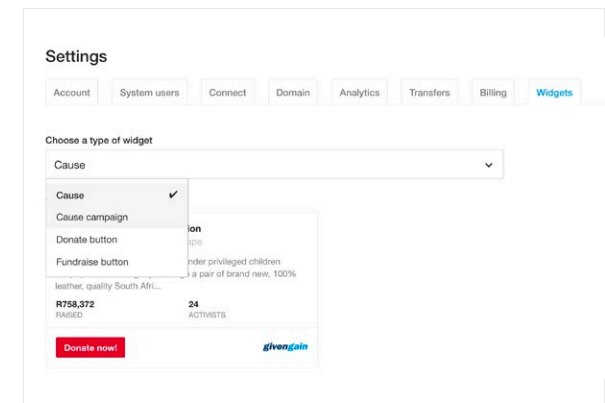
[Register on GivenGain](#) to enable your supporters to donate to you and fundraise for your campaigns, from anywhere in the world. When your GivenGain charity profile is activated and visible online, add a #GivingTuesday campaign page on GivenGain. It's quick and easy!



- ❑ Log in to your charity account and select the 'Cause campaigns' tab
- ❑ Click 'Create campaign' and name it '#GivingTuesday 2017'



- ❑ Provide information about your campaign.
- ❑ Save the campaign and click 'View' to see it as your donors will.
- ❑ Upload an image/video.



- ❑ Enable quick donations by adding the GivenGain website widget – this will showcase your GivenGain campaign page and display 'Donate' and 'Fundraise' buttons to help website visitors take action.

[More about widgets](#)

5. MAP OUT YOUR NETWORK AND START SHARING

This is the most important part of online fundraising! Take some time to identify your supporters and build a list of contacts – segmenting them as e.g. co-workers, existing donors, media, potential fundraisers etc. You'll be surprised how many people can and will spread the word for you in the months leading up to #GivingTuesday 2017!

- Always include your website URL and/or GivenGain campaign page link in all communication and focus on encouraging donors to become fundraisers to make an even bigger difference!
- Once again, have a strong call to action (donate or fundraise)!
- Write down who you can reach in each of the segments, decide what is the best way to reach all of them (e-mail, message, WhatsApp, telephone, social media, etc) and start spreading the message!
- Corporate partners can be your secret weapon! Instead of asking them for a grant, ask if their employees can get involved and help you fundraise. The more employees, the better. Remember each employee can bring in £600 worth of donations.*

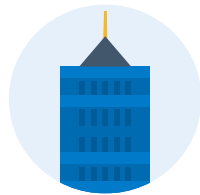


* Based on the average donation amount on GivenGain



Advocates and supporters

Think loyal supporters with large followings who can be persuaded to share your campaign with their networks.



Corporate partners

Challenge companies to run their own fundraising projects through employees.



Volunteers

Ask them to take it to the next level and start a fundraiser!



Social clubs

Connect with friends over a cup of tea and pitch the idea of your campaign – #GivingTuesday is the perfect reason to appeal to their goodwill!



Social media

Share your link and story with your social media followers.



Local bloggers and media

Ask bloggers, local radio stations and newspapers to get the word out on how locals can get involved.



E-mail database

E-mail your supporters and ask for their fundraising help.



Employees

Inspire your own employees and colleagues to get involved – brainstorm a few ideas together to get buy-in from everyone.



Sport lovers

Target people who are participating in events to do it for your cause.



Current donors

Convert them into fundraisers – on average, each fundraiser brings in 20 donors for your campaign.

6. UPDATE AND THANK YOUR DONORS

Keeping supporters in the know is crucial for continued success. It passes on a much-needed sense of ownership and will likely earn return support.

- Provide regular updates on social media and your GivenGain campaign page.
- Create a video showing the difference on the ground.
- Break down the total amount raised into smaller chunks and show how it has been used, e.g. “We were able to purchase X number of books for X number of children”, or “The funds raised enabled us to provide lunches to 50 more people every day”.
- Remember to ask donors to start fundraising for you – tell them that by becoming a fundraiser, they can be 20 times more valuable!



**We make a living by
what we get.**

**We make a life by
what we give.**

– Winston S. Churchill



7. ROADMAP

Use this timeline as a guide to build your marketing plan:

AUGUST

- Set your #GivingTuesday campaign goals.
- Review your current digital content platforms.
- Get your appeal right.
- Set up your online fundraising campaign.

SEPTEMBER

- Start mapping out your network.
- Start spreading the word in person, via e-mail, on your website and social media.
- Send a save-the-date e-mail or newsletter to supporters to mark down 28 November in their diaries.
- Create your own #GivingTuesday hashtag and add the #GivingTuesday logo and graphics to your online profiles and e-communication to highlight the upcoming campaign.

OCTOBER

- Ask your supporters to start a fundraising project for your #GivingTuesday campaign.
- Build a drumbeat – schedule weekly social media messages about your campaign.
- Connect with local media. Using the #GivingTuesday angle could help in getting a lot of coverage for your campaign.
- Start building excitement by sending ‘1 month to go’ updates to your board, staff and community during the week of October 24.
- Monitor and evaluate the traction of your campaign at various points and improve any content and processes to ensure the highest level of success.





NOVEMBER

- Send a reminder e-mail to your database showcasing an example of someone's fundraising project linked to your campaign on GivenGain, to inspire current and potential fundraisers.
- Go big on social media! Tweet, post, snap, share and do whatever you can to get your campaign out there.
- Continue pitching to the press.
- 28 November – #GivingTuesday!
- 29 November – Send out thank-you messages to everyone who got involved and add updates to your website, social media and GivenGain campaign.

DECEMBER

- Share your fundraising campaign results online and via an e-mail to your supporters.
- Thank your staff, donors, volunteers, partners and network for getting involved.
- Why not use the momentum of your successful #GivingTuesday fundraising campaign to inspire your network to support your new end-of-year campaign?

FREE SUPPORT WORTH £2,000 FOR #GIVINGTUESDAY PARTNERS!

#GivingTuesday charity partners get exclusive access to GivenGain's support package, valued £2,000, to transform their online fundraising and take it global! The support package includes:

Setup £850

GivenGain charity account activation and profile/campaign page setup, including 12 months' free subscription on the Premium option.

Advisory services £650

Introduction to GivenGain charity account features, online fundraising campaign planning session (1 hour), social media audit (30 mins), website integration audit (30 mins), general recommendations report (1 hour).

Ongoing support £500

Dedicated e-mail and Skype support for #GivingTuesday partners for any ongoing questions or on-demand campaign assistance.

To take advantage of this free offer, send an e-mail to givingtuesday@givengain.com with #GivingTuesday Partner in your subject line.



To make a difference in someone's life you don't have to be brilliant, rich, beautiful or perfect. You just have to care.

– Mandy Hale



GET IN TOUCH

We look forward to hearing from you and your team to ensure that your online fundraising efforts through GivenGain get the attention they deserve. To get hold of us, please use the contact below.

When your website and GivenGain page are ready, let us know at givingtuesday@givengain.com and we'll feature it on our Facebook page. Let the fundraising begin!

THE GIVENGAIN TEAM

givingtuesday@givengain.com

WEB

www.givengain.com

 facebook.com/givengain

 [@givengain](https://twitter.com/givengain)

 [@givengainfoundation](https://www.instagram.com/givengainfoundation)

