



# Supercharge Your Year-End Fundraising for a Record-Breaking Giving Tuesday

Presented by: Erica Linguanti

Tuesday, September 24 | 2:00-3:00 p.m. ET



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# A little housekeeping...

*We're recording this webinar!*



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

*Feel free to ask questions!*



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



# Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





# Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Achieve, a member of our partner network.



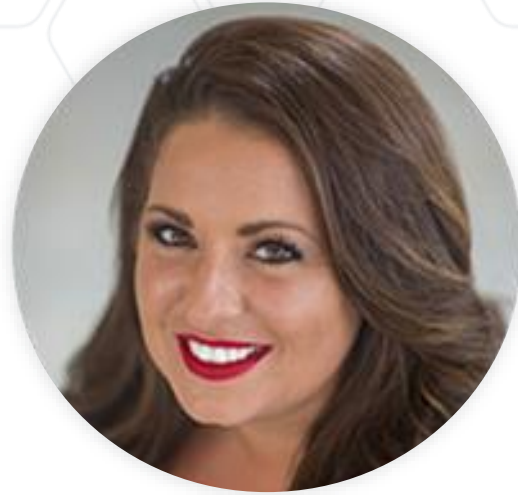
Achieve helps nonprofits  
investigate, activate and motivate  
people for their mission.



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions




# Today's Speaker



**Erica Linguanti**  
**Director of Marketing**  
**Achieve**

[erica@achievecauses.com](mailto:erica@achievecauses.com)





**Is this your face when your team mentions Giving Tuesday?**



Does it feel like there's so much competition on Giving Tuesday that it doesn't even seem worth it?





**It might be time to  
try new strategies!**



# Today We Will...

- ✓ Talk about why **you shouldn't give up** on Giving Tuesday.
- ✓ Discuss **how to position Giving Tuesday** (as part of your year-end strategy).
- ✓ Examine ways to amplify your message and **reach supporters**.
- ✓ **Know what's working** and where to place your efforts.
- ✓ Ask questions (and **get some answers**).





A large crowd of people is shown from a low angle, with many individuals holding up their smartphones to take photos or videos. The entire image is overlaid with a semi-transparent blue filter. The text "Don't give up on Giving Tuesday!" is centered in a white, bold, sans-serif font. In the foreground, a hand holds a smartphone horizontally, displaying a video of a person in a white dress on its screen. Other phones are visible in the background, some held vertically and others horizontally, all pointing towards the center of the crowd.

**Don't give up on Giving Tuesday!**



**Last year...**

Over **34 million Americans**  
participated in Giving Tuesday...

...resulting in over

**\$3 billion dollars raised**

for nonprofits!





**That means...**

YOUR supporters **ARE**  
**actively giving** on Giving  
Tuesday!

You just need to create a  
campaign that **effectively**  
**connects** with them.







**Don't miss out on  
these opportunities!**

A photograph of a rectangular sign mounted on a metal post against a clear blue sky. The sign has a white background with a decorative border and contains the text 'THE FUTURE DEPENDS ON WHAT YOU DO TODAY' in bold, black, sans-serif capital letters. The sign is supported by a metal frame with a horizontal bar above and below it. The post is a vertical metal pipe.

**THE FUTURE DEPENDS  
ON WHAT YOU DO TODAY**





Let's talk about how to position  
Giving Tuesday!



You'll need to spend some time creating your "ask"...







# Step 1: What's Your Goal?

**How much money do you need to raise** during your year-end fundraising efforts?

**Is this goal realistic\*** based on your past fundraising efforts?

*\*HINT: If you aren't sure, find your year-end fundraising results from 2023 and **increase it by 10%**!*





## Step 2: Brain Dump

**What** does your organization do?

**How** do you do it?

What makes your organization **unique (UVP)**?







## Step 3: Pick A Path

Do you have an **urgent need** that requires funding?

**OR**

Do you have a story/focus you think will be **compelling**?

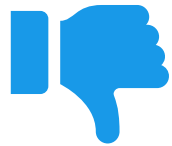
Is this **informed by data** or based on a hunch?







# Step 4: Focus On Impact\*



Our goal is to raise \$30,000.

VS.



Help 30 more kids succeed in school this year!

\*HINT: Remember that **empathy sustains charity.**

**THE SUSTENLAN-MAYA CENTER** **DONATE**

**WE NEED YOUR HELP TOMORROW!**

**IN 24 HOURS #GREATGIVE424**

Over the last few weeks, people like you have come out in droves to show their support for our goal - to get 30 more kids ready to succeed in school this year. Our goal culminates tomorrow (Wednesday, April 24) in honor of the Great Give, a 24-hour online giving event.

**That means tomorrow we need you.**

Children who fall behind grade level are 25% more likely to drop out of high school, 40% more likely to become a teen parent AND 70% more likely to be arrested for a violent crime. Helping us reach our Great Give goal means we can help 30 more underserved kids succeed in school, giving them a chance at a life they deserve.

Even better? If we reach our Great Give goal, we will unlock a \$5,000 donor match - **which means 30 kids helped becomes 35!**

You heard us right: 35 lives changed! What better way to kick off your support of early-education and children in our community?

**Just \$84 can make a difference in a child's life** by providing one month of critical after-school care. We can't do this without you. Will you join us?

Don't want to wait? Donate now!

**DONATE**

Sometimes it takes a village! Help us spread the word tomorrow (by forwarding this email, interacting with us on Facebook or Instagram and more).

**GREAT GIVE 424** **#GREATGIVE424** **THE SUSTENLAN-MAYA CENTER**

**THE SUSTENLAN-MAYA CENTER** **DONATE**

**DOUBLE THE LOVE = DOUBLE THE LIVES**

Thanks to help from supporters like you, we have reached the xyz point to our Great Give goal! That means so far, **we've raised the funds together to get xyz kids ready to succeed in school this year.**

Your support always means so much to us, and with your help, we can change the lives of 30 kids now through April 24th.

**Don't forget: Just \$84 can make an impact** to a child in need by funding one month of after-school care complete with homework help, independent reading and age-appropriate activities.

**Double the love = double the lives! Help us meet our Great Give goal and unlock a \$5,000 dollar-for-dollar match and turn 30 changed lives into 35!**

Show your support for early-education and change a child's life today.

**DONATE**

Help us spread the word to your friends and family!

**GREAT GIVE 424** **#GREATGIVE424** **THE SUSTENLAN-MAYA CENTER**



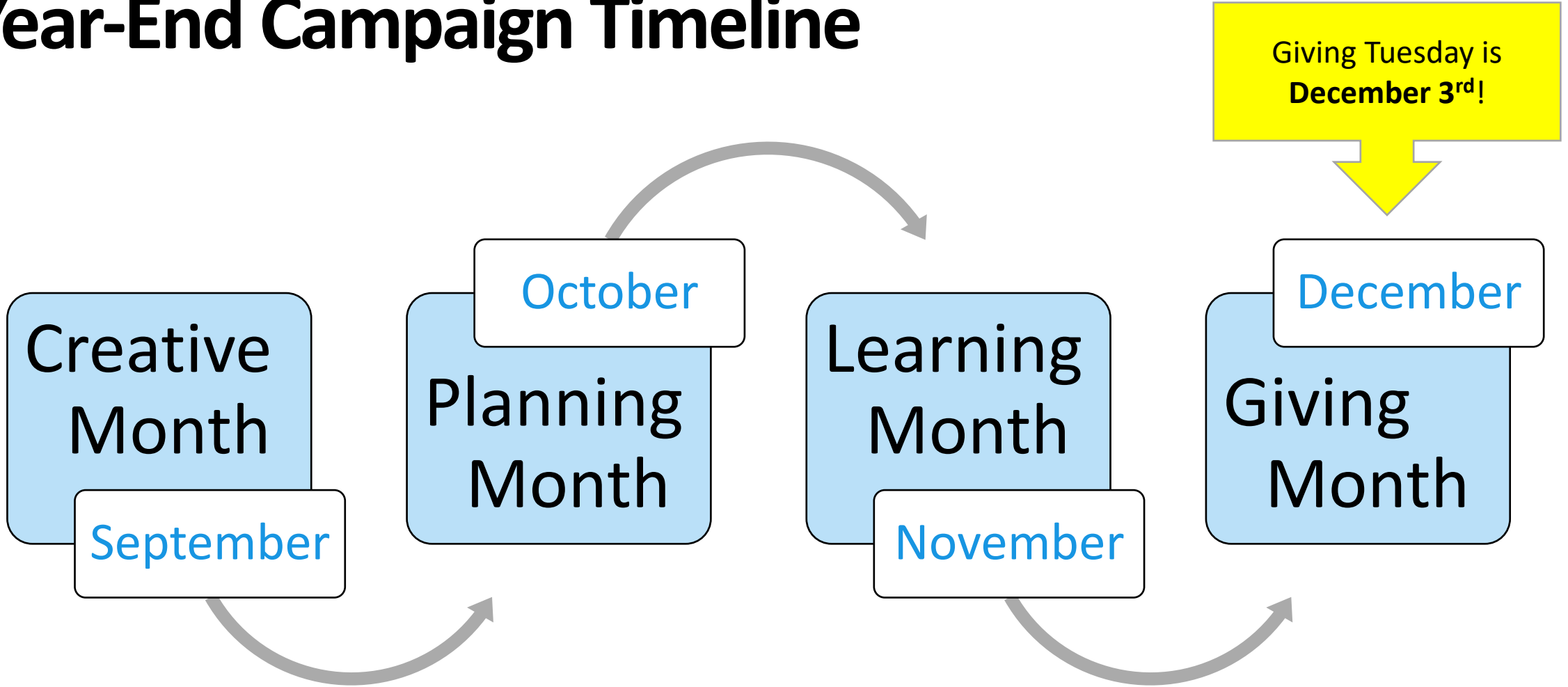


Now that you have a clear ask – create a campaign timeline!





# Year-End Campaign Timeline





# 12/3 = Giving Tuesday

When will you start your year-end campaign?

How much money do you want to raise by Giving Tuesday?

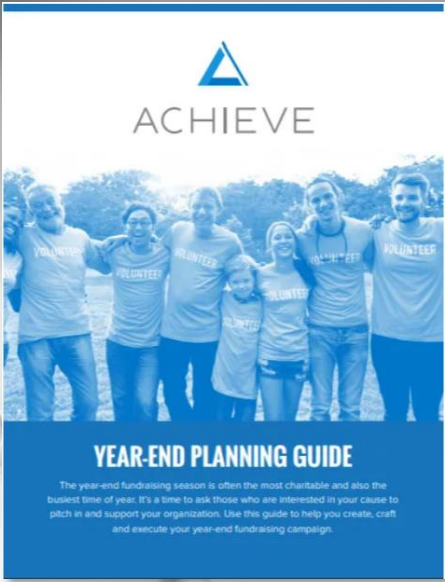
How can you create urgency to encourage giving by Giving Tuesday?





**HOMEWORK HELPER!!!**

**Download FREE resources at:  
[achievecauses.com/free-tools](https://achievecauses.com/free-tools)**



The year-end fundraising season is often the most charitable and also the busiest time of year. It's a time to ask those who are interested in your cause to pitch in and support your organization. Print out this planner to help you create, craft and execute your year-end fundraising campaign.





# SEPTEMBER

the creative month

This is the month you should spend cultivating the **creative theme**, messaging and imagery that will comprise your year-end fundraising campaign.

This is when you should **renew your own understanding of your organization's mission!**



# OCTOBER

the planning month

During this planning month, your team should **present the strategy and approach** for the year-end campaign to the organization.

This includes reviewing various methods that will be used to seek support including the **timing and intended outcomes** of each solicitation approach.





# NOVEMBER

the learning month

Insert year-end story concepts in newsletters. Start presenting some aspects of the creative strategy to your constituents.

**Ask your followers to act** on behalf of the issue. This is the time to **educate and reignite their interest** in your cause before they are asked to give.



# DECEMBER

the giving month

Finally, it's time to **start asking** your following to support the organization and mission you serve.

The year-end campaign season begins around Giving Tuesday and ends at the end of the year. **Don't forget to spend time** asking and **thanking donors**. Don't wait until after the season is over!



**You don't have to reinvent the wheel!**

[givingtuesday.org  
/givingtuesday-  
toolkit-for-  
nonprofits/](https://givingtuesday.org/givingtuesday-toolkit-for-nonprofits/)





# After Giving Tuesday

**Thank everyone** who supported you.

Provide a **campaign update**.

**Create opportunities** for:

1. Donors who have already supported you to share your campaign.
2. Encouragement for supporters to give (who haven't yet).



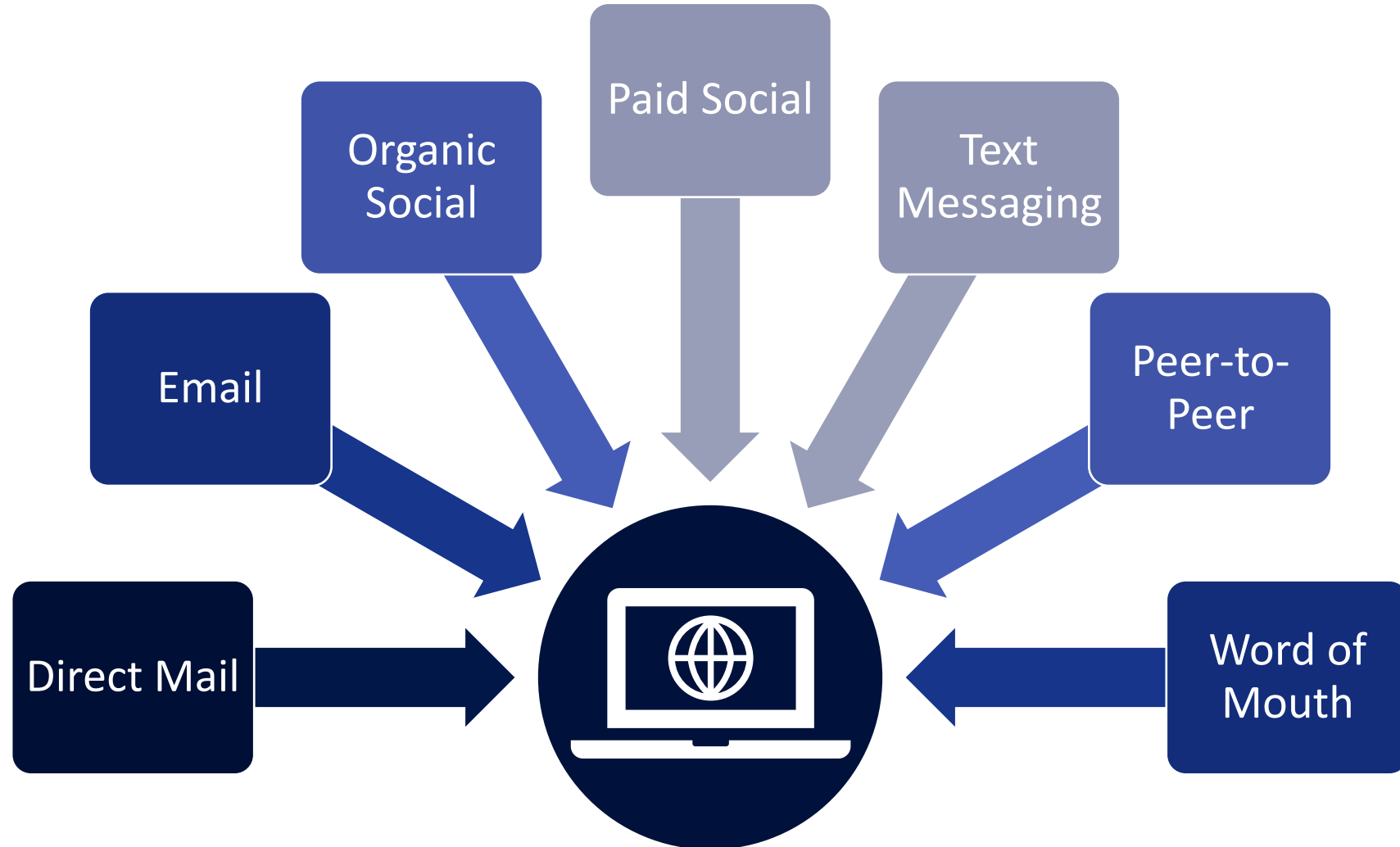


A large crowd of people is shown from a high angle, all holding up their smartphones to record a video. The scene is overlaid with a semi-transparent blue filter. In the center, white text reads "Let's examine ways to amplify your campaign." One smartphone in the foreground is clearly visible, showing a video recording interface with a timer at 01:32.

**Let's examine ways to amplify  
your campaign.**



# Get Supporters Onto Your Website



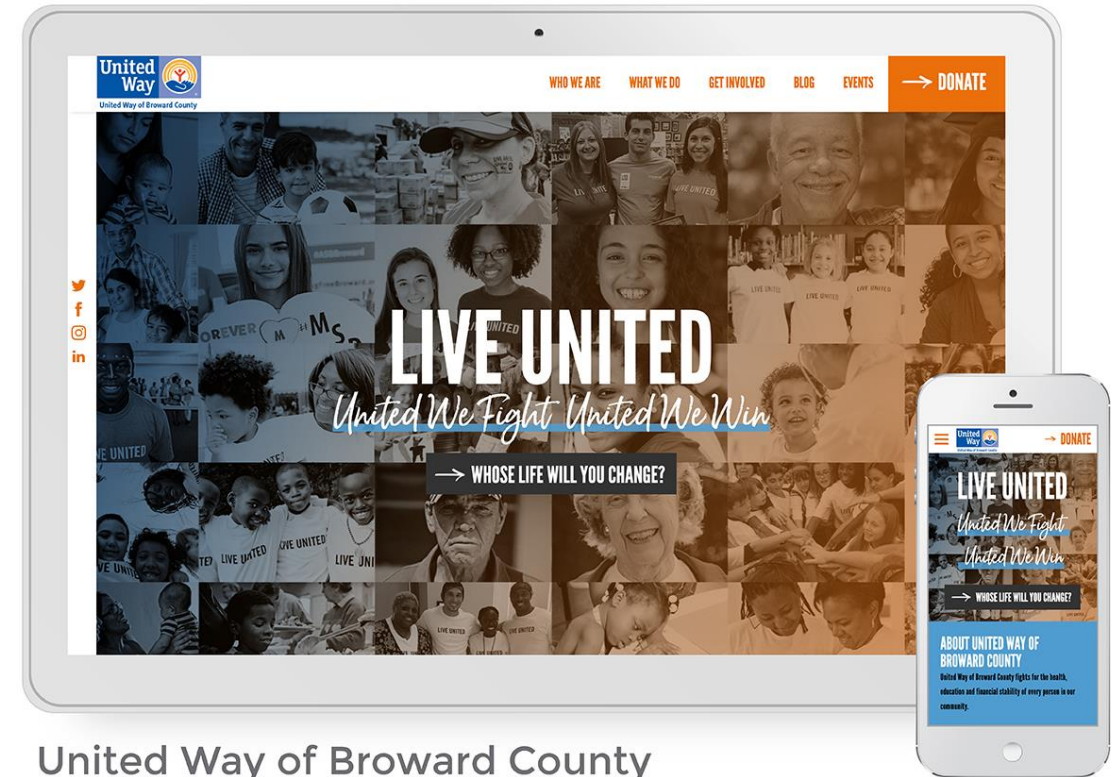




# Did You Know...

Opinions about your website are formed within **50 milliseconds or less.**

95% of first impressions **relate to your website design!**



United Way of Broward County  
[unitedwaybroward.org](http://unitedwaybroward.org)

# WE GO **BIG** FOR CAUSES OF ANY SIZE.



DIGITAL MARKETING 

SOCIAL MEDIA 

WEB DESIGN 

WEB SUPPORT 

**NEW!**

Introducing **Strive**, a budget friendly website solution for nonprofits.

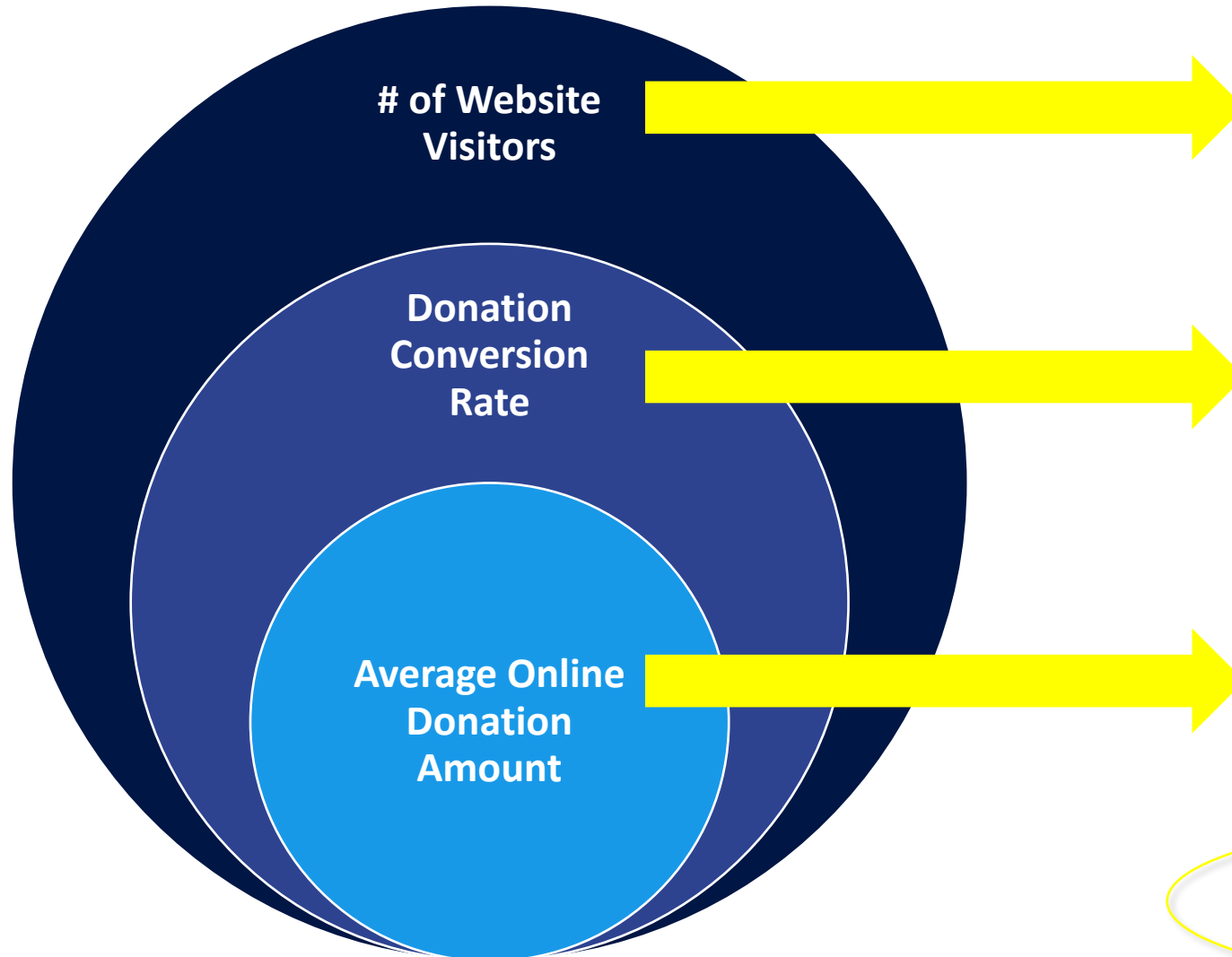
- **Affordable**
- **Beautiful Designs**
- **Intuitive**

[achievecauses.com/qgiv](https://achievecauses.com/qgiv)

 **ACHIEVE**



# 3 Key Online Fundraising Metrics



	Last Year
# of Website Visitors	10,000
	X
Donor Conversion Rate	2%
# of Donors	200
	X
Average Online Donation	\$100
	=
Online Donations	\$20,000



# Even a slight 10% increase = MAJOR GROWTH

	Last Year		This Year
# of Website Visitors	10,000	<i>(multiply by 0.1 then add to previous year)</i>	11,000
	X		X
Donation Conversion Rate	2%	<i>(multiply by 0.1 then add to previous year)</i>	2.2%
# of Donors	200		242
	X		X
Average Online Donation	\$100	<i>(multiply by 0.1 then add to previous year)</i>	\$110
	=		=
Annual Online Donations	\$20,000		\$26,260







# 1. Increase # of Web Visitors

## Content Strategy



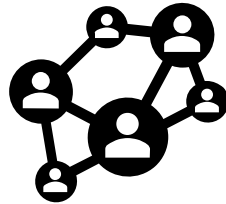
- Email
- Organic Social
- Direct Mail
- PR

## Optimize Search

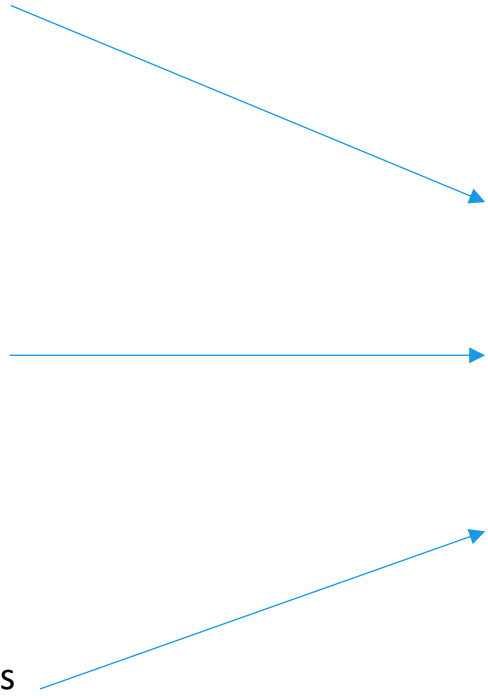
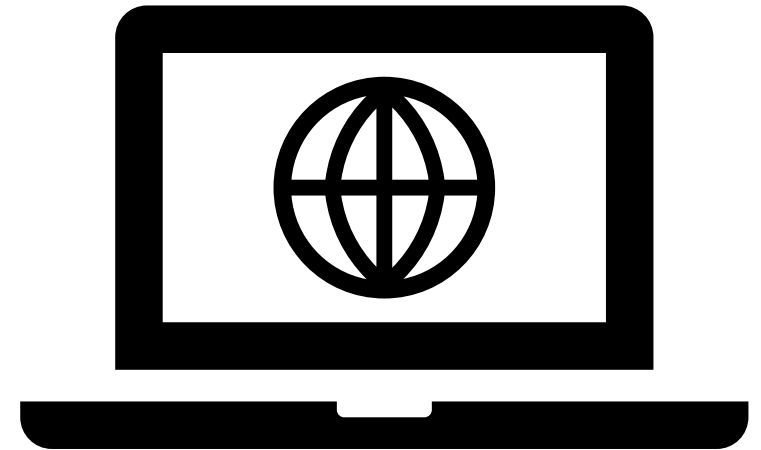


- SEO
- Thought Leadership
- Google Grant (AdWords)

## Leverage Your Network



- Peer-To-Peer
- Strategic Partnerships
- Influencer Campaign
- Paid Social
- Text Messaging





# Segment & Automate Your Emails

## Active Donors



- Email #1
- Email #2
- Email #3
- Thank You

## LYBUNTs



- Email #1
- Email #2
- Email #3
- Email #4
- Thank You

## SYBUNTs



- Email #1
- Email #2
- Email #3
- Email #4
- Email #5
- Thank You



# Do your current social channels align?

Facebook	Instagram	TikTok	LinkedIn	Twitter (X)
<ul style="list-style-type: none"> <li>• <b>3 billion</b> users</li> <li>• Average user spends <b>19.6 hours/month</b></li> <li>• Over 23% of users are <b>over 45</b> (5.6% are over 65)</li> <li>• Facebook is the <b>most used social network</b> in the world (2 billion DAILY users)</li> <li>• Ranks #3 as the <b>most visited website</b> after Google &amp; YouTube</li> </ul>	<ul style="list-style-type: none"> <li>• <b>2 billion</b> users</li> <li>• Average user spends <b>11.2 hours/month</b></li> <li>• Over 60% of users are <b>between 18-34</b></li> <li>• Compared to other social networks, Instagram is <b>perceived as a more “positive”</b> platform</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1.5 billion</b> users</li> <li>• Average user spends <b>19.6 hours/month</b></li> <li>• Almost 50% of users are <b>under 30</b></li> <li>• While the largest user base is 10-19 years old, <b>40% of Gen Z report being influenced by brands</b> they see on TikTok</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1 billion</b> users</li> <li>• Average user spends <b>17 minutes/month</b></li> <li>• Over 80% of US users are <b>25-54</b></li> <li>• This platform is great for <b>B2B with many decision makers</b> reporting they validate organizations through LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>• <b>619 million</b> users</li> <li>• Average user spends <b>5.1 hours/month</b></li> <li>• 42% of users are <b>between 18-29</b></li> <li>• More than <b>70% of users identify as male</b></li> <li>• Only <b>22% of Americans use Twitter</b></li> </ul>

**TIP:** Look at your existing audience insights on each of your channels!

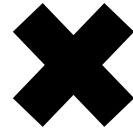




# Is your social content shareable?

464 Engagements

606 Followers



100



**76% Engagement Rate**

Did you know that on average only 1 out of every 1,000 sea turtle hatchlings will survive to adulthood?

Do your part to help ensure survival for these hatchlings by:

- Becoming a conscious and responsible food consumer.
- Supporting local sea turtle conservation.
- Participating in beach cleanups.
- REFUSING single use plastic.
- Filling holes/knocking down sand castles before leaving the beach.

\*All sea turtle work performed under appropriate national marine fisheries & fish & wildlife permits.



403

6 Comments 55 Shares



# **FREE** Qgiv Social Media Webinars On Demand



[bit.ly/3TzOvBb](https://bit.ly/3TzOvBb)



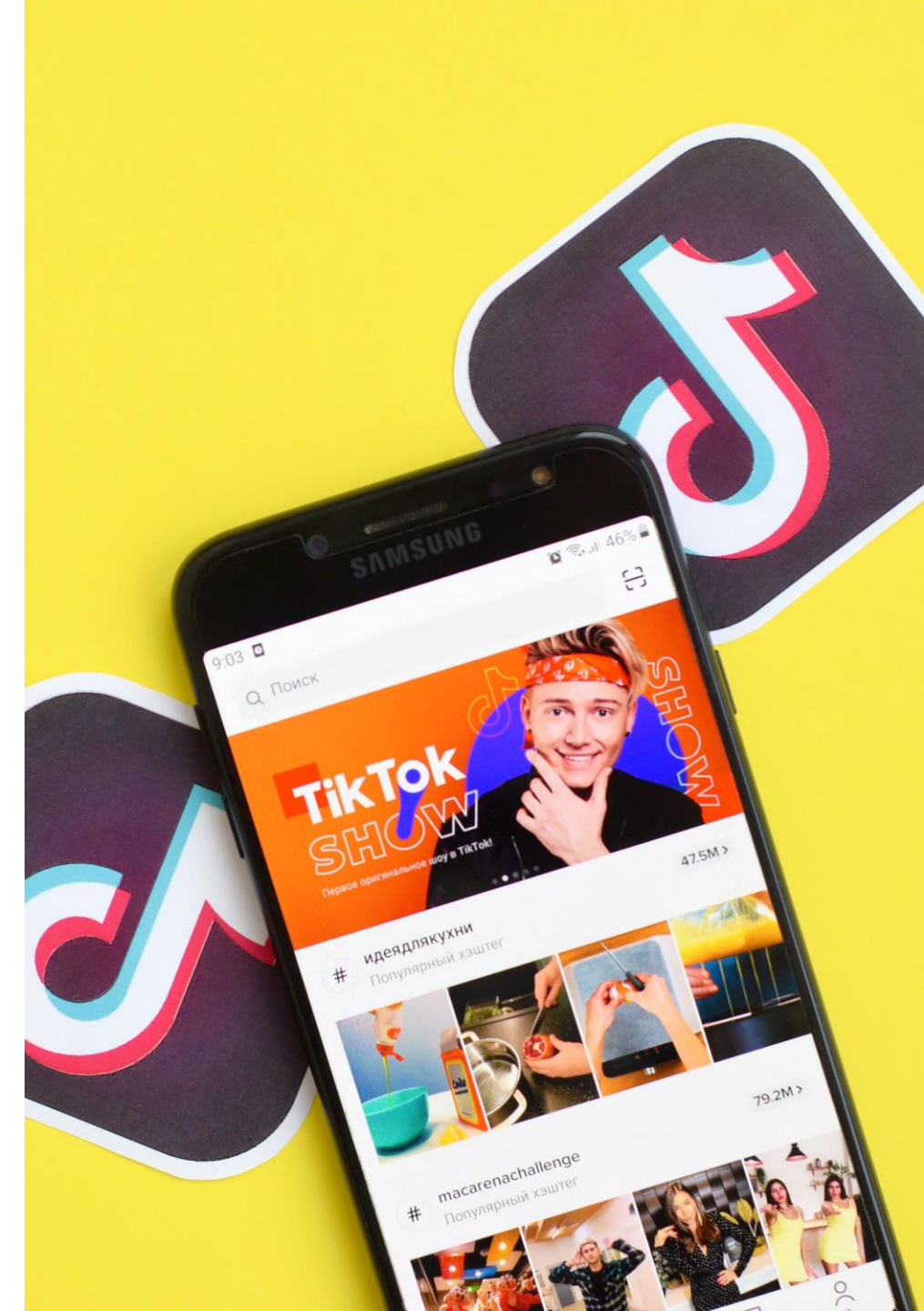
[bit.ly/3MPXavu](https://bit.ly/3MPXavu)



# TikTok Creative Center

- Get inspired by trending songs, hashtags, videos, and more!

[ads.tiktok.com/business/creativecenter](https://ads.tiktok.com/business/creativecenter)







# Amplify Social With Paid Spend

It's a pay-to-play game!

- A few years ago, most of your followers saw your posts in their feeds.
- With the introduction of Meta advertising and algorithm updates, this has dramatically changed.
- By paying for Meta advertising via post elevation, we can ensure content reaches the intended target audience.

**Only 1-5% of your Facebook fans will typically see your content without paid spend.**





# Sea Turtle Organizations (Top Post Comparison)

## 2,039 Facebook Followers

Are you celebrating a special occasion soon? If balloons are on your party list, we suggest other fun ways to decorate that don't contribute to ocean pollution, like solar-powered lights and paper lanterns.  
Often time, balloons end up in the ocean where they could be ingested by sea turtles or other marine wildlife. Let's make sure our celebrations are eco-friendly and memorable!



Boost this post to reach up to 517 more people if you spend \$14. [Boost post](#)

1.9K 10 comments 59 shares

Like Comment Share

1,941 reactions  
10 comments  
59 shares

**98.5% Engagement Rate**

## 112K Facebook Followers

It is our first Nesting Season Update in 2023 🌿  
Over the last month, LMC's research team has documented a total of 41 leatherback nests within the 9.5-mile stretch of beach they monitor so far this season!  
As these nesting numbers continue to climb and we are soon joined by loggerhead and green sea turtles, it is crucial to remember the vital role these creatures play within our environment!



975 21 comments 156 shares

Like Comment Share

975 reactions  
21 comments  
156 shares

**1% Engagement Rate**

## 30,927 Facebook Followers

3 more leatherback nests over the last few days in Boca Raton brings our total nest number to FIVE!  
Did you know that leatherbacks are the largest of all sea turtle species and have amazing adaptations which allow them to dive up to a mile deep and migrate thousands of miles across oceans?  
digital drawing - Marine Turtle Specialist Allison Ragle



157 7 comments 16 shares

Like Comment Share

157 reactions  
7 comments  
16 shares

**0.6% Engagement Rate**

# Optimize Meta Campaigns For Post Engagement

**Create new campaign** New ad set or ad ✕

**Buying type**  
Auction

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement**
- Leads
- App promotion
- Sales

**Engagement**

Get more messages, video views, post engagement, Page likes or event responses.

**Good for:**

- Messenger, Instagram and WhatsApp
- Video views
- Post engagement
- Conversions

Name your campaign • Optional

[Learn more](#) Cancel Continue

Campaigns		Ad sets		Ads				
Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	June 2023: IG Post Elevation	\$175.00	7-day click or ...	1,803	3,077	5,135	\$0.01	\$23.90
<input type="checkbox"/>	June 2023: FB Post Elevation	\$175.00	7-day click or ...	2,307	9,776	13,686	\$0.01	\$23.81
<input type="checkbox"/>	May 2023: FB Post Elevation	\$175.00	7-day click or ...	16,705	98,672	178,308	\$0.01	\$175.00
<input type="checkbox"/>	May 2023: IG Post Elevation	\$175.00	7-day click or ...	11,432	10,344	33,522	\$0.02	\$175.00
<input type="checkbox"/>	April 2023: IG Post Elevation	\$175.00	7-day click or ...	11,086	15,956	36,861	\$0.02	\$174.96
<input type="checkbox"/>	April 2023: FB Post Elevation	\$175.00	7-day click or ...	12,288	73,009	143,886	\$0.01	\$175.00
<input type="checkbox"/>	March 2023: FB Post Elevation	\$175.00	7-day click or ...	24,165	52,807	96,997	\$0.01	\$175.00

Campaigns		Ad sets for 1 Campaign		Ads for 1 Campaign					
Off / On	Ad	Ad Set Name	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount
<input type="checkbox"/>	5/3	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,797	10,394	12,360	\$0.01	
<input type="checkbox"/>	5/22	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,773	26,648	34,615	\$0.01	
<input type="checkbox"/>	5/10	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,762	28,544	35,818	\$0.01	
<input type="checkbox"/>	5/2	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,506	4,741	6,116	\$0.01	
<input type="checkbox"/>	5/16	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,383	6,490	7,848	\$0.01	
<input type="checkbox"/>	5/18	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,065	6,028	7,114	\$0.01	
<input type="checkbox"/>	5/26	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	871	2,182	2,471	\$0.01	
<input type="checkbox"/>	5/11	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	834	8,784	10,507	\$0.01	
<input type="checkbox"/>	5/14	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	764	3,466	3,789	\$0.01	
<input type="checkbox"/>	5/9	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	760	4,217	4,830	\$0.01	
				<b>7-day click or ...</b>	<b>16,705</b>	<b>98,672</b>	<b>178,308</b>	<b>\$0.01</b>	



# Meta Ad Targeting Example

Ad Audiences\* include:

- Individuals 22-65+ years old in **YOUR COMMUNITY**

WHO ARE

- Familiar with **YOUR ORGANIZATION** (Warm Audiences):
  - They've visited [yourwebsite.org](#), engaged with [@yourhandle](#) on Facebook or Instagram, are **email subscribers**, **donor lists**, etc.

OR

- "Look like" people familiar with **YOUR ORGANIZATION** (Lookalike Audiences):
  - People who are similar to those who have been on your website, engaged with you on Facebook and/or Instagram, are email subscribers, etc.

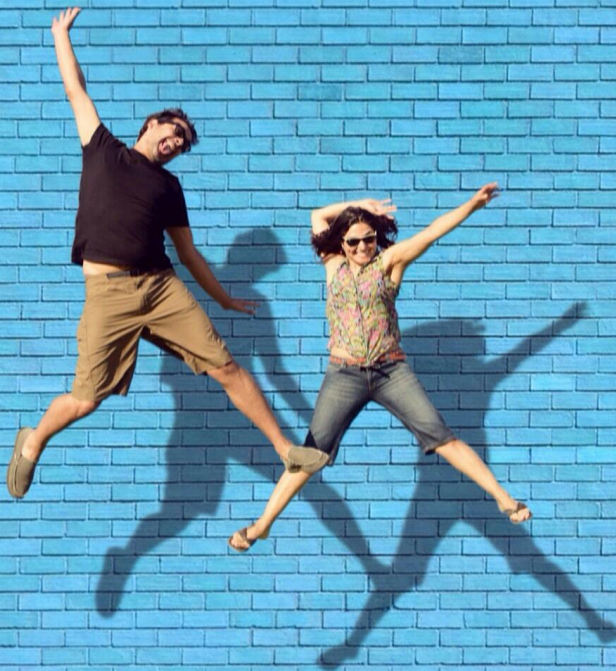
AND

- Have an affinity for causes similar to **YOUR ORGANIZATION**:
  - People who support/show interest in other nonprofits/organizations focused on **[insert organizations similar to yours]**, etc.
  - People who are interested in **[insert things related to your mission]**, etc.

AND/OR ALSO

- **Meet higher income bracket/net worth requirements** (philanthropy) and/or certain buying behaviors and/or demographics (Exp: parents, etc.)

*\*Note: Regularly A/B test and adjust ad audiences.*







**Meta Blueprint  
offers FREE courses!**



# Leverage Your People

## Media Kit

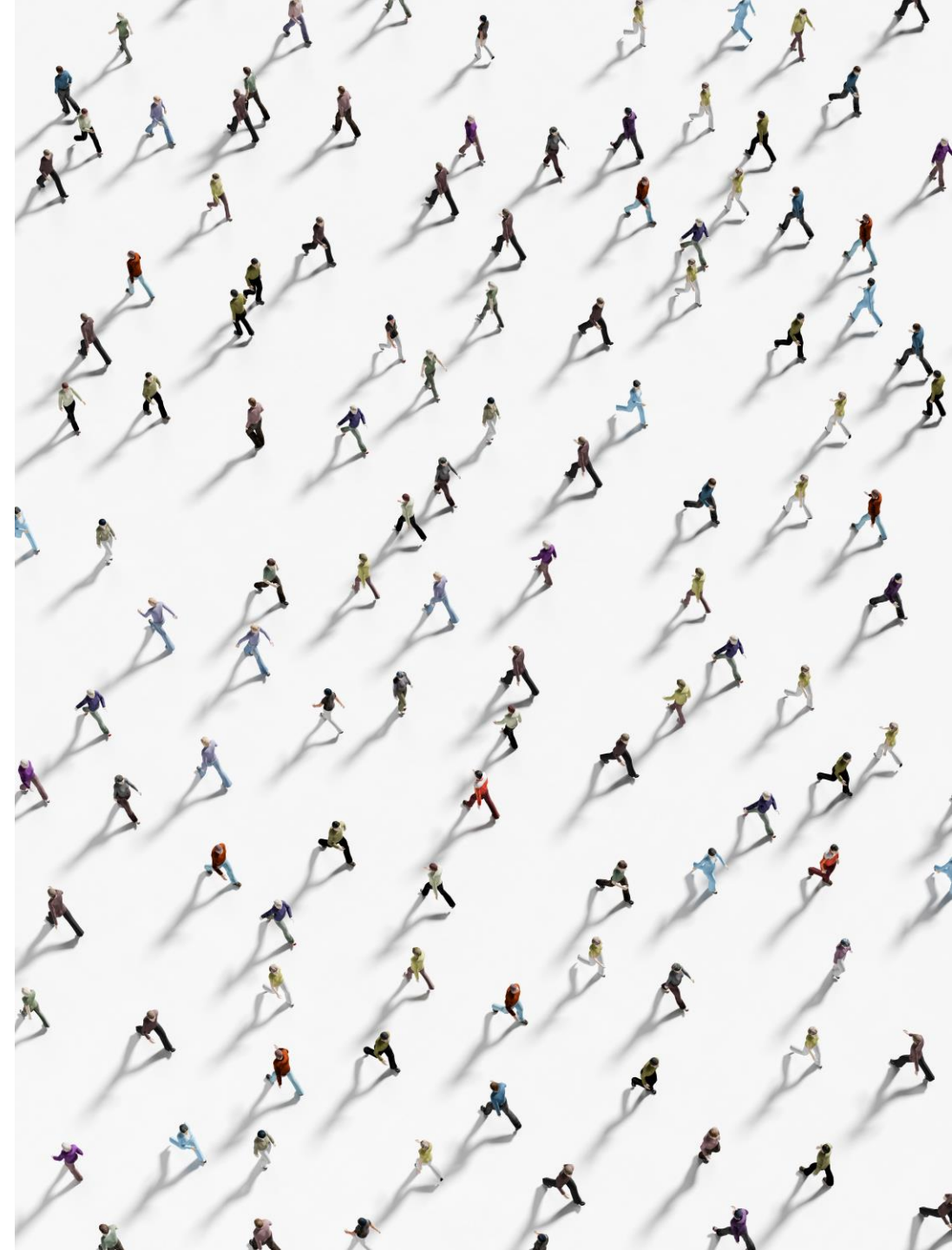
- Make it EASY for supporters to share your campaign.

## Facebook Fundraisers

- Board Members
- Volunteers
- Facebook Followers

## Call Bank

- Create phone scripts for your staff (or volunteers, board, committee, etc.)







# 2. Increase Donation Conversion Rate

## Make It Easy To Give



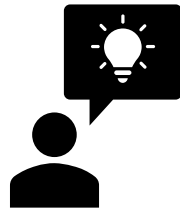
- Quick Load Time
- Clear CTA's
- Mobile Optimized
- Simple Donation Form
- Text-To Give
- Facebook/Instagram Donations

## Compelling Content

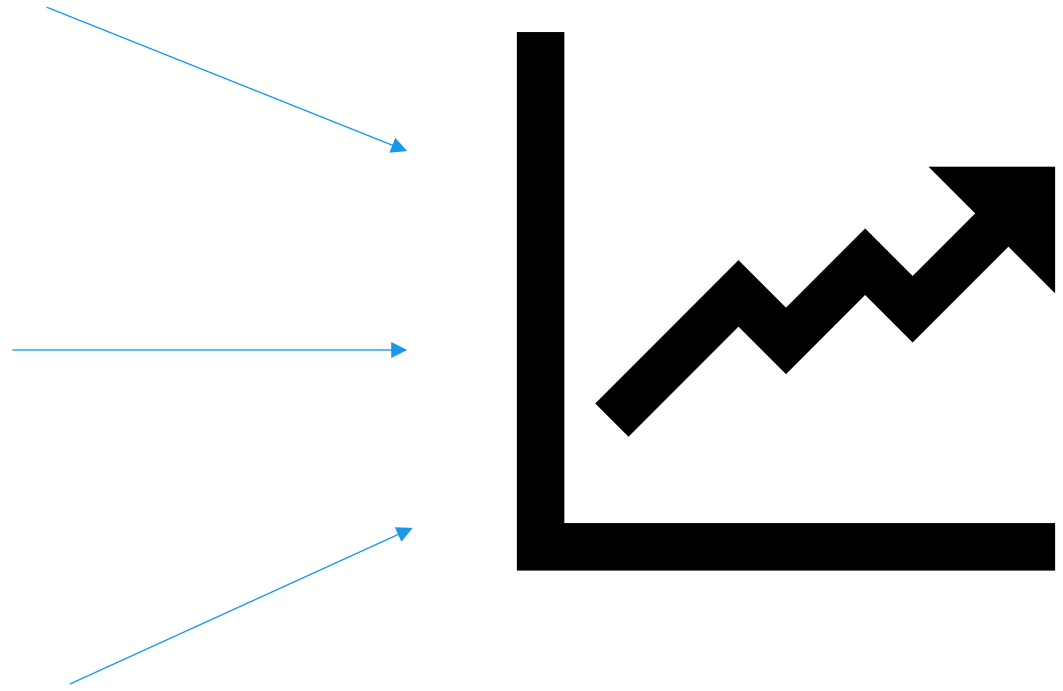


- Imagery
- Video
- Animation
- Impact Stories

## Make It Tangible



- Clear Goals
- Associate \$ w/Impact
- Highlight Problem/Solution



# A/B Test Landing Pages

Did you know that 1 in 7 children in Palm Beach County will go to bed hungry tonight?

Normally, every \$1 you give provides 5 nutritious meals for neighbors in need. ❤️ But, thanks to a generous \$100,000 matching gift, each dollar you give in March will supply 10 meals! ❤️



Your Donation DOUBLES

[Learn more](#)

Like Comment Share

## Double Your Impact

### In Palm Beach County...

- Over 132,000 people face food insecurity.
- 1 in 7 children will go to bed hungry tonight.
- 1 in 11 people struggle to put food on the table.

Normally, every \$1 you give provides 5 nutritious meals for neighbors in need. But, thanks to a generous \$100,000 matching gift, each dollar you give through April 15th will supply 10 meals!

No gift is too small to make a difference.



Double your impact through April 15th!

930% Return on Ad Spend!

Choose Your Gift

One Time Ongoing

350 Meals	\$35
500 Meals	\$50
1,000 Meals	\$100
2,500 Meals	\$250
Other	

Dedicate this gift

Add a little extra to help with fees

Give

VISA

Powered by Cgivi

# Make it easy to donate!




"Hoppy" Halloween! Do you want to hear something spooky? 🕸️  
 Americans spent an estimated \$480 million on pet costumes this year - a staggering \$70 million more than the federal appropriation for civil legal aid!  
<http://bit.ly/2CFPW4m>  
 We're working hard to provide civil legal help to protect our neighbors personal safety, livelihoods, health, and families. Will you show us your support? No gift is too small to make an impact!

Neighborhood Legal Services  
 Lawyer & Law Firm

**\$120 raised**  
 You and 2 others donated.

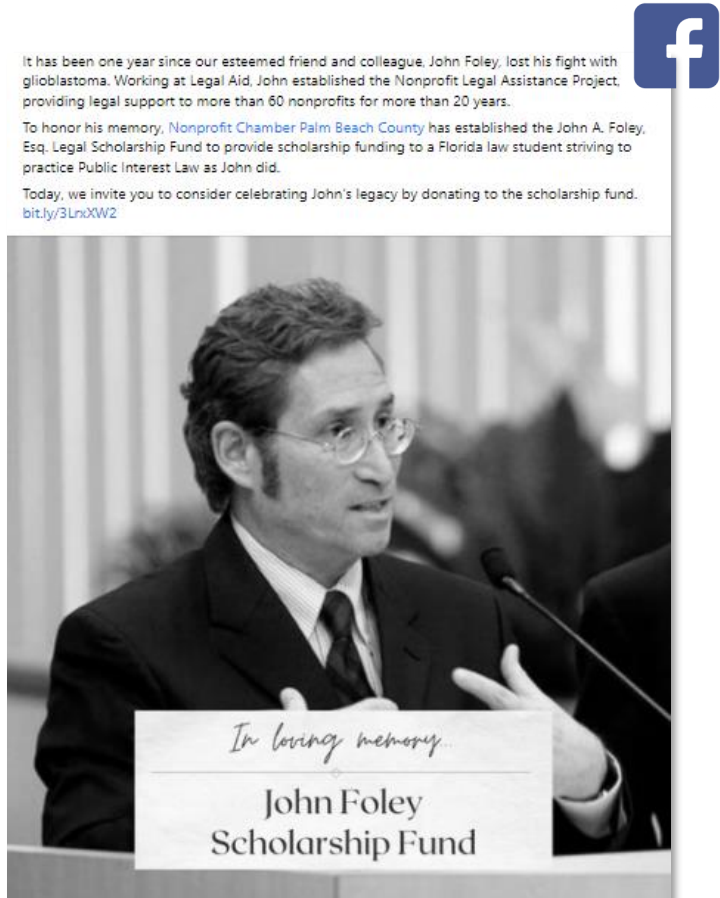
Send Message

Donate



898 pieces of plastic

Fundraising for \_\_\_\_\_  
 \$100 raised of \$100



It has been one year since our esteemed friend and colleague, John Foley, lost his fight with glioblastoma. Working at Legal Aid, John established the Nonprofit Legal Assistance Project, providing legal support to more than 60 nonprofits for more than 20 years.  
 To honor his memory, Nonprofit Chamber Palm Beach County has established the John A. Foley, Esq. Legal Scholarship Fund to provide scholarship funding to a Florida law student striving to practice Public Interest Law as John did.  
 Today, we invite you to consider celebrating John's legacy by donating to the scholarship fund.  
[bit.ly/3LnXXW2](http://bit.ly/3LnXXW2)

*In loving memory...*  
**John Foley  
 Scholarship Fund**

**\$440 raised**  
 7 people donated.

27

11 Shares

Donate



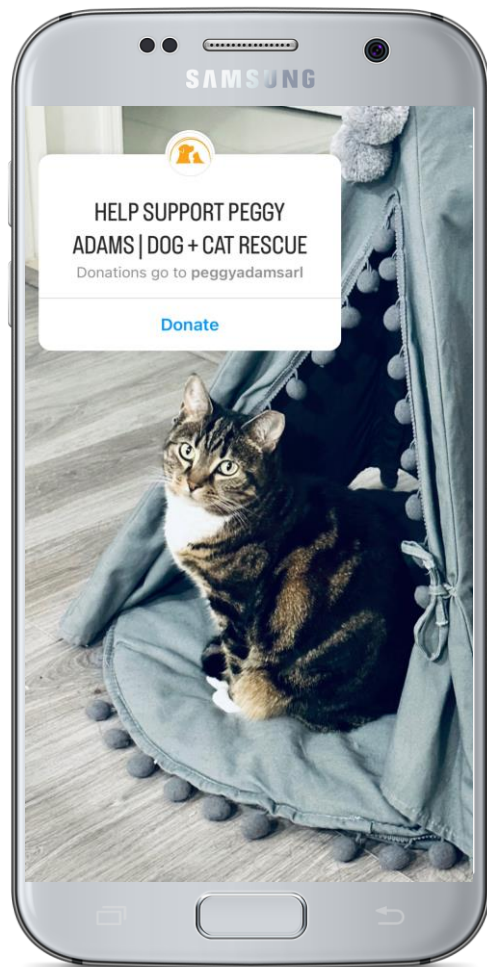
# Facebook Donation Account

[facebook.com/donate/signup](https://facebook.com/donate/signup)

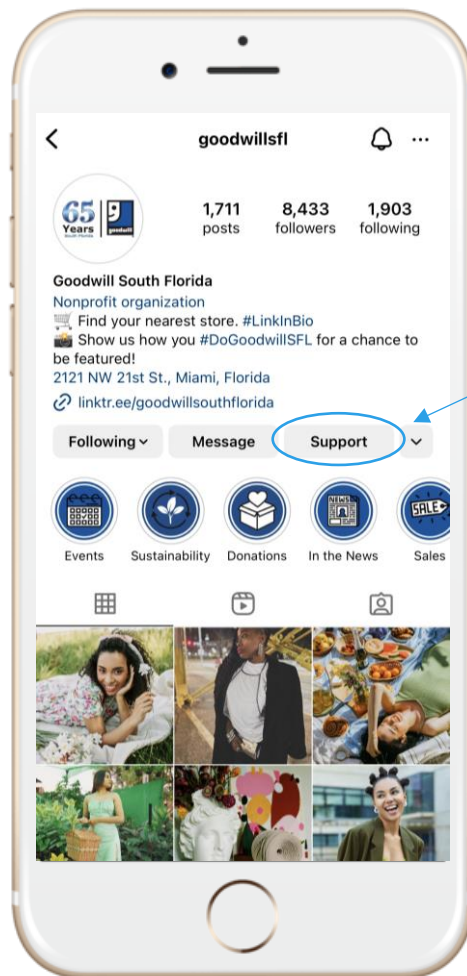
*\*As of 10/31/23 Meta is partnering with PayPal Giving Fund for donation processing: [facebook.com/nonprofit-manager/](https://facebook.com/nonprofit-manager/)*



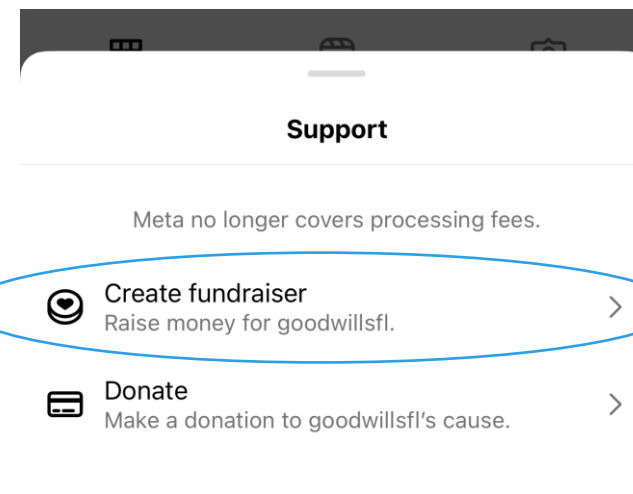
# Instagram Giving Tools



Instagram Stories



Donate Button



Fundraisers

Setup Instructions:  
[bit.ly/IGDonateButtonSetup](https://bit.ly/IGDonateButtonSetup)

Instagram Live Stream:  
[bit.ly/InstagramDonations](https://bit.ly/InstagramDonations)





# Benchmark Alert: Facebook Fundraisers



On average, Facebook Fundraisers generate **4 gifts** with an average gift size of **\$34**.





# TikTok Donations



TikTok Donate Button

To be eligible for TikTok's donate feature, your nonprofit will need to:

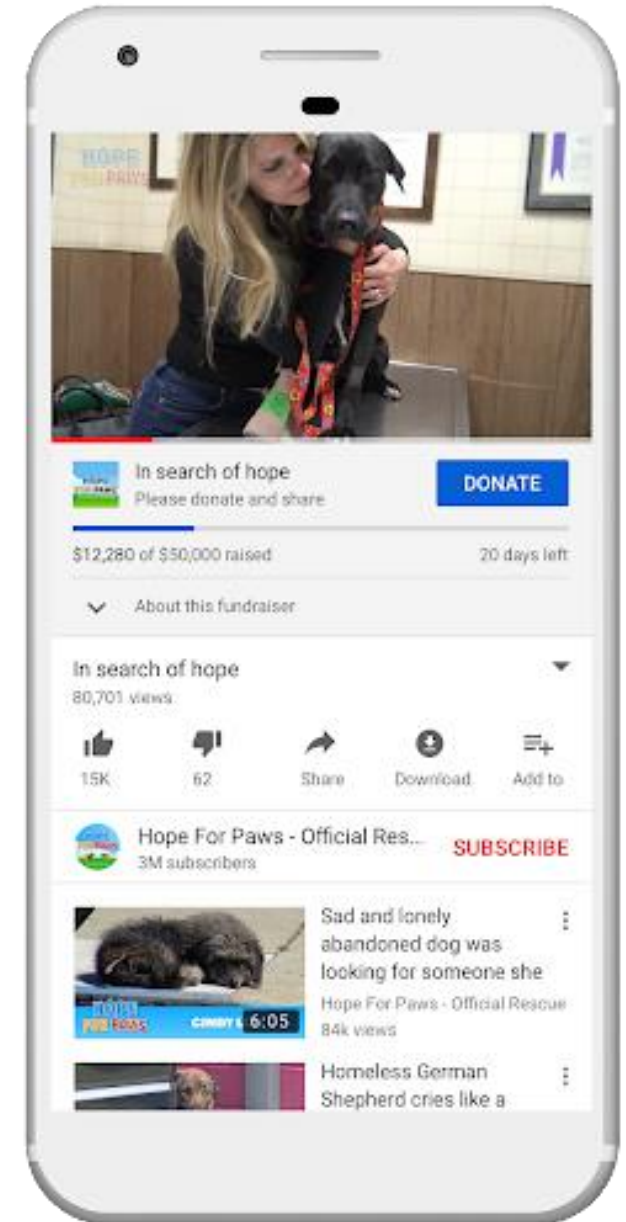
1. Build a nonprofit presence on TikTok.
2. Sign up for Tiltify AND be approved.
3. Register your organization with Benevity Causes.
4. Set up Stripe on Tiltify.



# YouTube Giving

To be eligible for YouTube Giving, your channel must:

1. Have a minimum of 10K subscribers.
2. Be in the YouTube Partner Program.
3. NOT be designated as “made for kids”.



YouTube Donate Button



# Remember **WHY** People Give...



1. They recognize there is a **PROBLEM**.
2. They believe **YOUR** organization is working towards a solution to that problem.
3. They feel that by supporting your organization **THEY** are making a difference.

***“Empathy sustains charity!”***







# 3. Increase Average Online Donation Amount

## Donation Forms



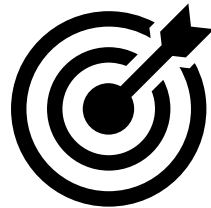
- Lower Processing Fees
- Recurring Gifts
- Thermometer

## Engage Donors

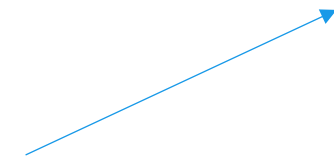
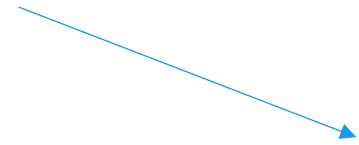
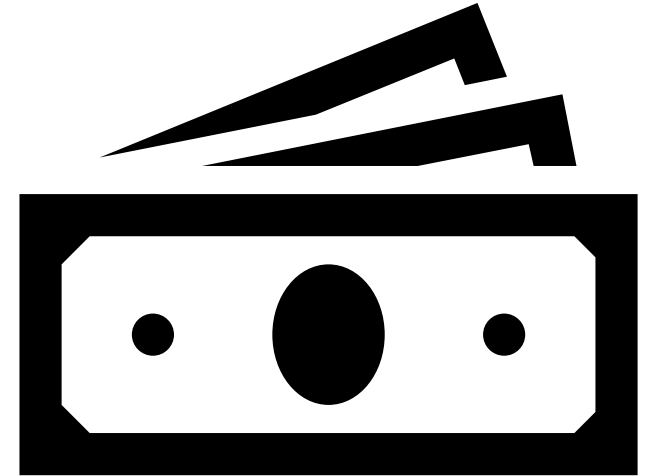


- Explain Impact
- Provide Updates
- Focus On Them NOT You
- Encourage campaign sharing as part of your thank you messaging

## Giving Tiers



- Unique Donation Levels
- Corporate Sponsorships
- “Extras”
- Matching Gifts



# Make It Tangible

- Equate giving tiers to **tangible impact**:
  - \$21 = 1 Week of After School Care
  - \$42 = 2 Weeks of After School Care
  - \$84 = 1 Month of After School Care
  - \$168 = 2 Months of After School Care
  - \$252 = 3 Months of After School Care
  
- Your giving tiers should **reflect your average gift size**. If your average gift is \$200, your tiers should not be (\$25, \$50, \$100, other).

The Guatemalan-Maya Center, inc.

Help 30 more kids succeed in school this year.

Causes: Education, Youth, Community Advocacy

129%

\$38,787 Raised \$30,000 Goal 140 Donors

 \$21 1 Week of After School Care	 \$42 2 Weeks of After School Care	 \$84 1 Month of After School Care	 \$168 2 Months of After School Care	 \$252 3 Months of After School Care
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CHOOSE YOUR OWN AMOUNT

**CHANGE A CHILD'S LIFE**

Did you know that kids who don't receive a quality preschool education are 40% more likely to become a teen parent AND 70% more likely to be arrested for a violent crime? That's why we prioritize early-learning programs - to combat these problems at the source.

**Fundraising Champions**

- Cara Biggs \$100.00
- Colette O'Neill \$5.00
- Sophie Torres \$0.00

**Recent Donors**

- Anonymous \$100.00





# Get Creative!



theanimalfoundation 1w

Our artists have started working their magic, and some of the portraits are downright terrifying! 🐾

For just \$20, one of our volunteer "artists" will create a unique portrait of your pet. All proceeds benefit our shelter pets.

Sure, a few of our artists are talented, but as you can see, most of them are pretty bad.

Will you get a portrait you can hang on your fridge with pride, or will you accidentally throw it into the trash? Only one way to find out!

Get yours at the link in our bio.



539 likes

September 12



the animal foundation

## Possibly (Probably) Poorly Drawn Pets


A fundraiser benefitting homeless pets and local "artists"

YOUR PET



THE ART



A large crowd of people is shown from a high angle, with many individuals holding up their smartphones to take photos or videos. The entire image is overlaid with a semi-transparent blue filter. In the center, the text "How will you know if your strategy is working?" is written in a bold, white, sans-serif font. The text is split across two lines: "How will you know if your" on the top line and "strategy is working?" on the bottom line. The background shows a dense group of people, with their hands and phones raised, suggesting a public event or a social media gathering.

**How will you know if your  
strategy is working?**



**You should be tracking where your web traffic and conversions are coming from!**

- Google Analytics (GA4)
- Tracking Links  
*(bit.ly, Google URL Campaign Builder, etc.)*
- Google Tag Manager
- Meta Pixel
- LinkedIn Insight Tags



- Home
- Demos & Tools
  - Account Explorer
  - Campaign URL Builder**
  - Dimensions & Metrics Explorer
  - Enhanced Ecommerce
  - Hit Builder
  - Query Explorer
  - Request Composer
  - Spreadsheet Add-on
  - Tag Assistant
- Resources
  - About this Site
  - Help & feedback

# Campaign URL Builder

WEB PLAY

This tool allows you to easily add campaign parameters to URLs so you can measure [Custom Campaigns](#) in Google Analytics.

## Enter the website URL and campaign information

Fill out all fields marked with an asterisk (\*), and the campaign URL will be generated for you.

website URL \*  
https://www.achievecauses.com/lets-talk

The full website URL (e.g. https://www.example.com)

campaign ID

The ads campaign id.

campaign source \*  
social

The referrer (e.g. google, newsletter)

campaign medium \*  
cpc

Marketing medium (e.g. cpc, banner, email)

campaign name \*  
GivingTuesday2024

Product, promo code, or slogan (e.g. spring\_sale) One of campaign name, campaign

campaign term

Identify the paid keywords

campaign content

Use to differentiate ads

**Hint: Keep this the same for all related campaign efforts!**

## Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL  
https://www.achievecauses.com/lets-talk#utm\_source=social&utm\_medium=cpc&utm\_campaign=GivingTuesday2024

Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL  
https://bit.ly/4e9W35C

SHORTEN LINK

**Create tracking links that integrate with Google Analytics (GA4) to understand where your web traffic is coming from!**



What if your website has tracking limitations?



If your donation form drives to a URL outside of your website, Google Analytics attribution may be inaccurate.







# Don't be afraid to test-and-learn!

Consumer behavior can change quickly!  
**Experiment and pivot** as needed.

If something isn't working – **make adjustments or discontinue efforts** depending on available time and budgets.





# Reporting

- At least once a month, take time to analyze your results!
- What is working? What isn't?
- Use this data to **make informed decisions** about content/strategies.

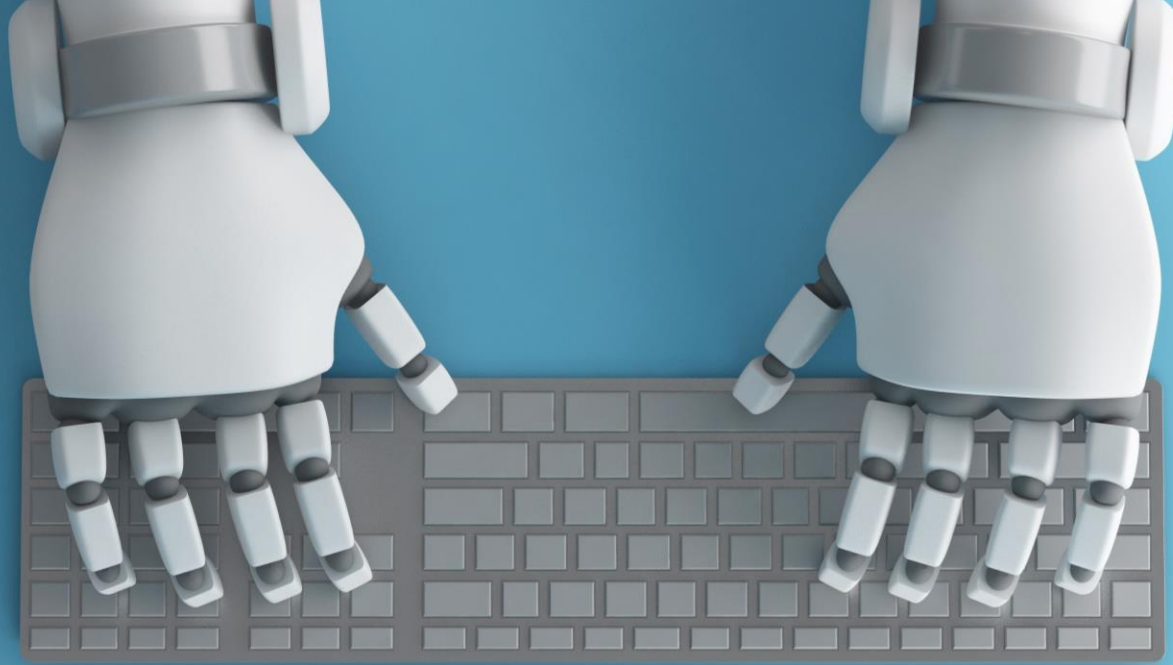






**Let's address the elephant  
in the room!**

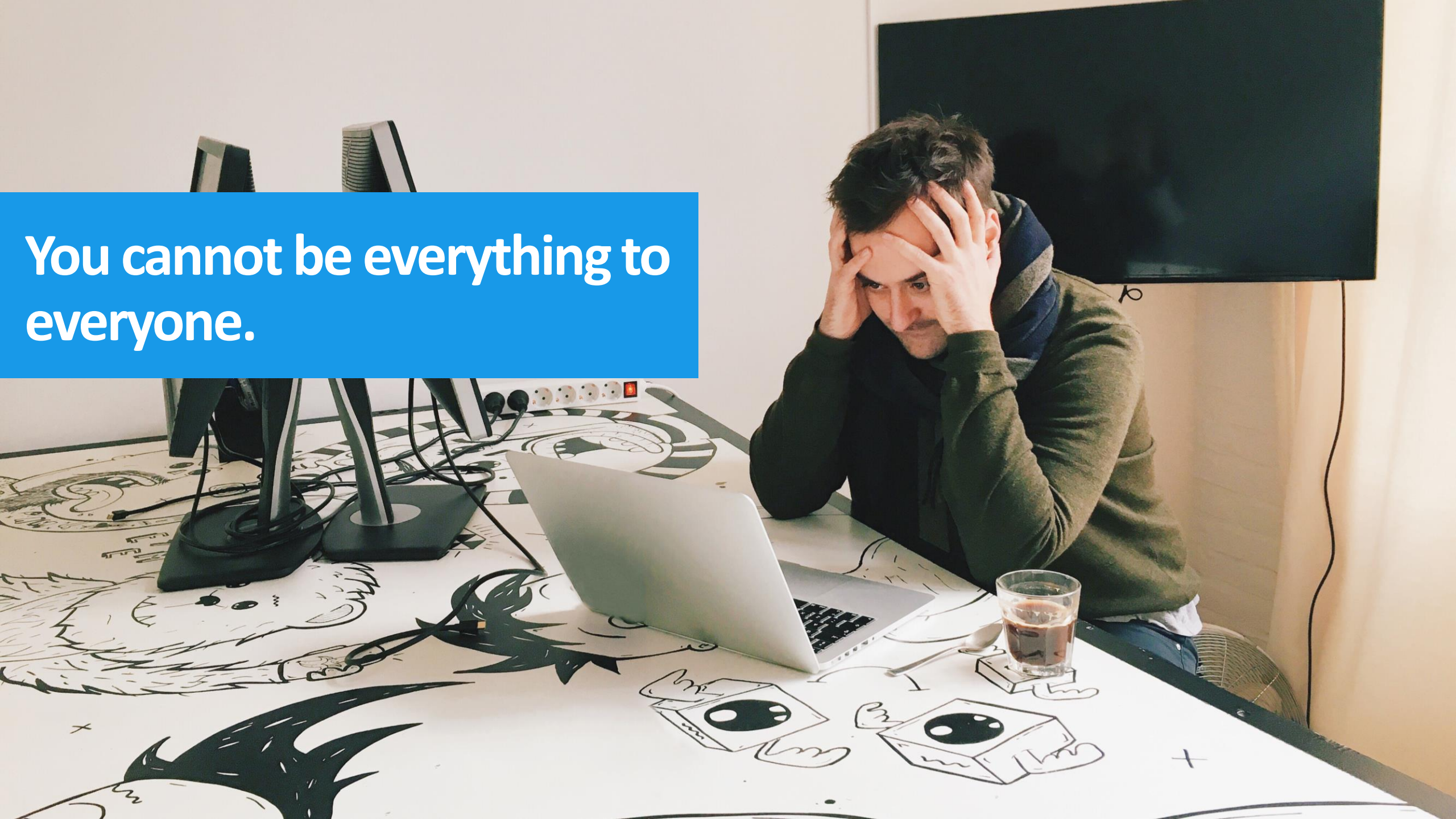




You are NOT a robot!



You cannot be everything to everyone.





**Control what you can.**

**Let the rest go!**





Visit [AchieveCauses.com](https://AchieveCauses.com)  
for **FREE resources** to  
further your mission!



Digital Marketing | Social Media | Web Design | Web Support



# Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ [contactus@qgiv.com](mailto:contactus@qgiv.com)

+ 888-855-9595

For more information on Achieve, please contact:

+ [erica@achievecauses.com](mailto:erica@achievecauses.com)

+ 561-412-3000



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.