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

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.

bloomerang + Qgiv

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

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

Today's Speaker

Erica Linguanti
Director of Marketing
Achieve

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!

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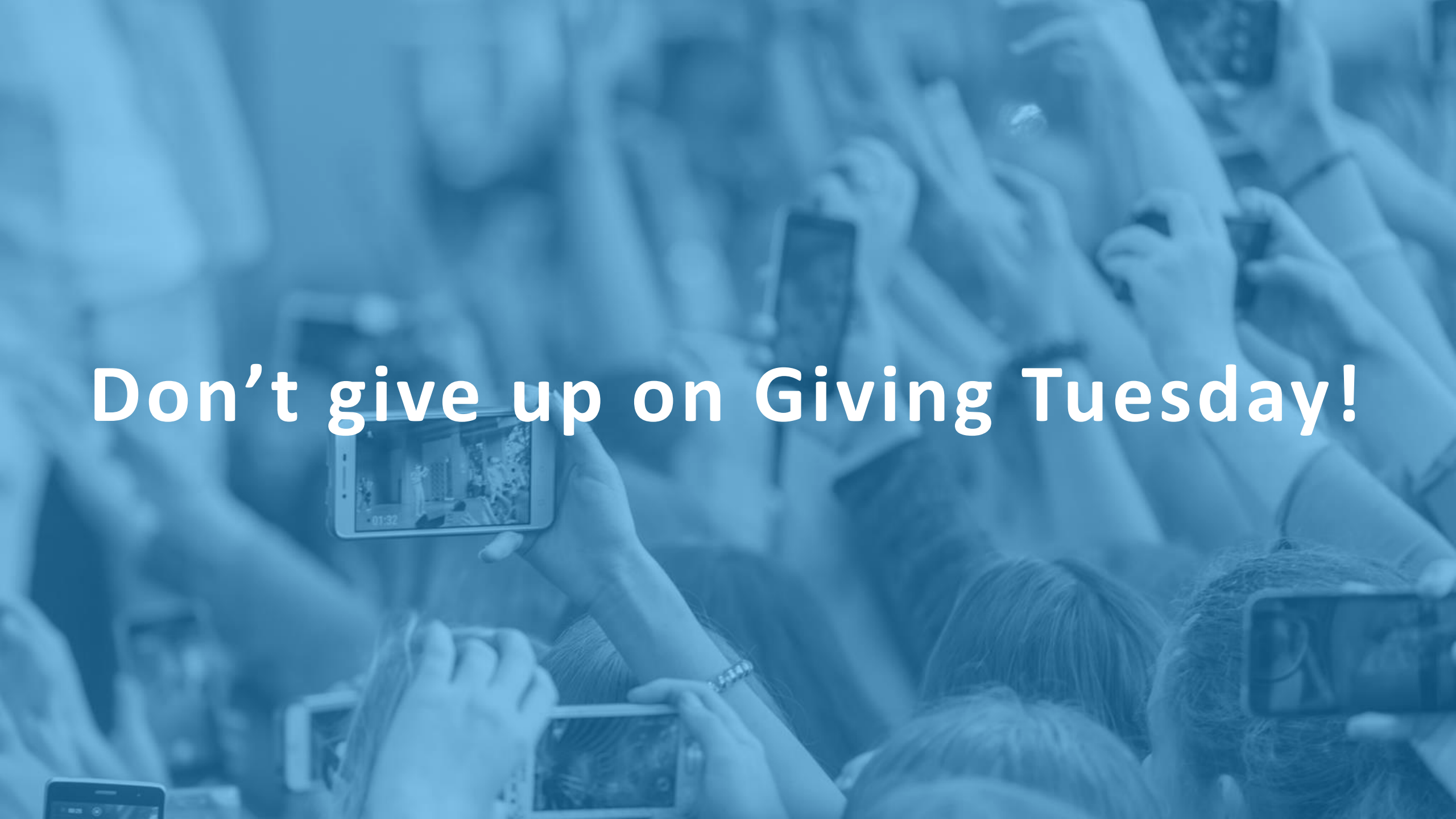
Today We Will…

- ✓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).


Don’t give up on Giving Tuesday!

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Last year...

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

...resulting in over

$3 billion dollars raised

for nonprofits!

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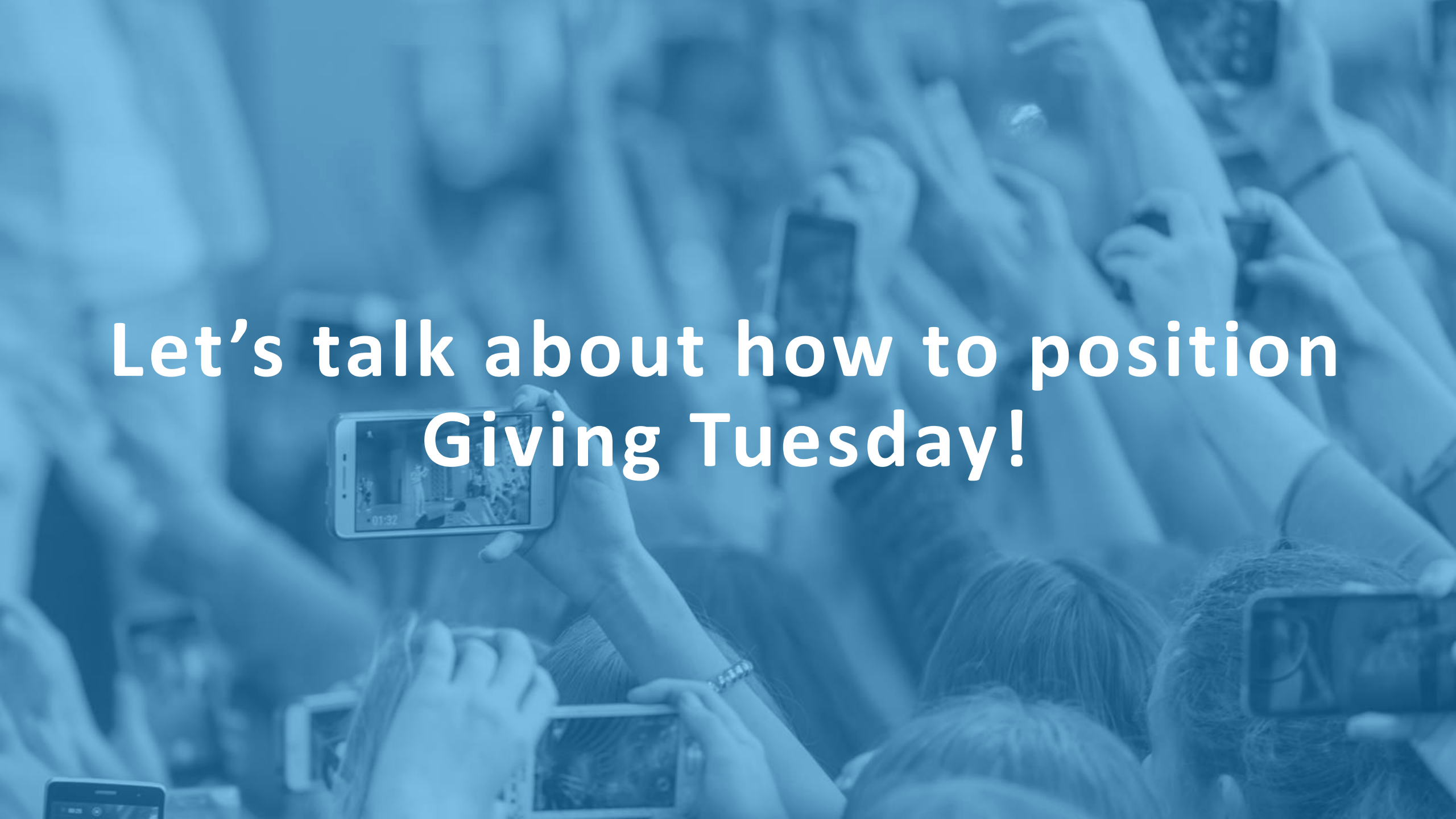
That means...

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!

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"…

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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%!*

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Step 2: Brain Dump

What does your organization do?

How do you do it?

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

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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?

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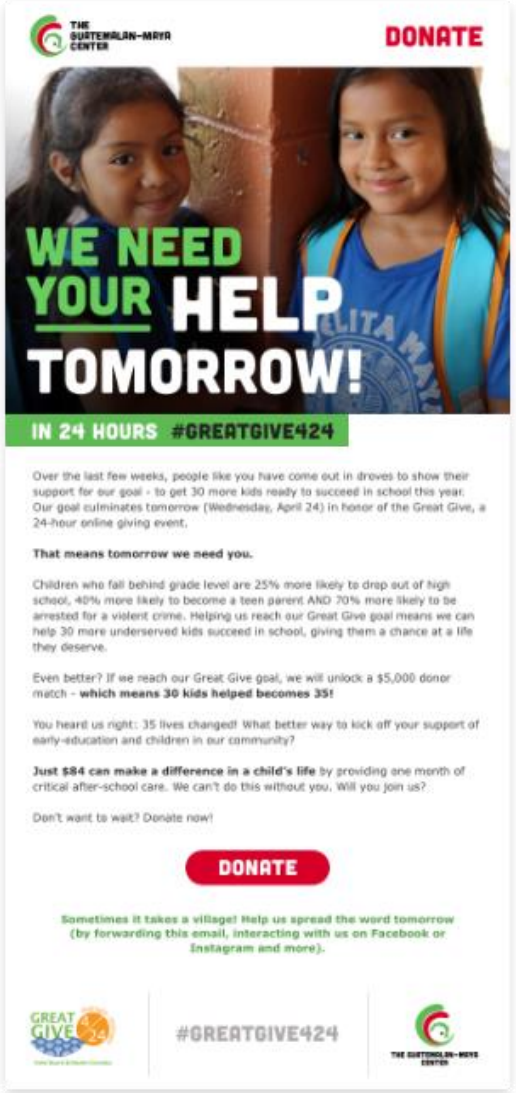
Step 4: Focus On Impact*

Our goal is to raise $30,000.

vs.

Help 30 more kids succeed in school this year!

**HINT: Remember that empathy sustains charity.*



Supercharge Your Year-End Fundraising

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

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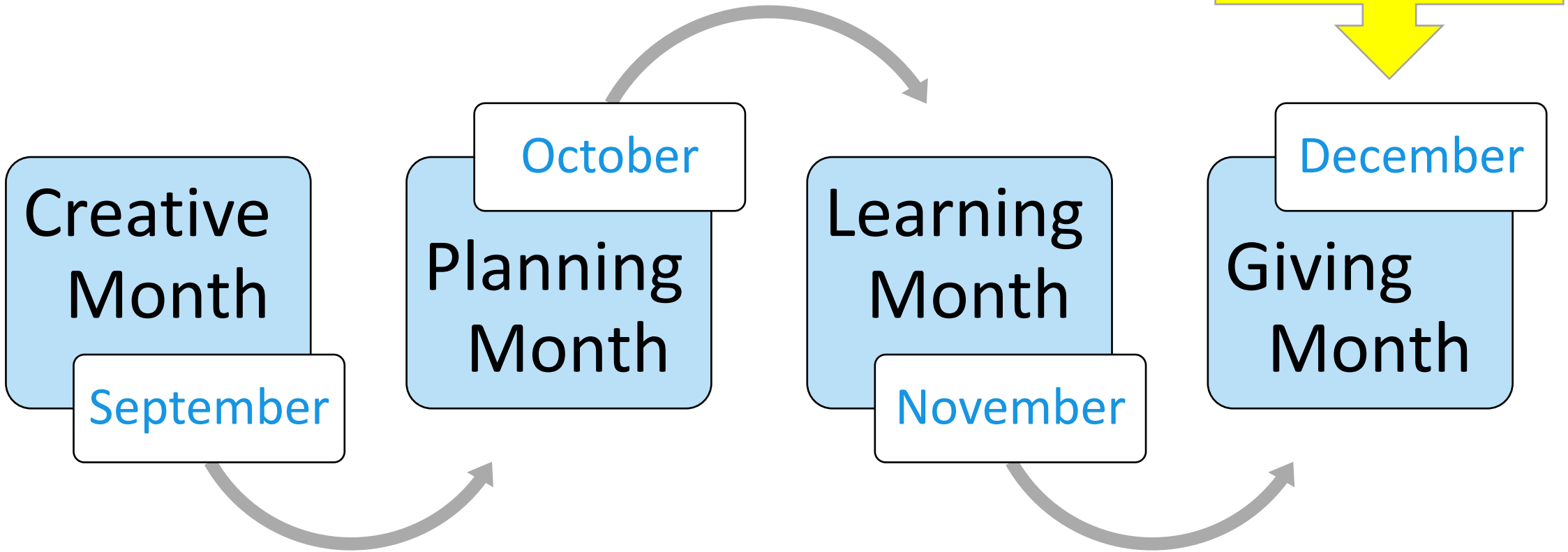
Year-End Campaign Timeline



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12/3 = Giving Tuesday

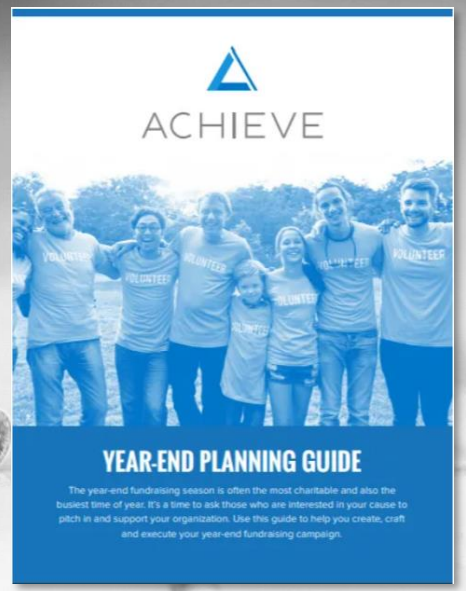
When will you start your year-end campaign?

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



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/

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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).

Let’s examine ways to amplify your campaign.

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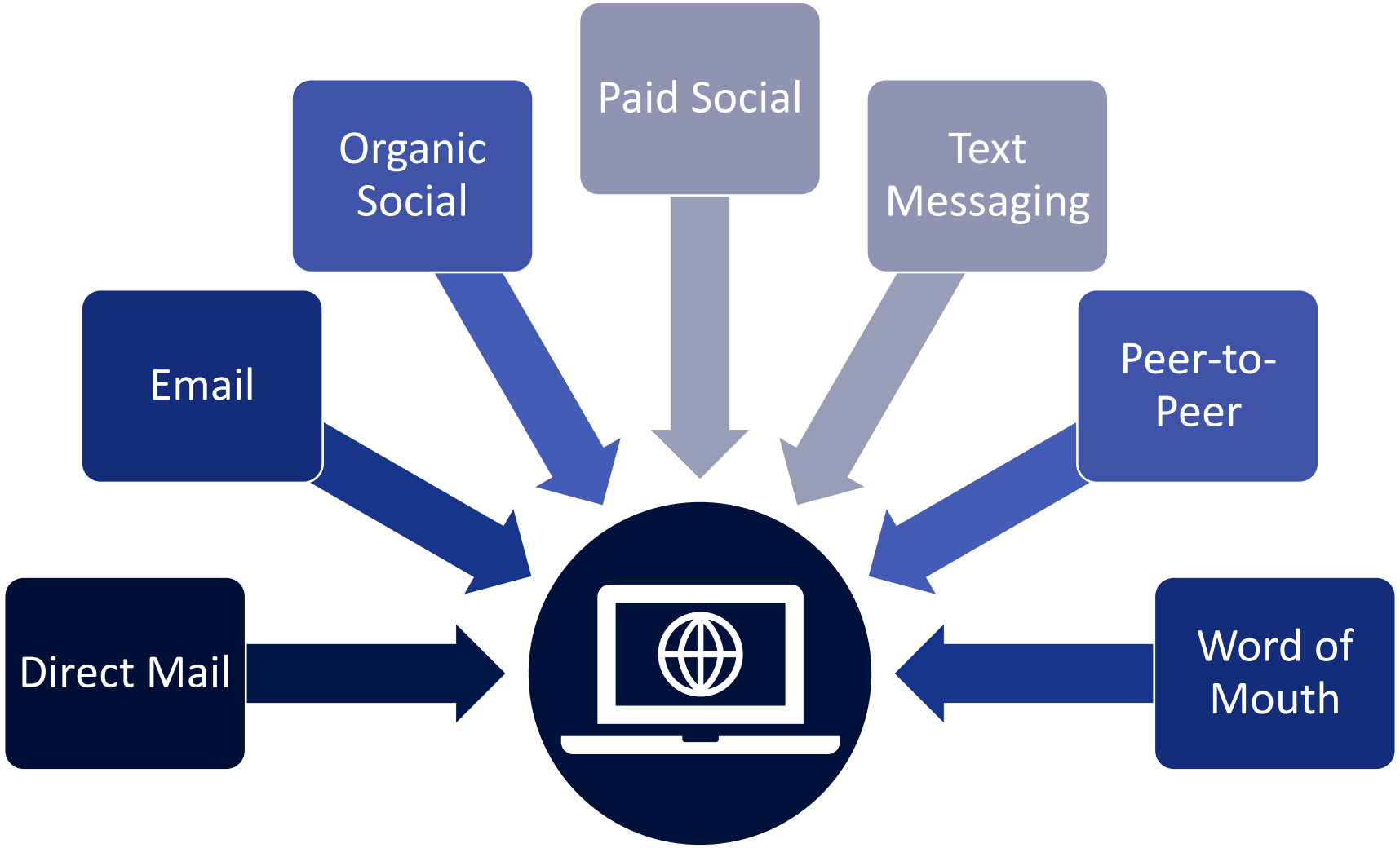
Get Supporters Onto Your Website



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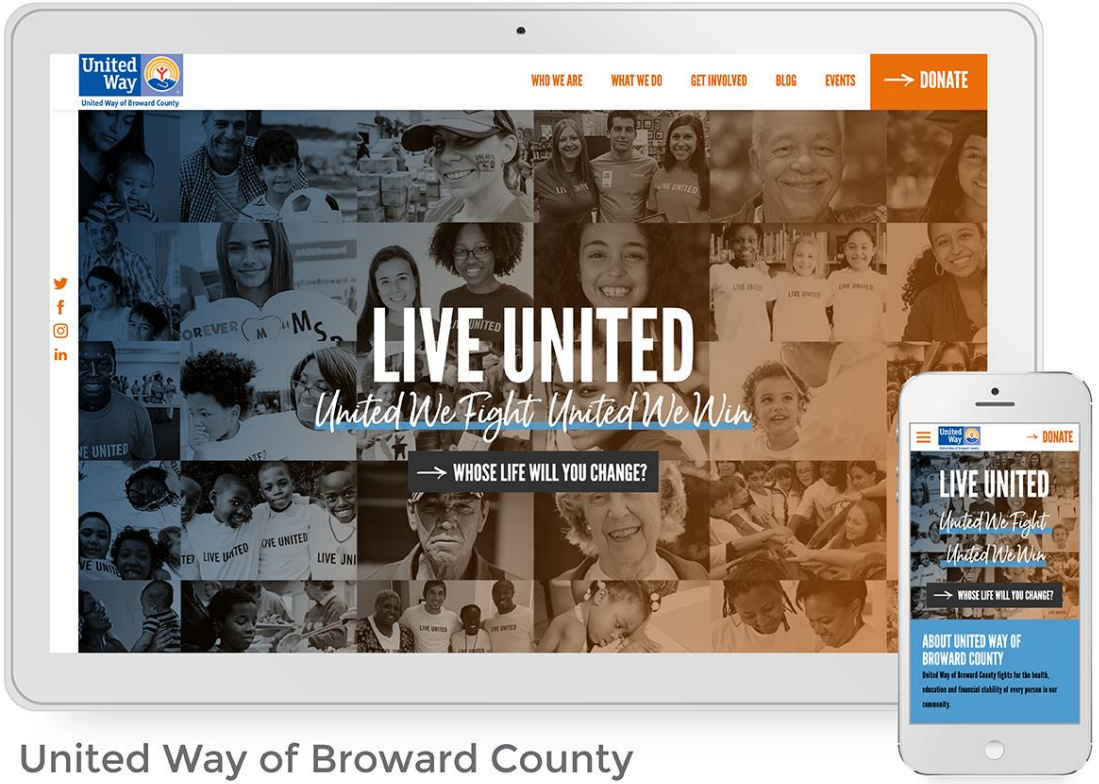
Did You Know...

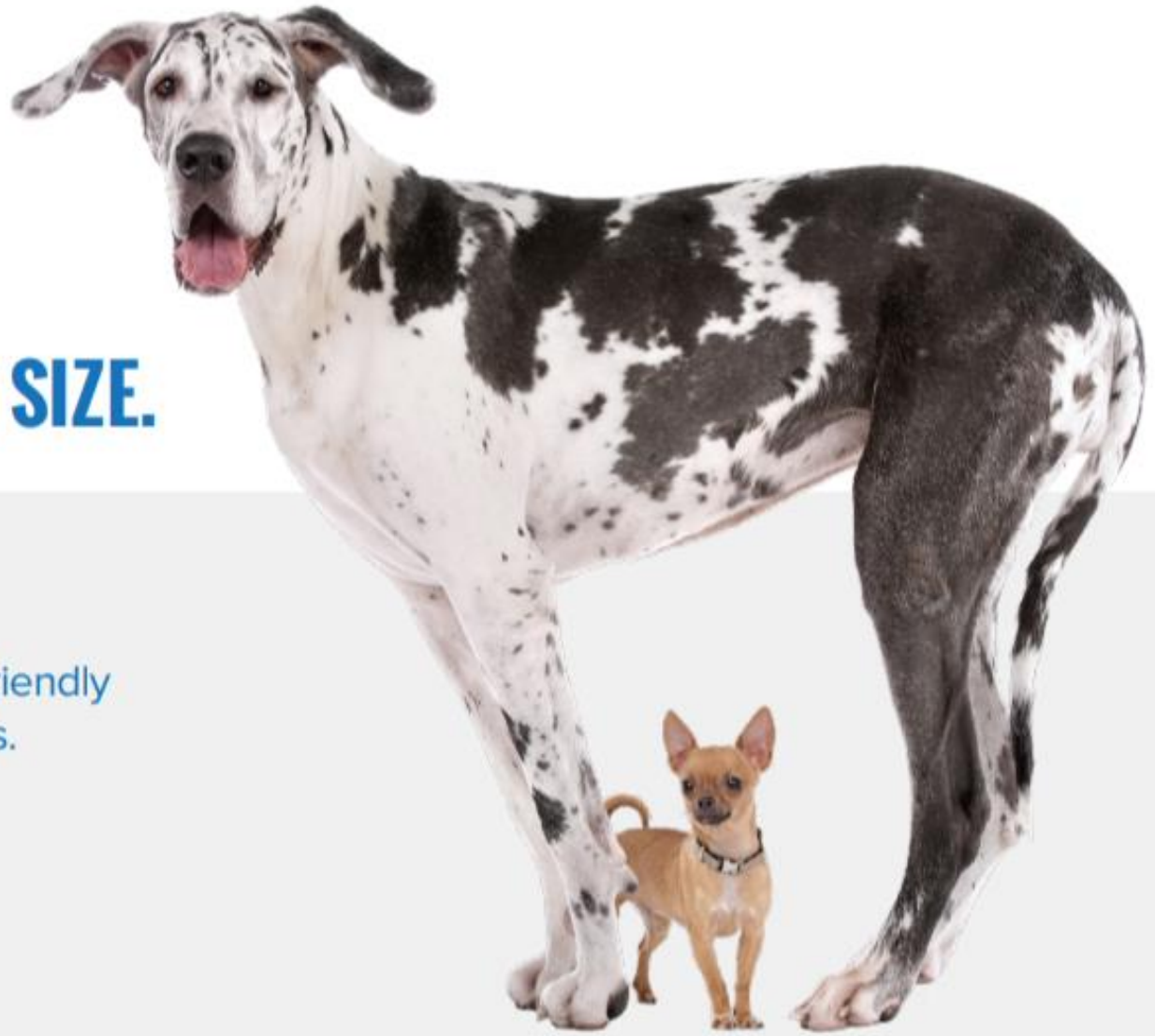
Opinions about your website are formed within **50 milliseconds or less**.

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



United Way of Broward County
unitedwaybroward.org

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

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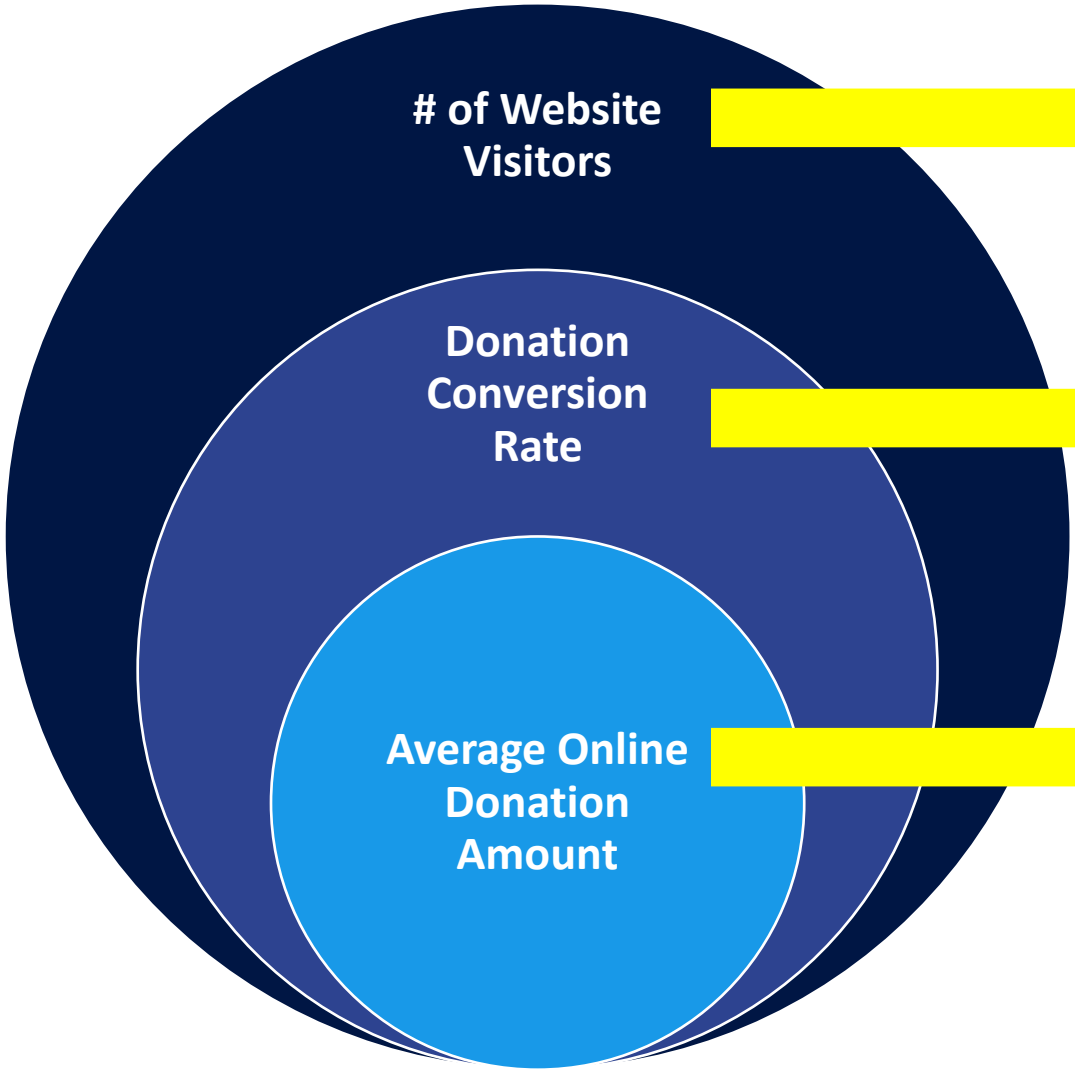
3 Key Online Fundraising Metrics



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

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Even a slight 10% increase = MAJOR GROWTH

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

33% GROWTH

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Supercharge Your Year-End Fundraising

1. Increase # of Web Visitors

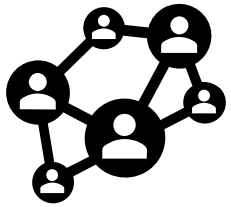
Content Strategy

- Email
- Organic Social
- Direct Mail
- PR

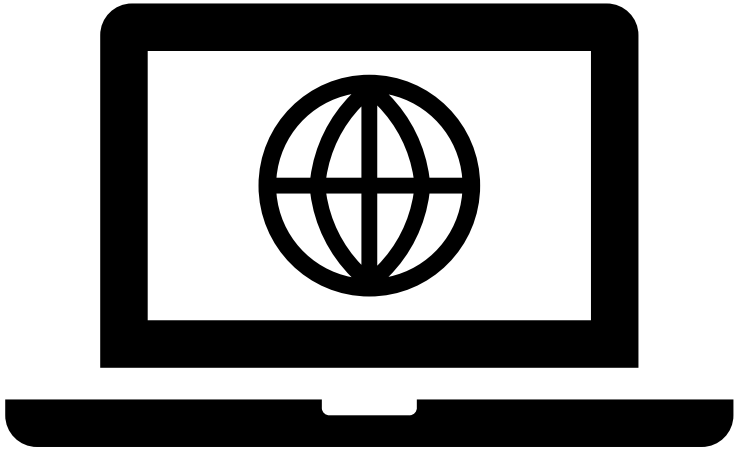
Optimize Search

- SEO
- Thought Leadership
- Google Grant (AdWords)

Leverage Your Network



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



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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

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Do your current social channels align?

Facebook	Instagram	TikTok	LinkedIn	Twitter (X)
• **3 billion** users • Average user spends **19.6 hours**/month • Over 23% of users are **over 45** (5.6% are over 65) • Facebook is the **most used social network** in the world (2 billion DAILY users) • Ranks #3 as the **most visited website** after Google & YouTube	• **2 billion** users • Average user spends **11.2 hours**/month • Over 60% of users are **between 18-34** • Compared to other social networks, Instagram is **perceived as a more "positive"** platform	• **1.5 billion** users • Average user spends **19.6 hours**/month • Almost 50% of users are **under 30** • While the largest user base is 10-19 years old, **40% of Gen Z report being influenced by brands** they see on TikTok	• **1 billion** users • Average user spends **17 minutes**/month • Over 80% of US **users are 25-54** • This platform is great for **B2B with many decision makers** reporting they validate organizations through LinkedIn	• **619 million** users • Average user spends **5.1 hours**/month • 42% of users are **between 18-29** • More than **70% of users identify as male** • Only **22% of Americans use Twitter**

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

**Source: Statistica 2024 & Hootsuite's Digital Trends Report*

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Is your social content shareable?

464 Engagements

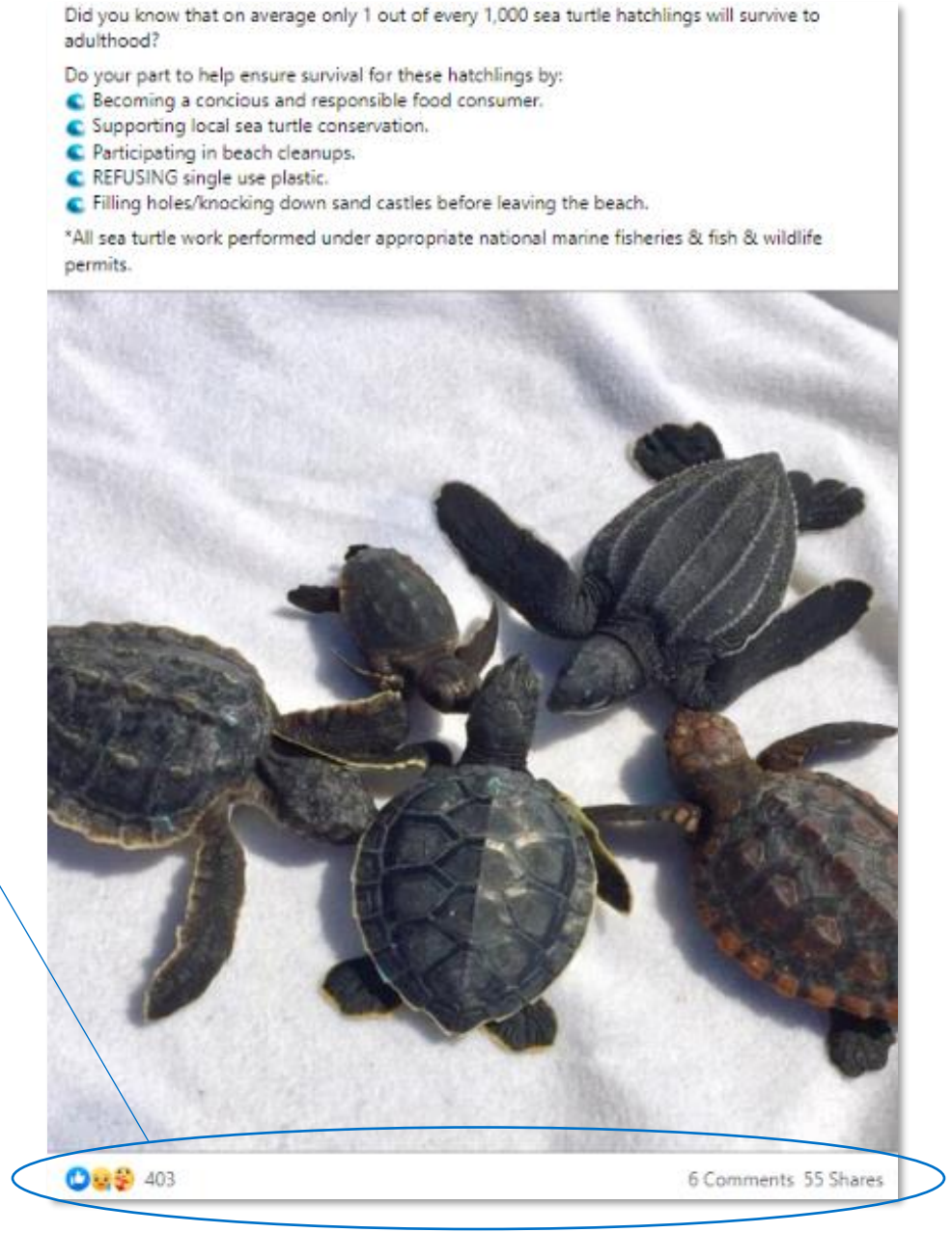
606 Followers

✖

100

=

76% Engagement Rate



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FREE Qgiv Social Media Webinars On Demand

bit.ly/3TzOvBb

bit.ly/3MPXavu

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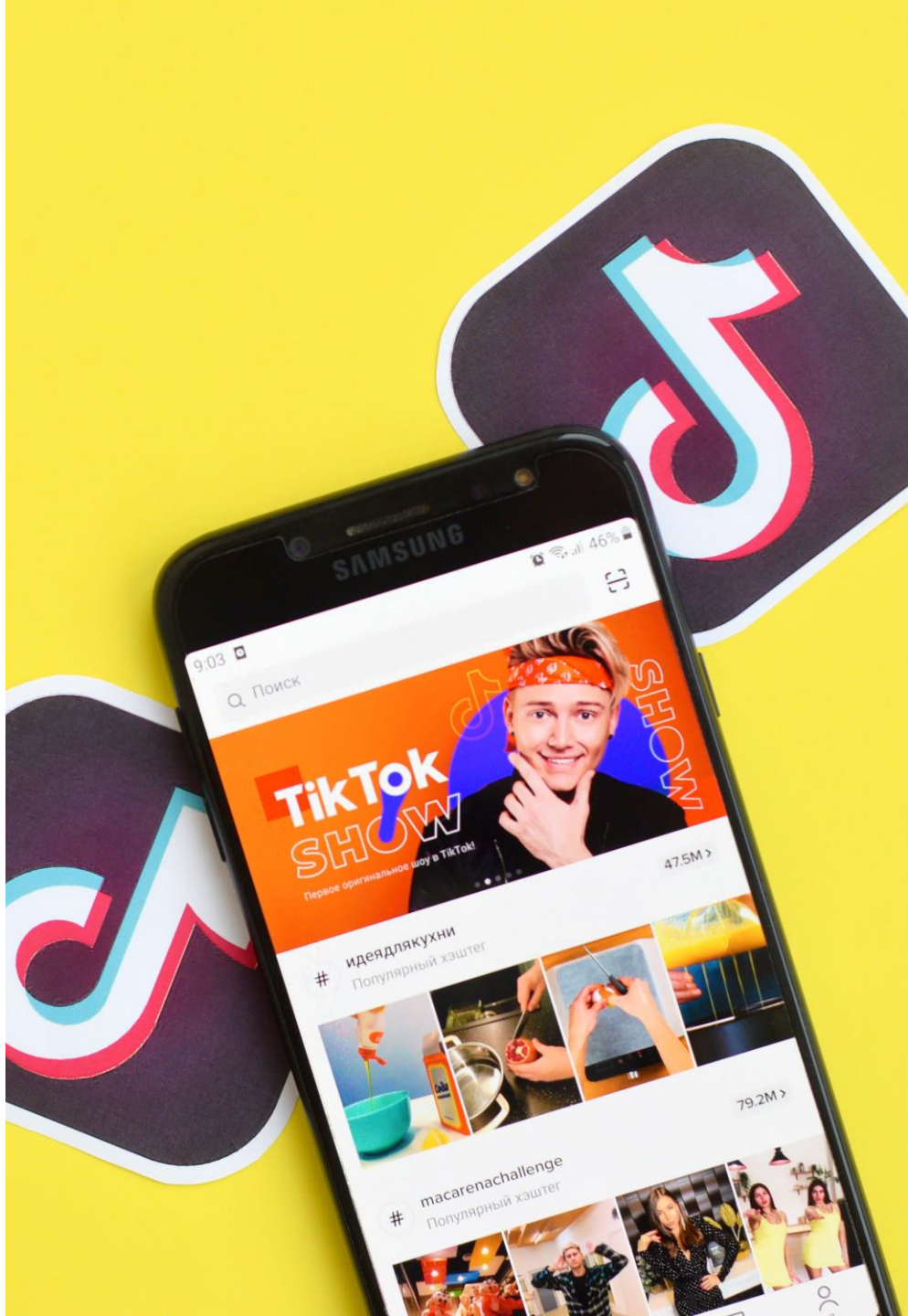
TikTok Creative Center

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

ads.tiktok.com/business/creativecenter



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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.

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Sea Turtle Organizations (Top Post Comparison)

Supercharge Your Year-End Fundraising

2,039 Facebook Followers

1,941 reactions
10 comments
59 shares

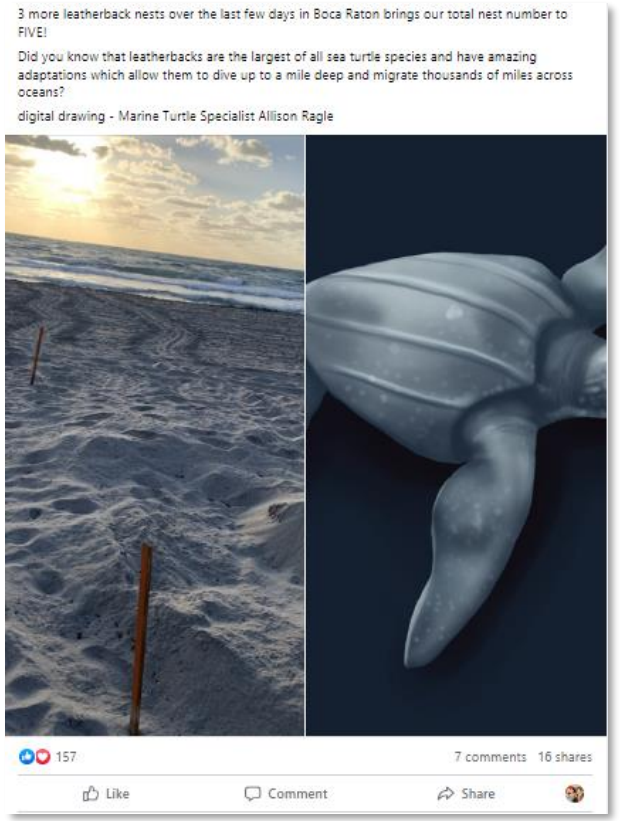
98.5% Engagement Rate

112K Facebook Followers

975 reactions
21 comments
156 shares

1% Engagement Rate

30,927 Facebook Followers



157 reactions
7 comments
16 shares

0.6% Engagement Rate

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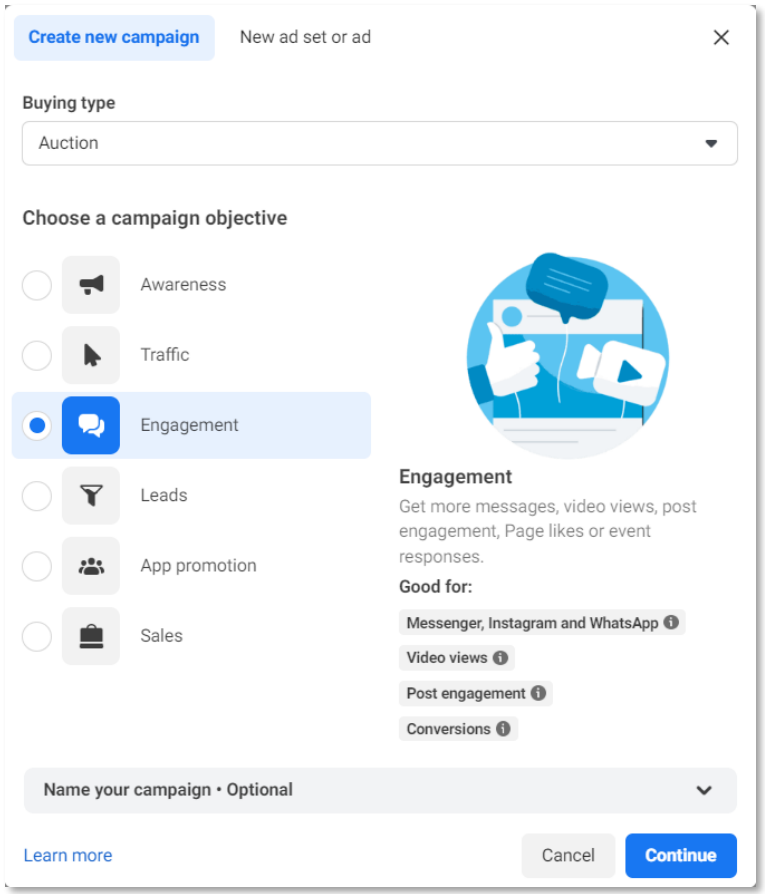
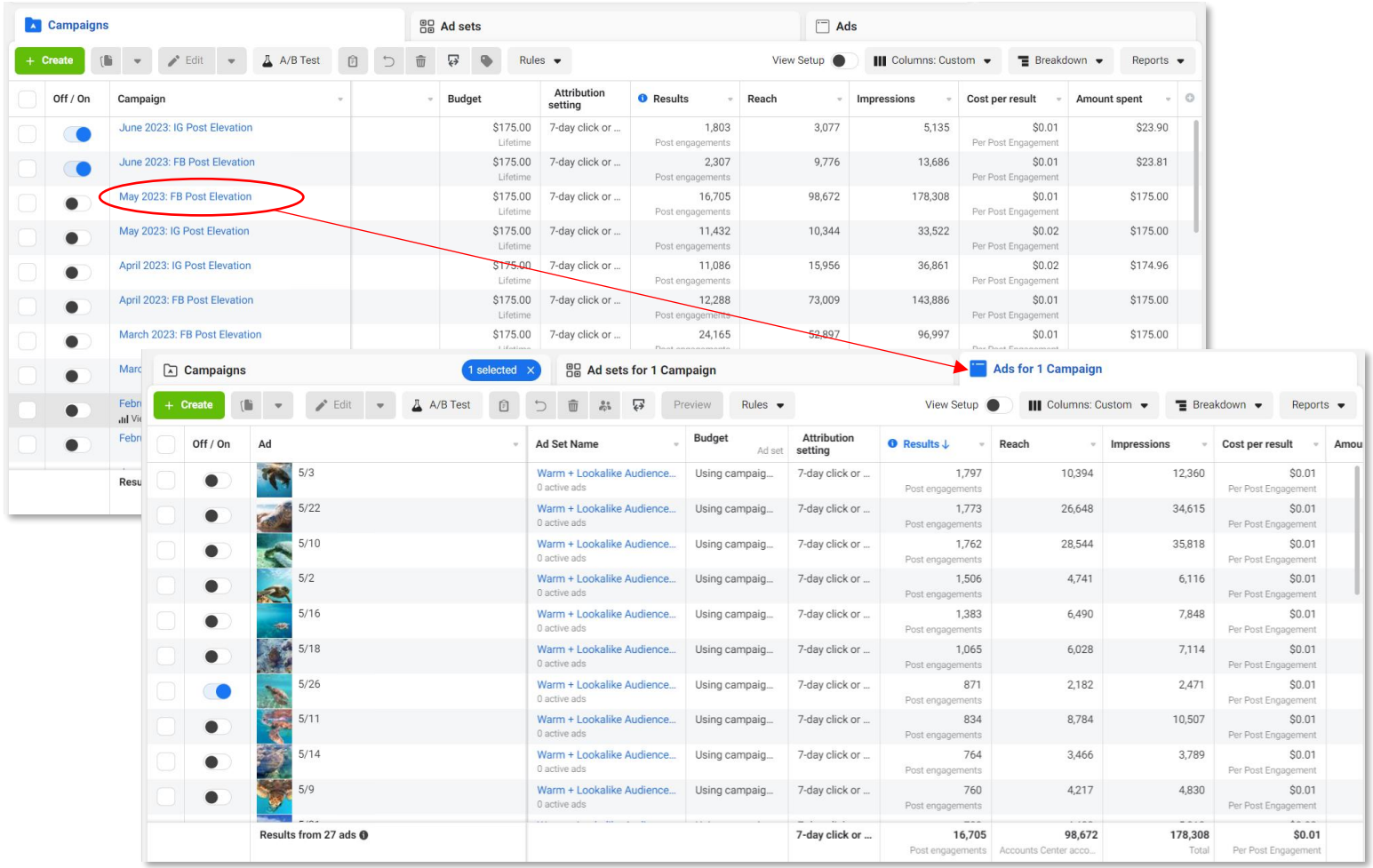
Optimize Meta Campaigns For Post Engagement





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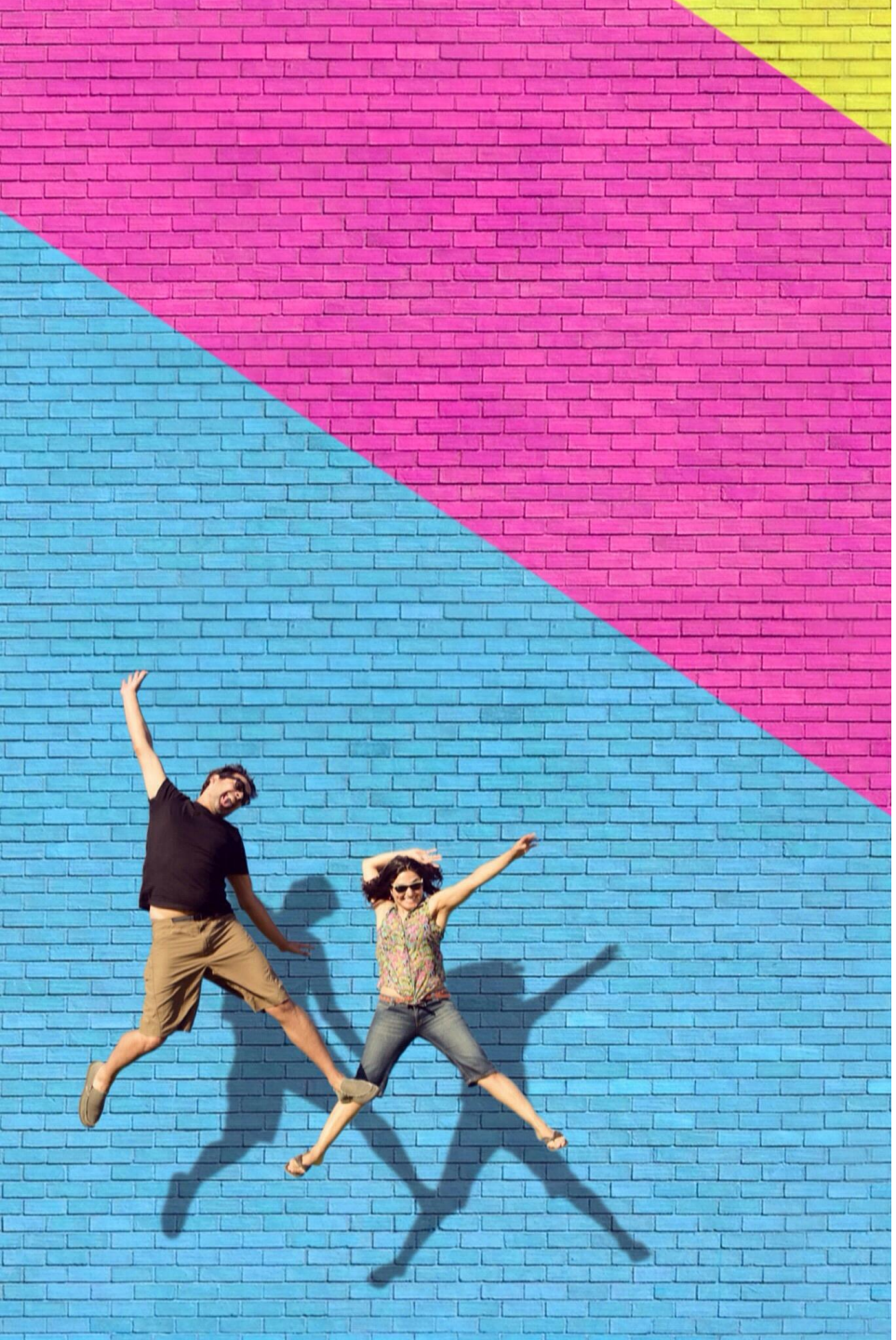

Meta Ad Targeting Example

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!

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Leverage Your People

Media Kit

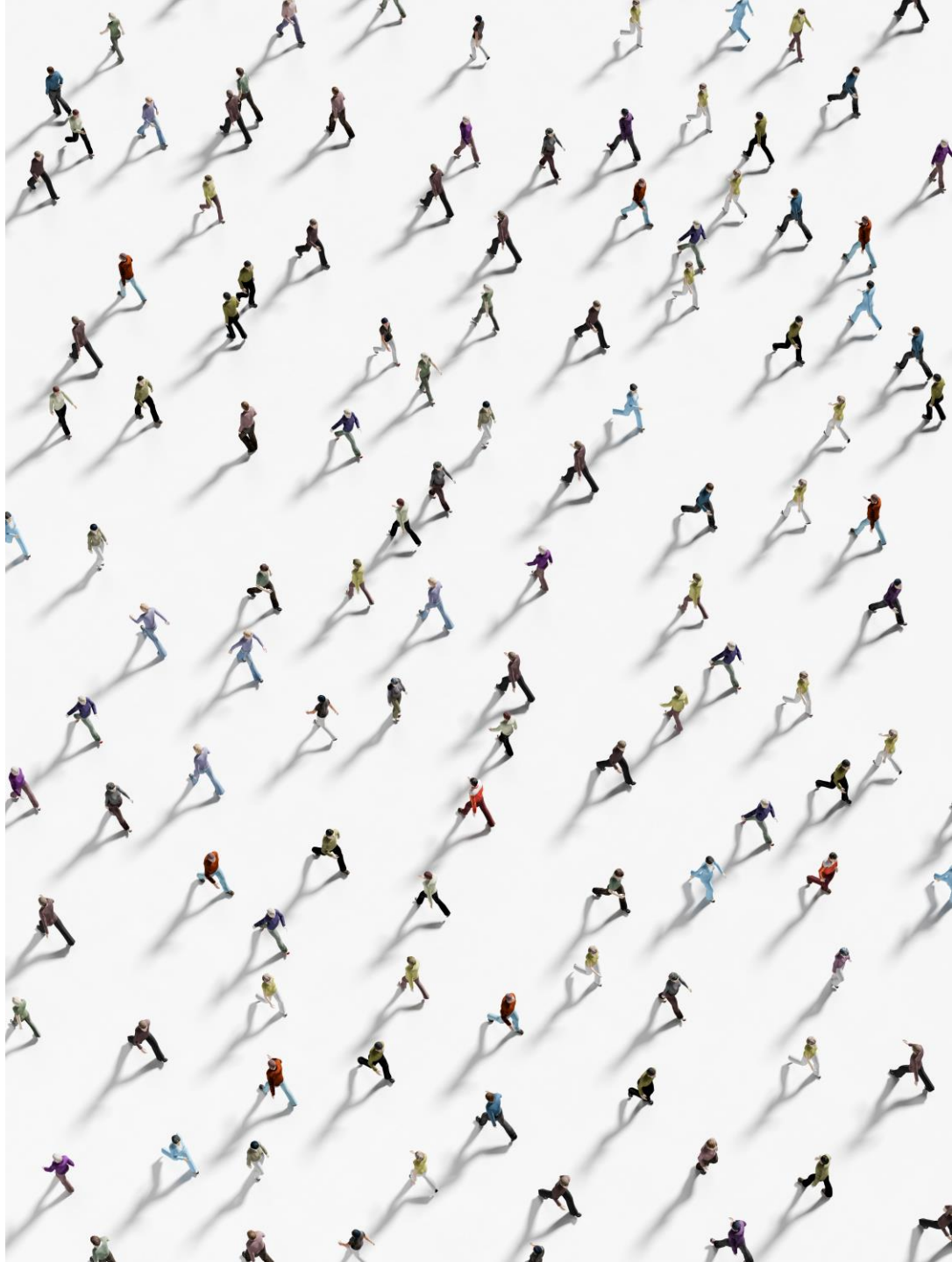
- Make it EASY for supporters to share your campaign.

Facebook Fundraisers

- Board Members
- Volunteers
- Facebook Followers

Call Bank

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



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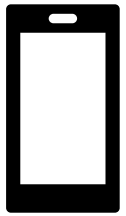
2. Increase Donation Conversion Rate

Make It Easy To Give

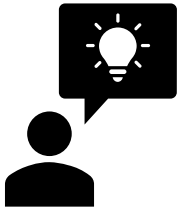


- Quick Load Time
- Clear CTA's
- Mobile Optimized
- Simple Donation Form
- Text-To Give
- Facebook/Instagram Donations

Compelling Content

- Imagery
- Video
- Animation
- Impact Stories

Make It Tangible



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

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A/B Test Landing Pages

Supercharge Your Year-End Fundraising

930% Return on Ad Spend!

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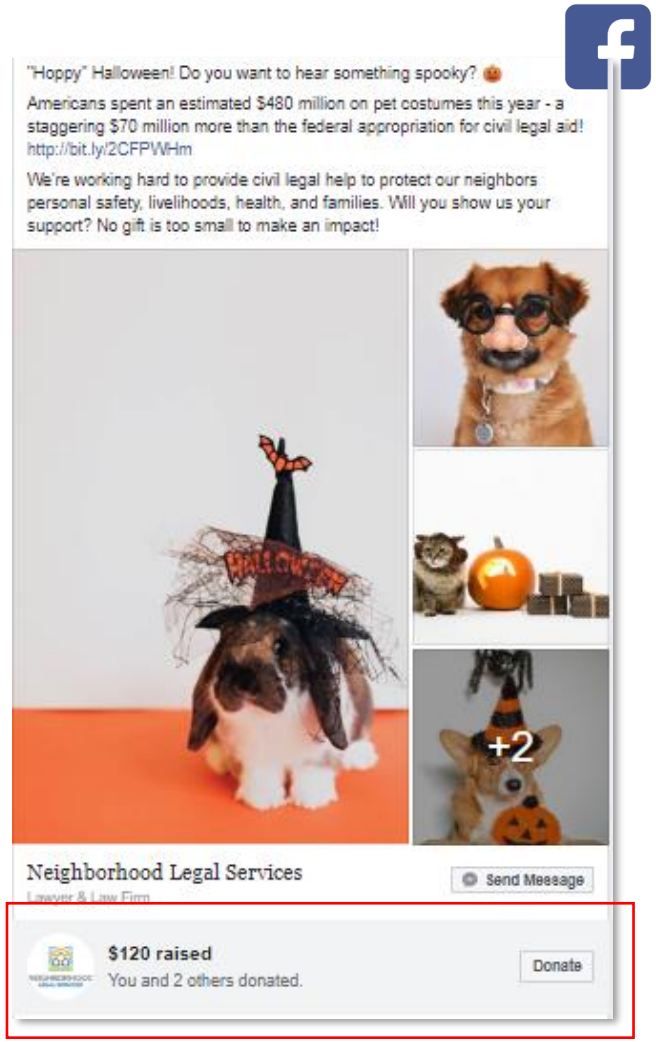
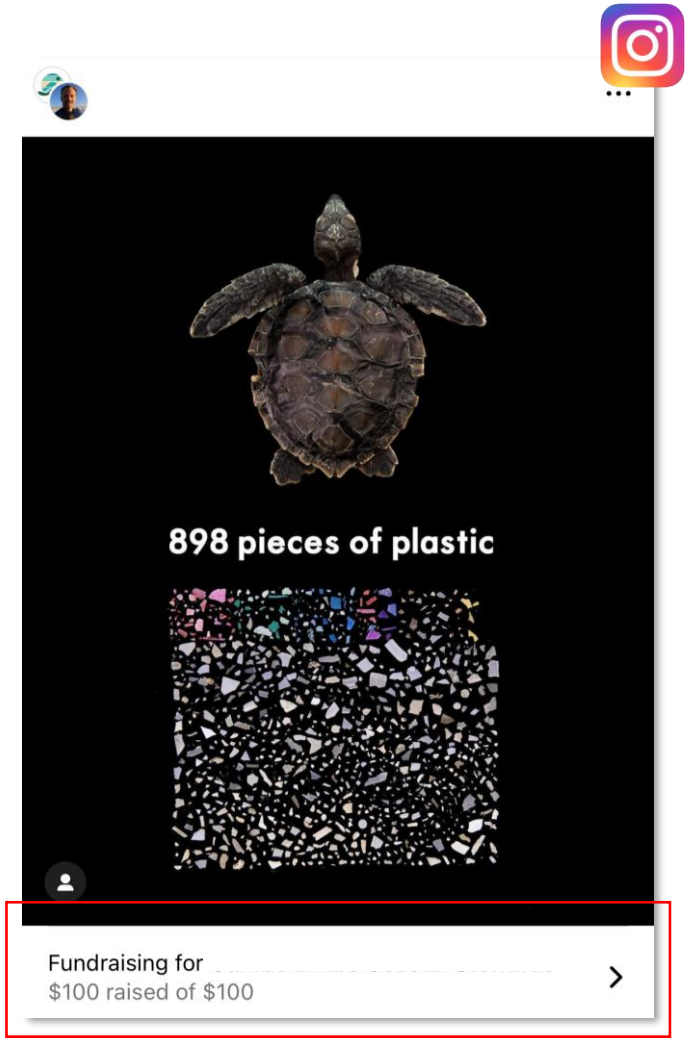
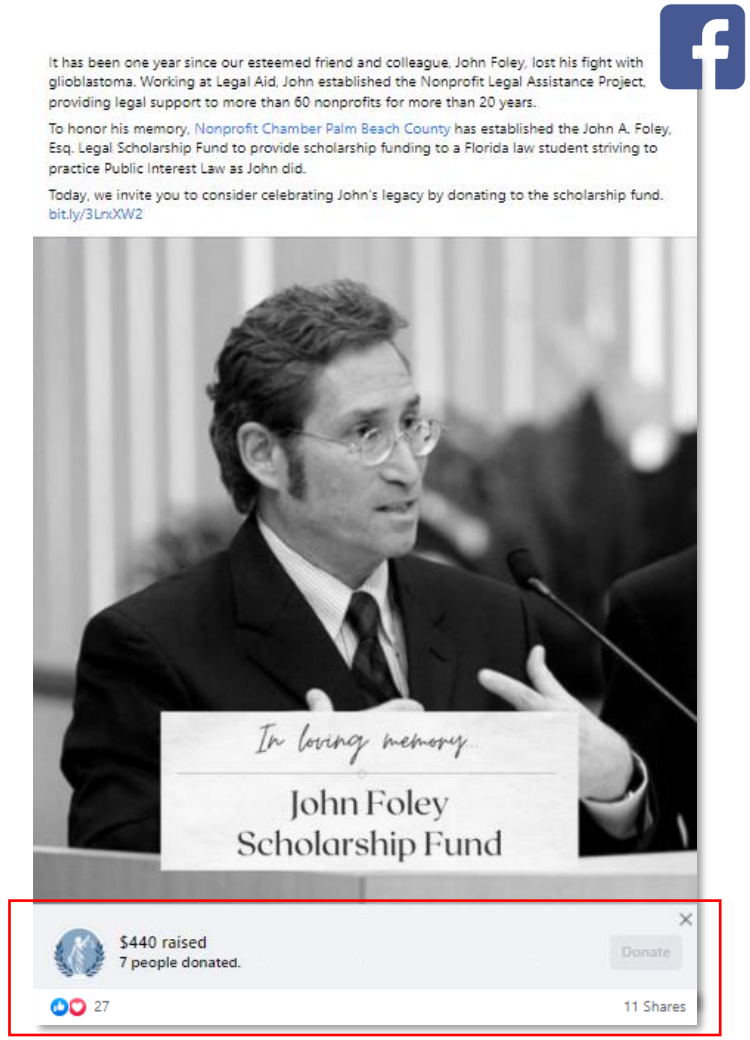
Make it easy to donate!







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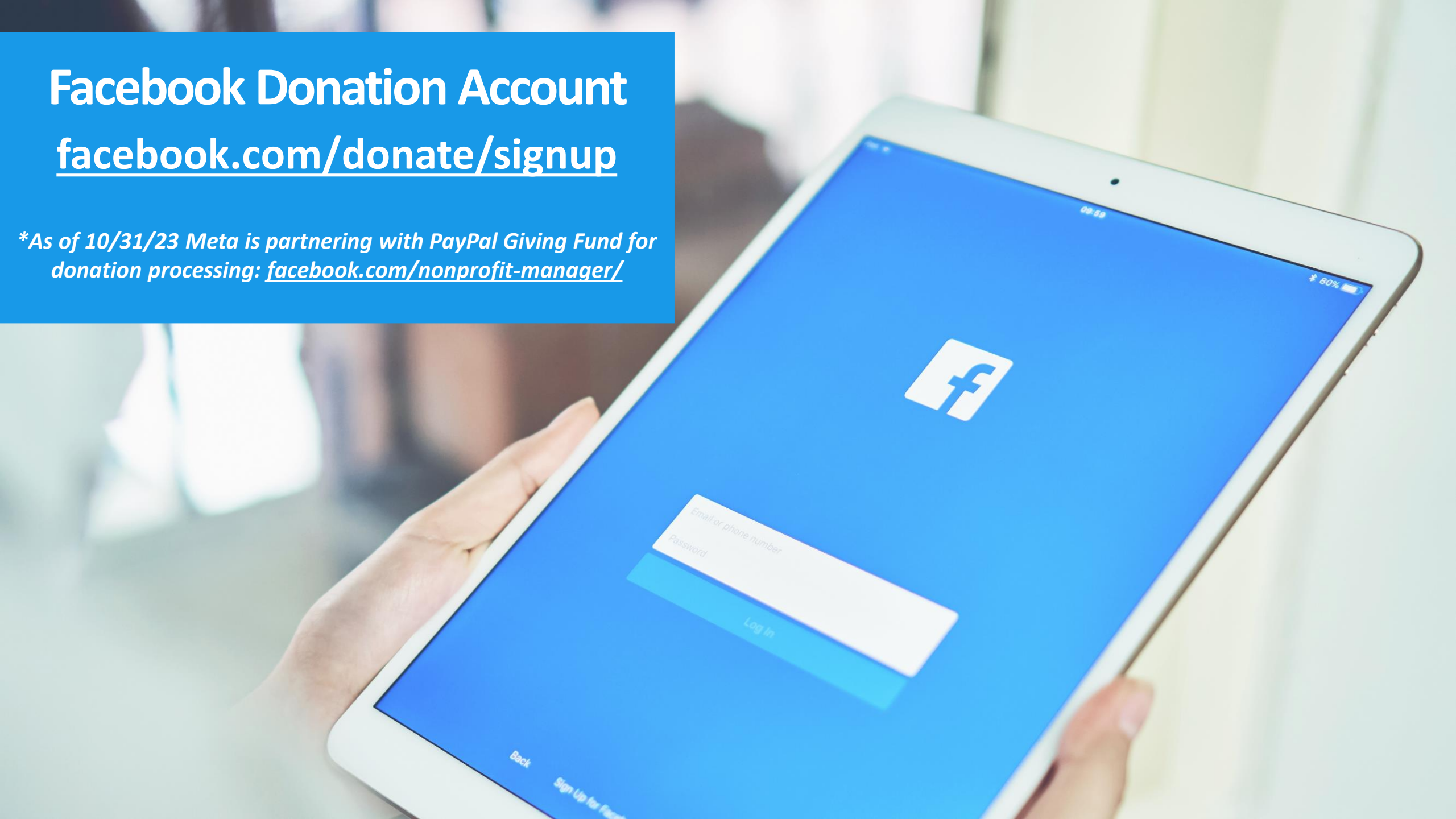
Facebook Donation Account

facebook.com/donate/signup

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



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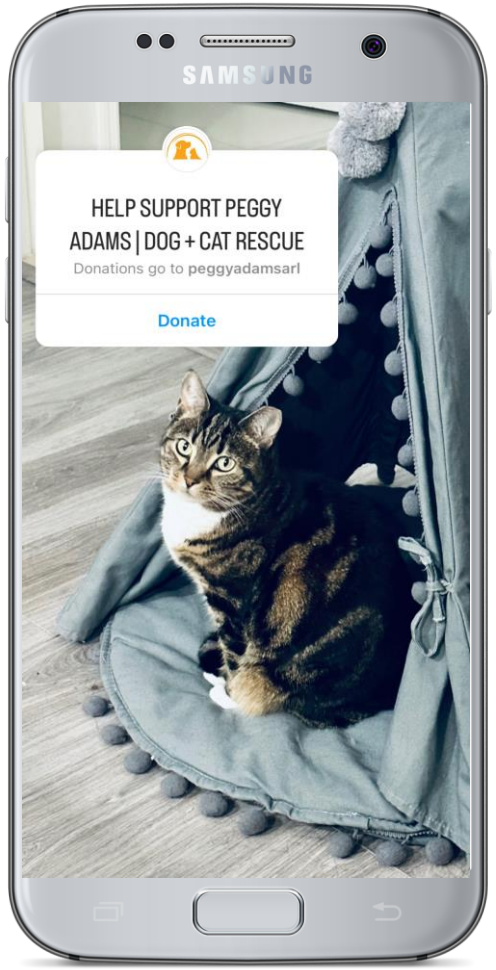
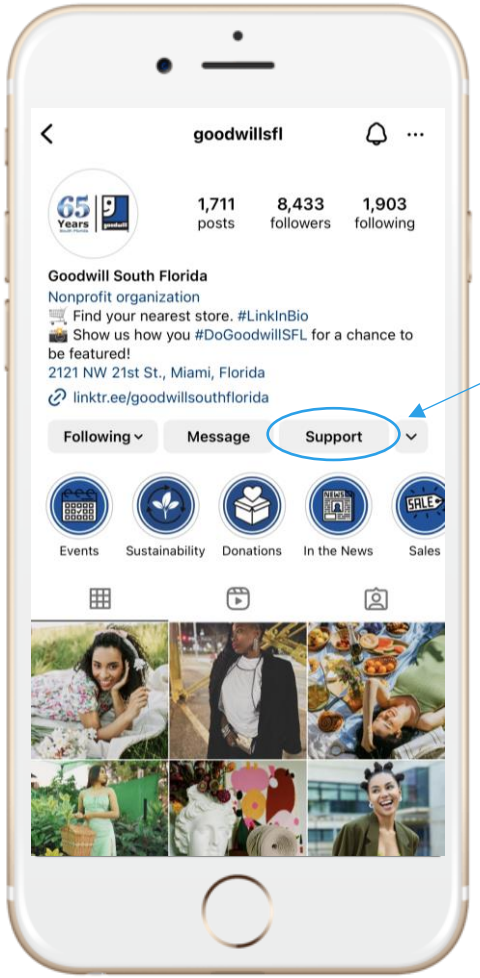
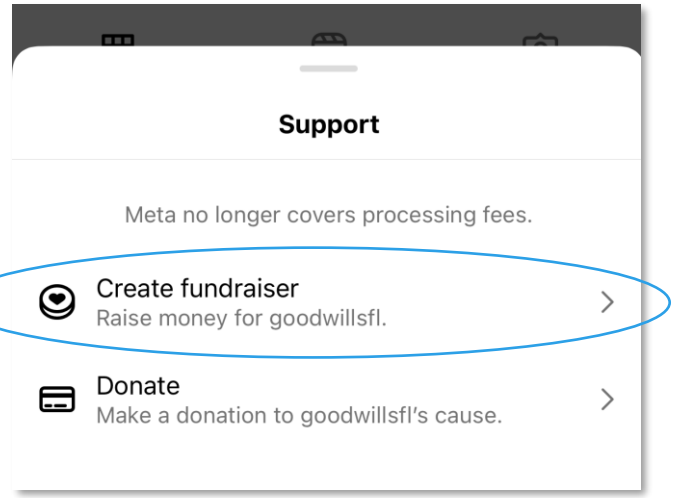
Instagram Giving Tools



Instagram Stories



Donate Button



Fundraisers

Setup Instructions:
bit.ly/IGDonateButtonSetup

Instagram Live Stream:
bit.ly/InstagramDonations

Supercharge Your Year-End Fundraising

Benchmark Alert: Facebook Fundraisers

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

Source: M+R Benchmark Study

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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.

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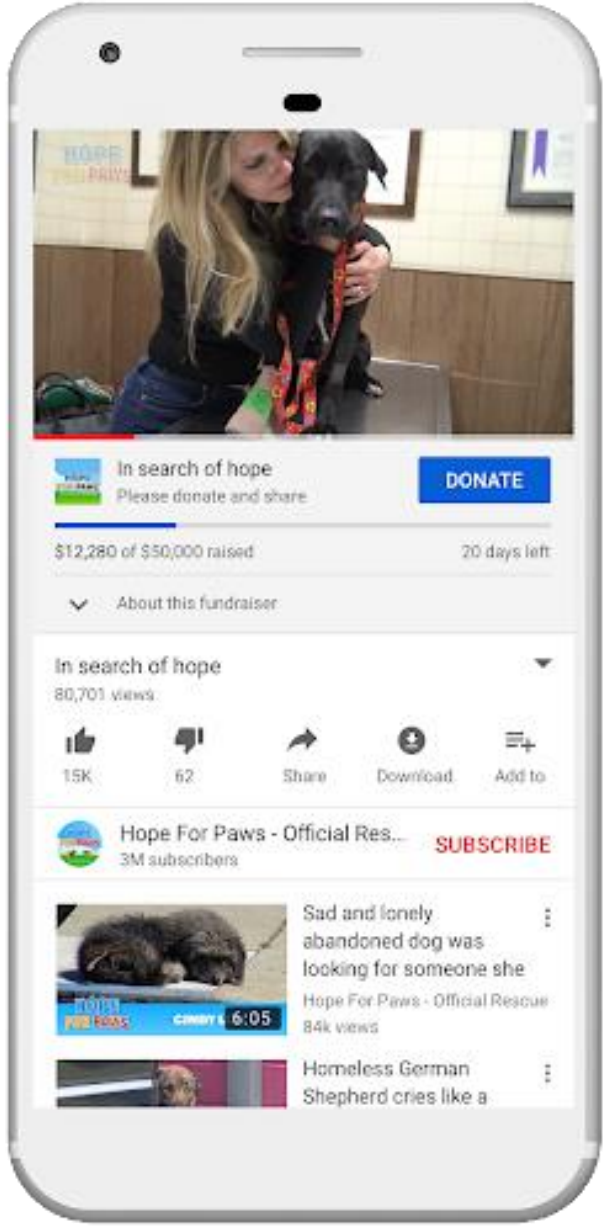
YouTube Giving

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

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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!"

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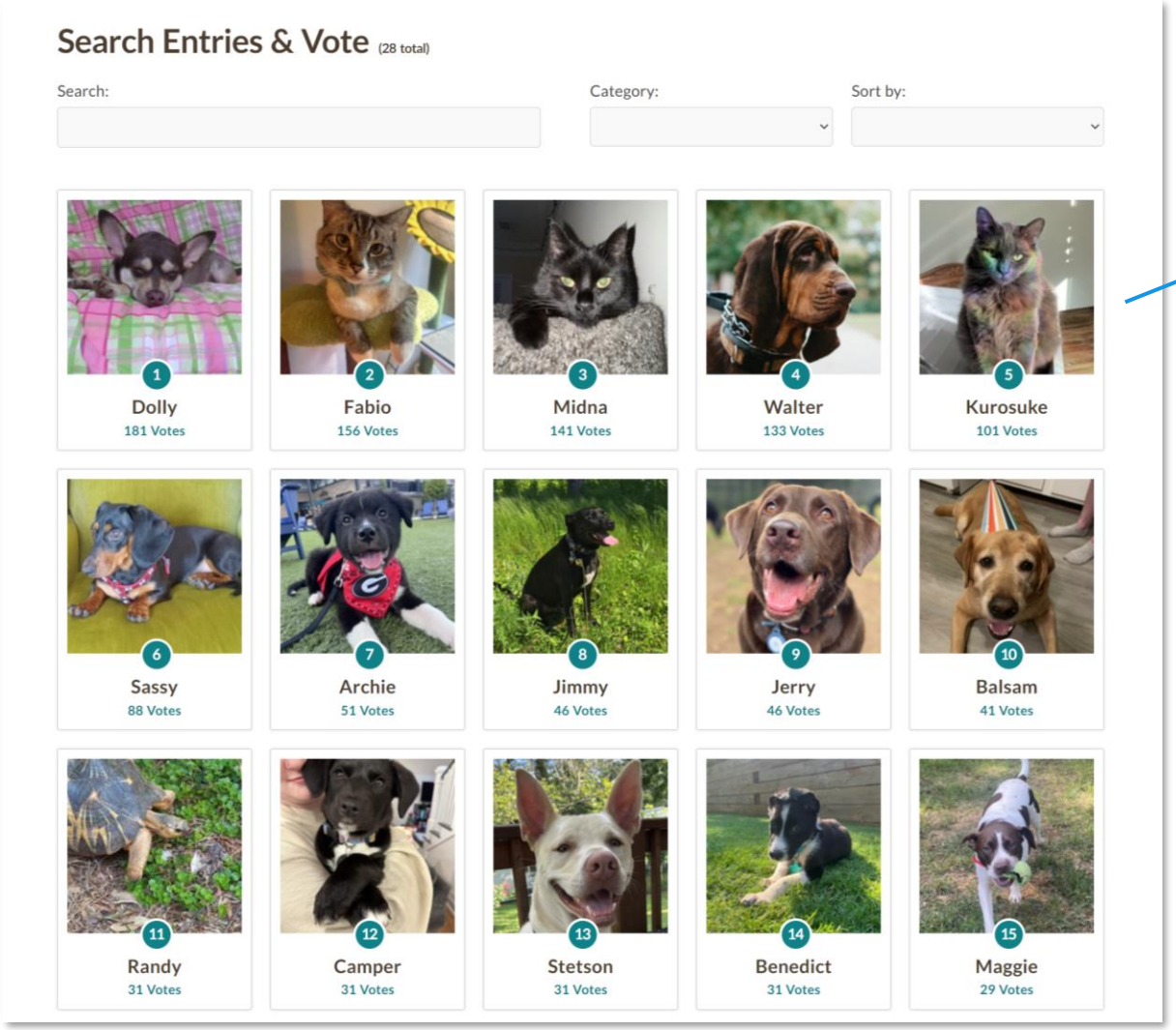
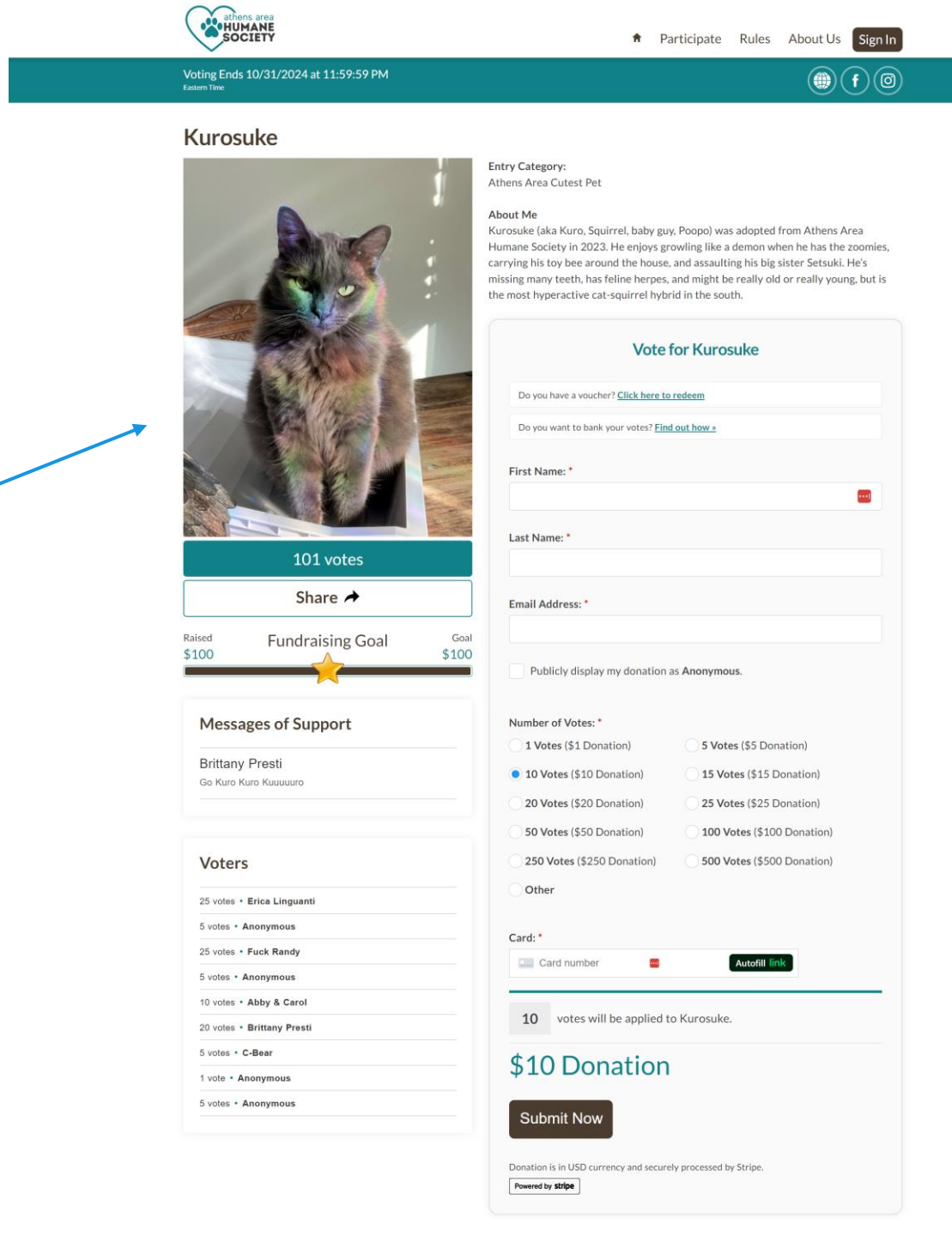
Supercharge Your Year-End Fundraising

Peer-to-Peer Can Be Fun





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3. Increase Average Online Donation Amount

Donation Forms

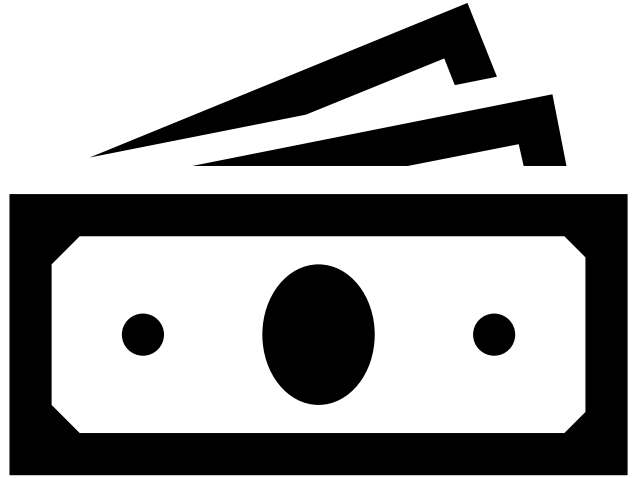
- Lower Processing Fees
- Recurring Gifts
- Thermometer

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

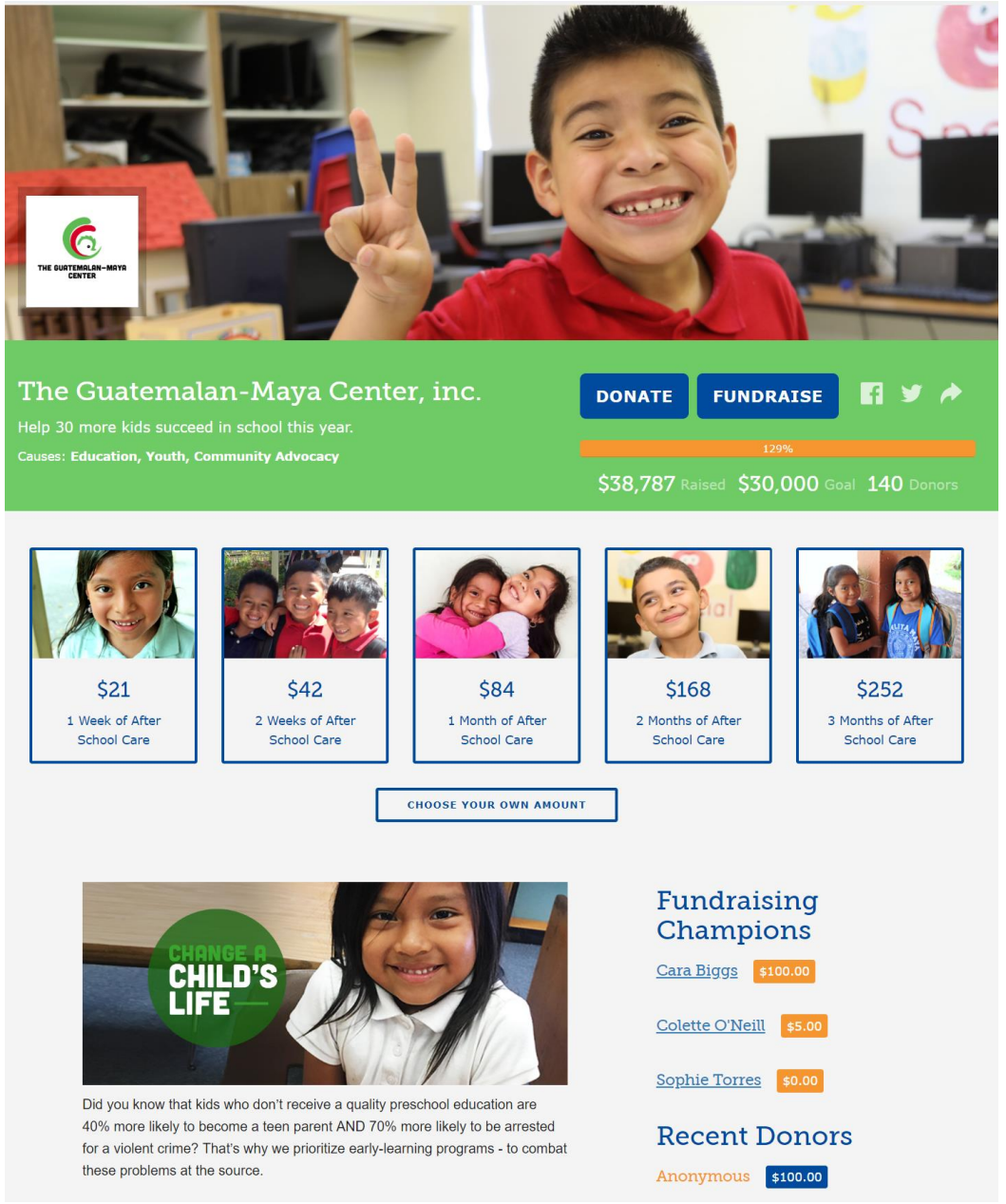


ACHIEVE

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).



ACHIEVE

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"

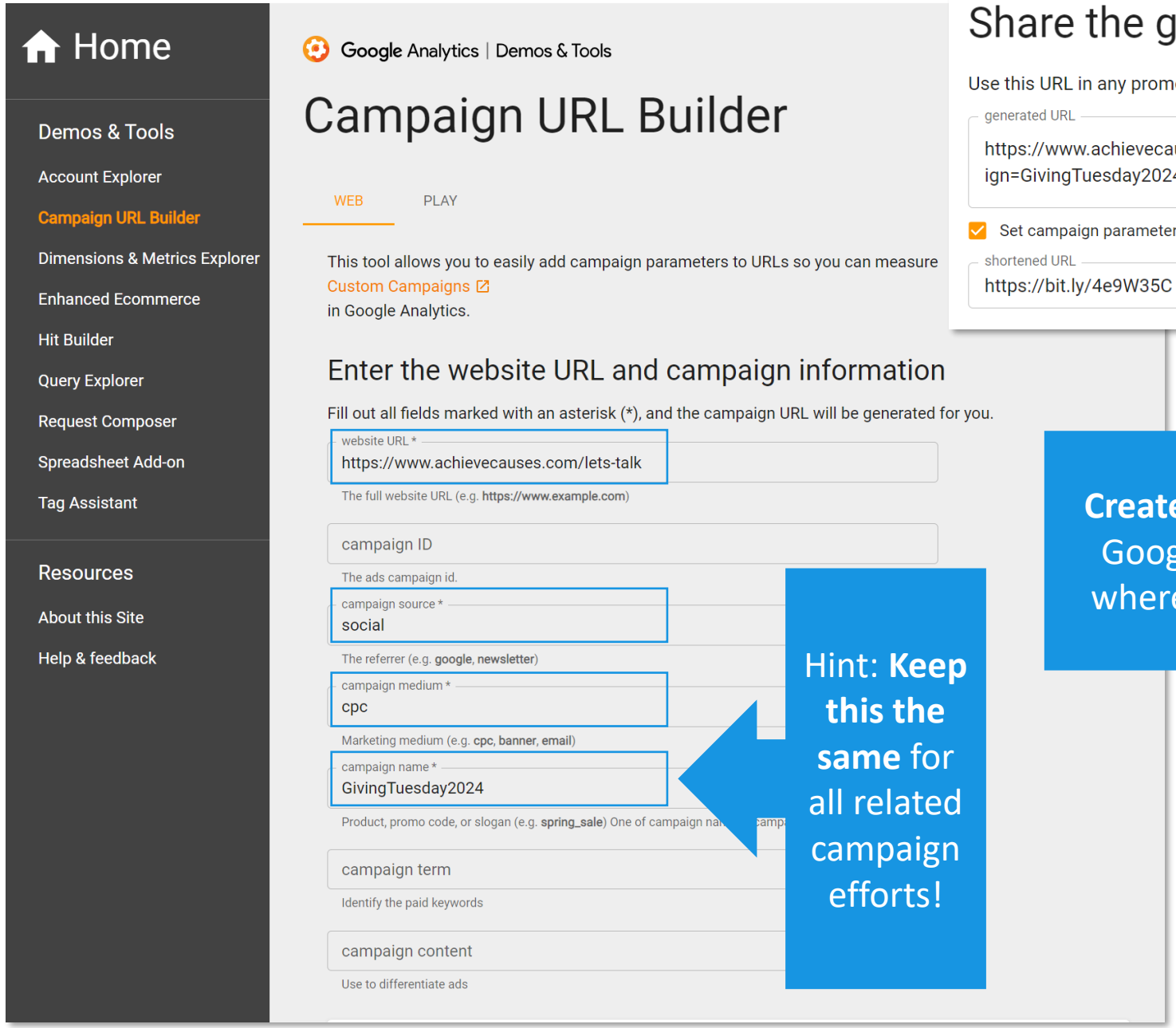
How will you know if your strategy is working?

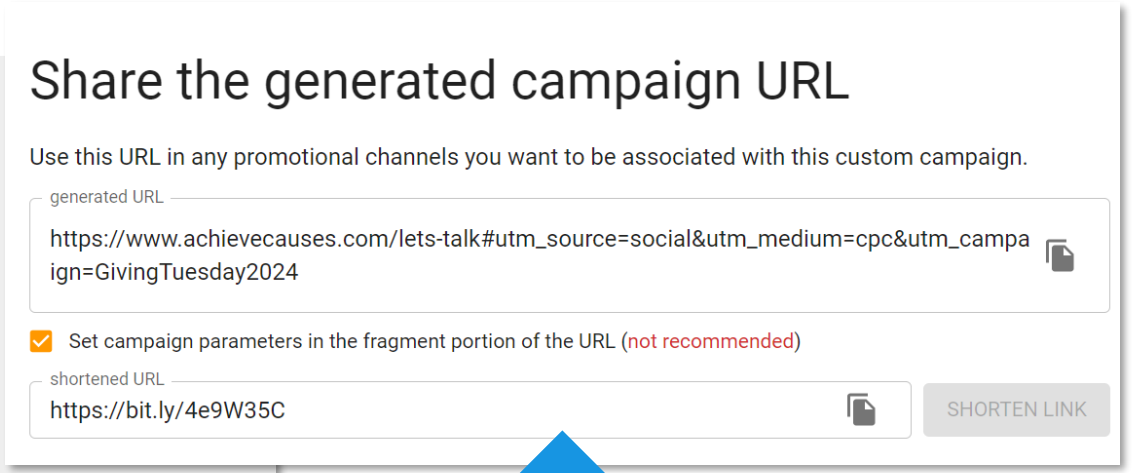
You should be tracking where your web traffic and conversions are coming from!

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

ACHIEVE

Supercharge Your Year-End Fundraising





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

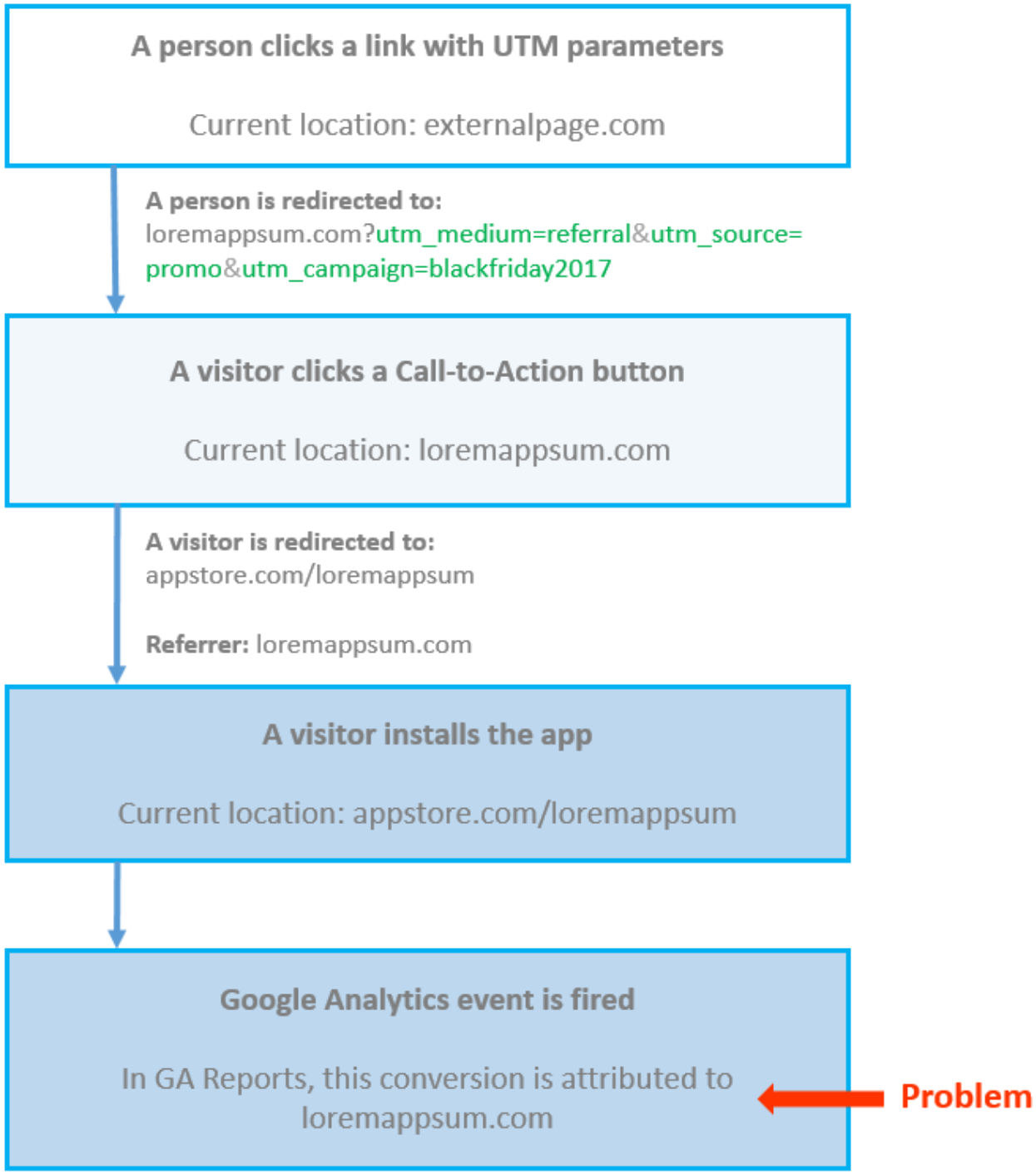
Hint: **Keep this the same** for all related campaign efforts!

What if your website
has tracking limitations?

ACHIEVE

Supercharge Your Year-End Fundraising

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



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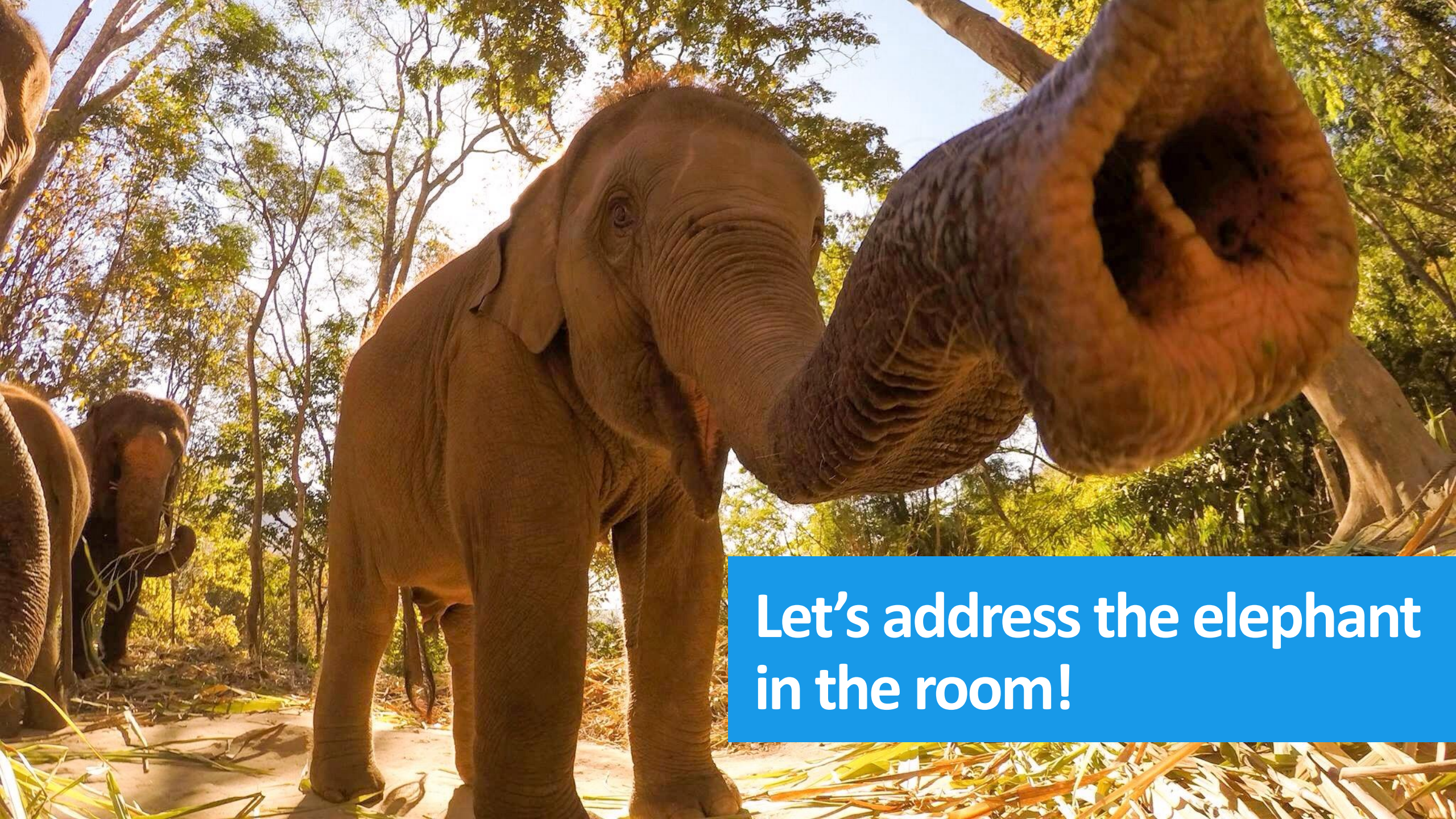
Don’t be afraid to test-and-learn!

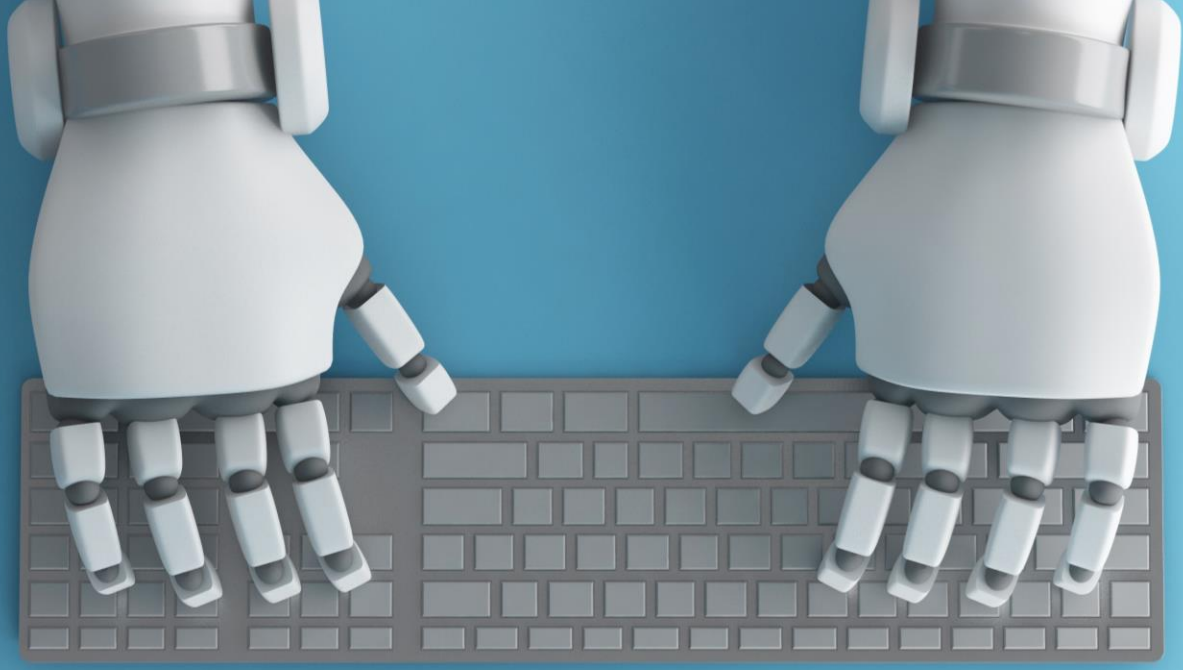
Consumer behavior can change quickly! **Experiment and pivot** as needed.

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

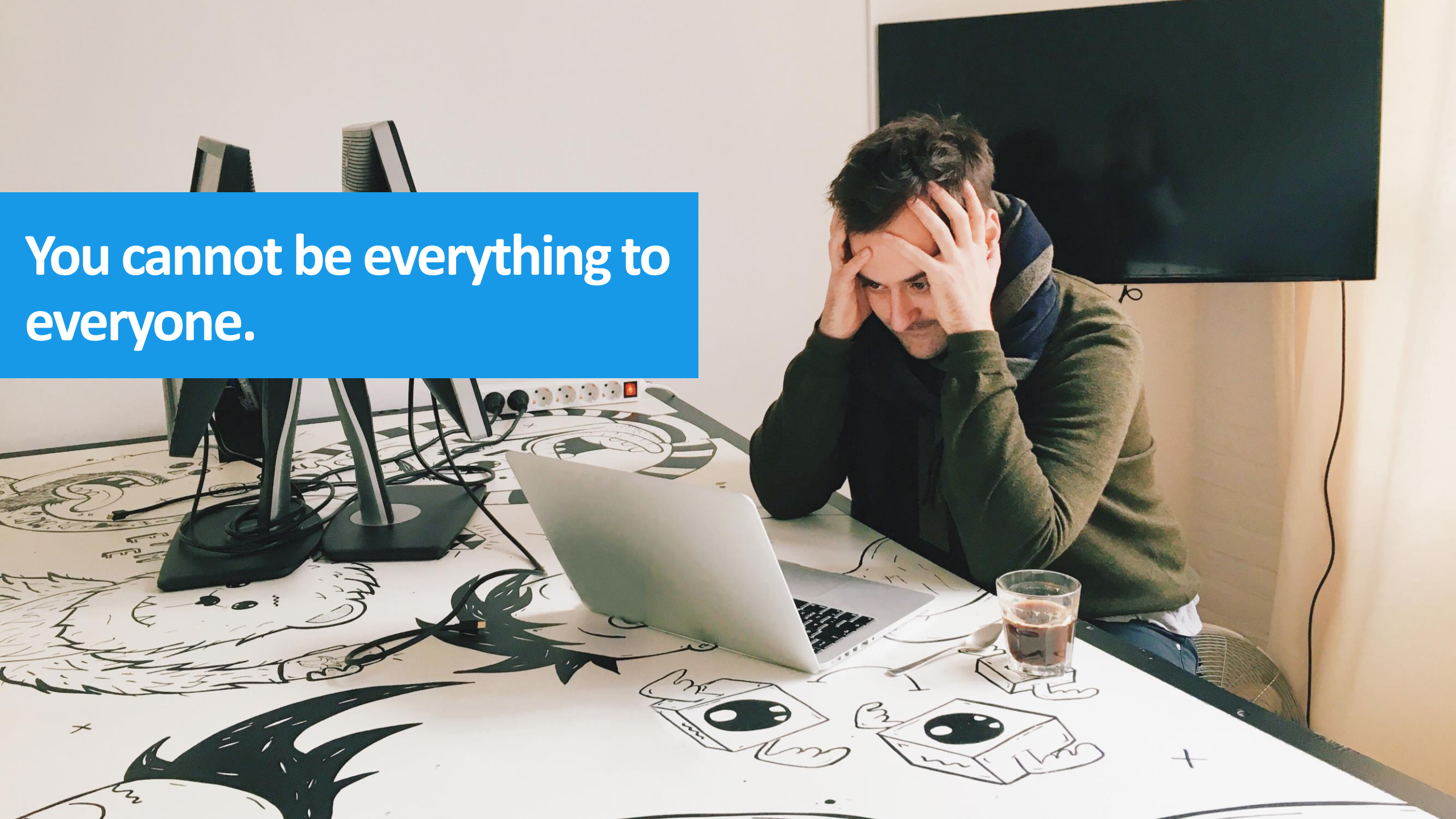
Reporting

- 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 for FREE resources to further your mission!

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