

#GivingTuesday

Fundraising Tips for GivingTuesday



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GIVING
TUESDAY



Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the **Coast Salish People**, the Montreal offices are located on **Kanien'kehà:ka (Mohawk)** territory, and the land on which we operate in Toronto is the traditional territory of the **Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation**.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

We also recognize the 400+ year history of communities of African descent and the 50 African Nova Scotian communities throughout the region today.

About CanadaHelps

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

TRUSTED SINCE
2000

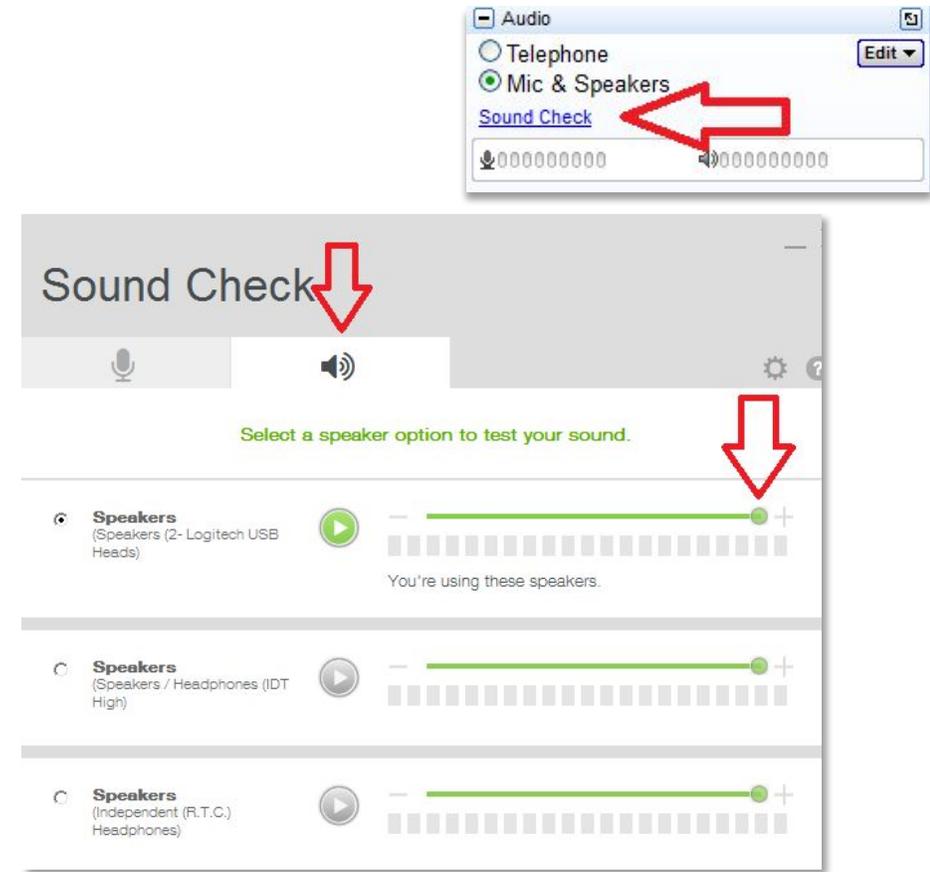
\$2.3 BILLION
RAISED

2.6 MILLION
DONORS

25,000 CHARITY
PARTNERS

Trouble hearing us?

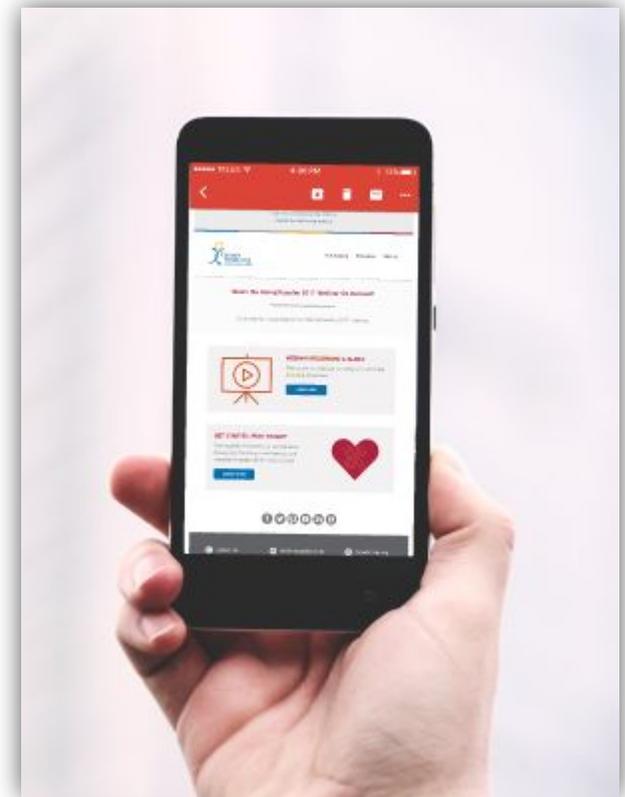
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

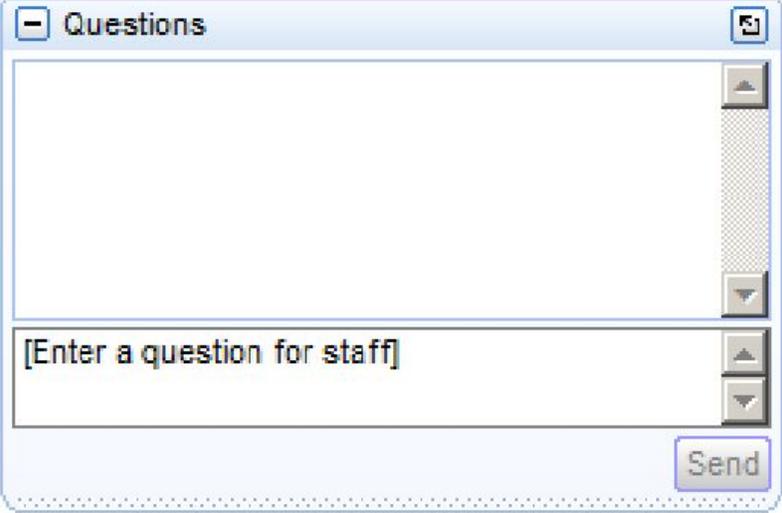
Yes!

The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



You can hear us, we can't hear you.

Have questions?
Type them into the
Questions Log at anytime.

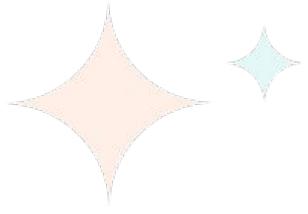


A screenshot of a web-based interface window titled "Questions". The window has a light blue header bar with the title and a close button. Below the header is a large, empty text area for entering questions. At the bottom of the window, there is a smaller text input field containing the placeholder text "[Enter a question for staff]". To the right of this input field are two small, vertically stacked arrow buttons (up and down). In the bottom right corner of the window, there is a "Send" button.

Agenda

1. Getting Started with GivingTuesday
 - The big WHY
 - The How To
2. Return on Planning - case study
3. Online Giving Basics
4. Achieving your Goals with CanadaHelps
5. Resources
6. Q&A





GIVING TUESDAY

THE WORLD'S LARGEST GENEROSITY MOVEMENT



SAVE THE DATE
Nov 29th, 2022

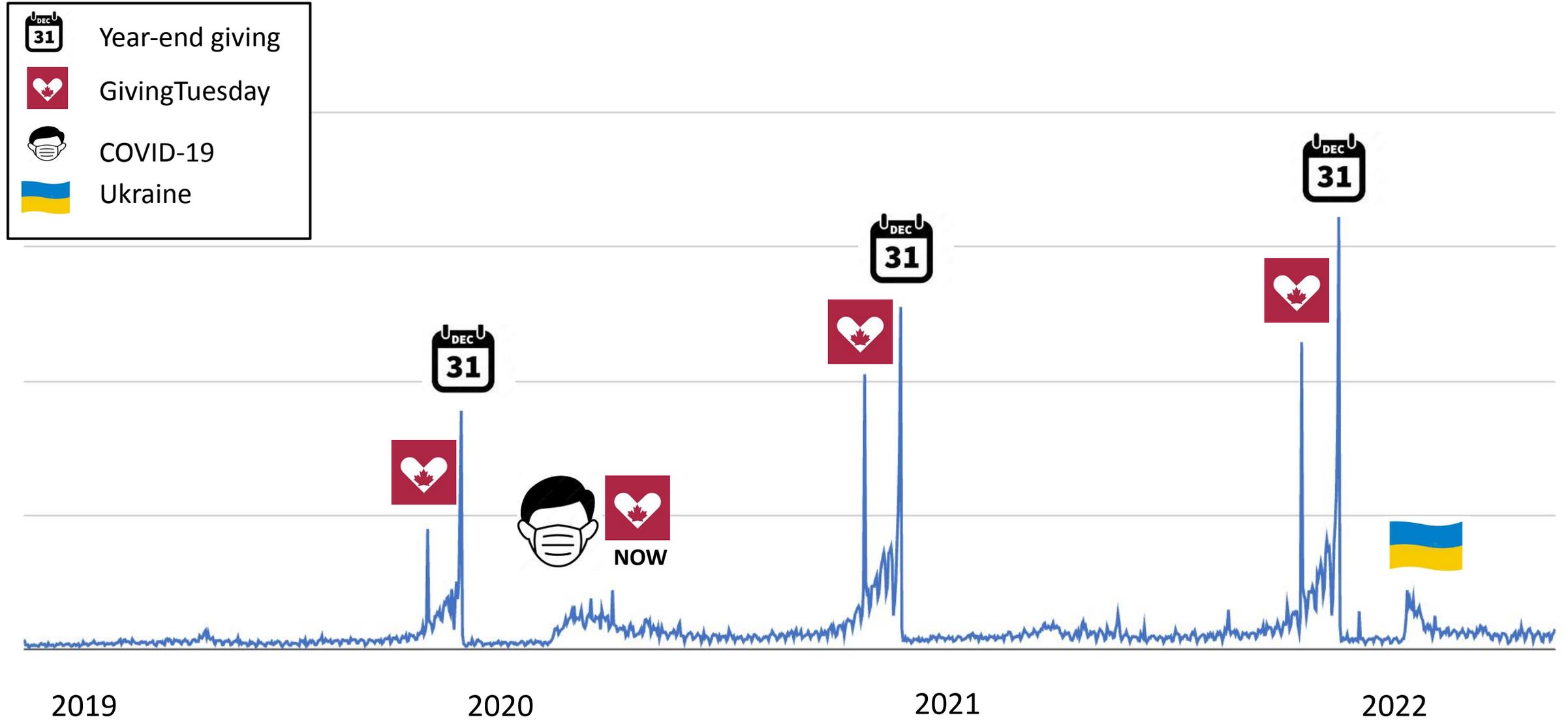
“ Horizon Media study finds that while **GivingTuesday** is big today, it’s **at the tipping point of becoming immense.**

People are inspired to give on GivingTuesday

52%

said that they want to donate on this day because it allows them to be a **part of a bigger group of people doing good.**

People are ready to give on GivingTuesday



Participating charities do better!

Charities that participate in GivingTuesday ...



Raise **256X more** on the day of Giving Tuesday than charities that don't.

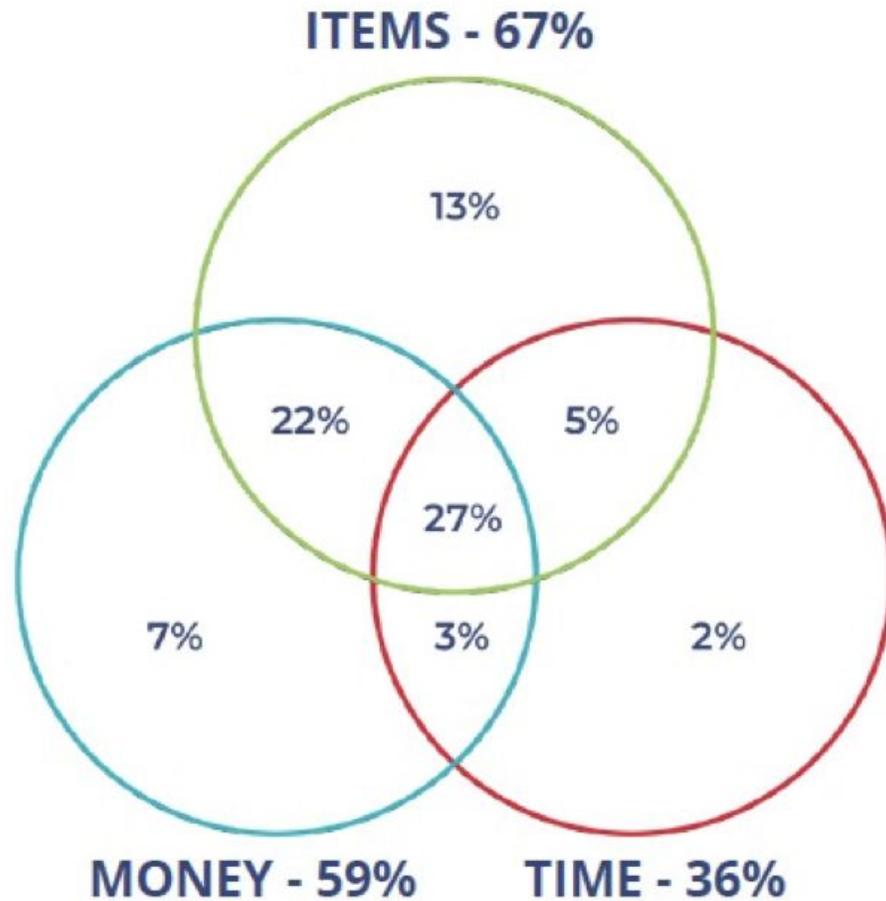


Raise **5.6X more** after GivingTuesday through to December 31 than charities that don't.

You need to
participate to
benefit.

A generous act
leads to more
generous acts.

It's not just about the \$\$\$



Over 76% of acts of generosity are non-monetary

Almost everyone gives in multiple ways.

A generous act leads to more generous acts.

Younger Canadians are inspired!

Younger Canadians show up on GivingTuesday. They show up as community leaders, fundraisers, event organizers and to fuel the social channels. And, they also donate.

Why do they love GivingTuesday?

They too want to be a part of “something bigger”. They like to give in the ways they are able and to the causes they choose.

GivingTuesday donors are sticky returning in higher numbers than donors that come in on any other day.

**You need to start.
It's not a marathon, but you do need R.A.C.E.**



Successful GivingTuesday's have GOALS

What are your organization's priorities?

Increased Revenue

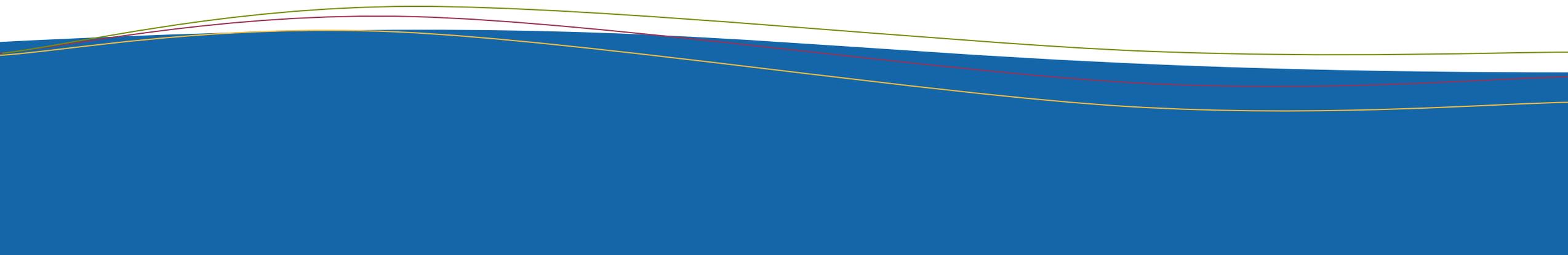
New Donors

New Volunteers

Earned Media

More social media engagement

New programs/report announcement



A is for Action Planning

How will you *action* the goal?



After #ThankYouThursday....



Let me give you an example.



Alzheimer Society of Nova Scotia

GOAL = New donors / lapsed donors

ACTION(s) = Newsletter
Social Media - Ambassadors
Website
Traditional Media
Matching Donor

COMMUNICATIONS = Two weeks in advance
Day of
During

Evaluation = Names checked against donor database

Online Giving Basics



Achieving Your Goals with CanadaHelps



CanadaHelps Resources



GivingTuesday Resources



GivingTuesday Checklist



GivingTuesday Social Media Calendar



GivingTuesday Email Templates

GivingTuesday Checklist

In this checklist, you'll get:

- Tips on what it takes to plan and prepare a successful GivingTuesday campaign.
- A high-level GivingTuesday tasks timeline, spanning two weeks before to the days after.
- Recommendations on what to keep track of to make your campaign even better next year



Social Media Calendar

With this social media calendar, you'll be able to:

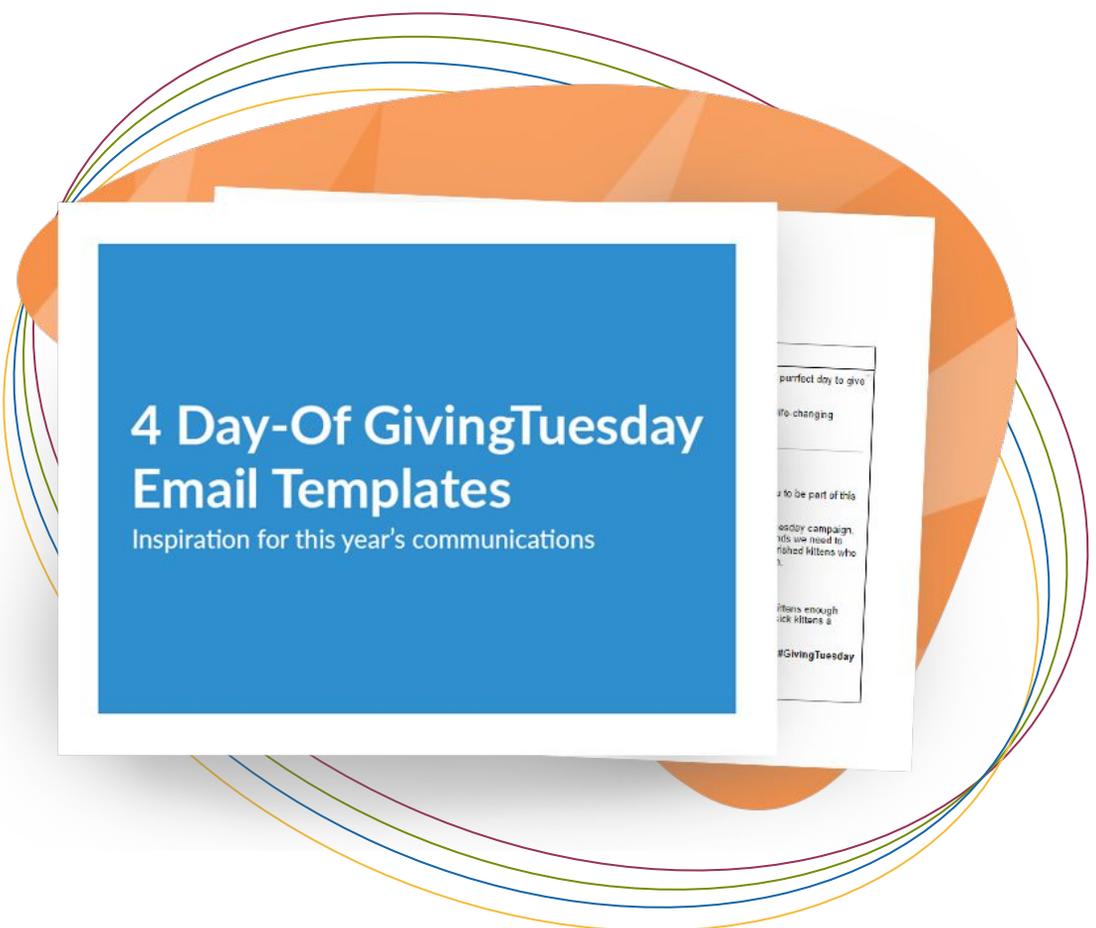
- Leverage the calendar sheet to organize which campaign message is released when.
- Manage a copy deck you can fill in to prep your tweets and posts well in advance, with all the pieces (images, copy, CTA) in centralized location.
- Review your social success as you go, and compare year over year, with our handy reporting sheet.



Email Templates

Our templates show you how to:

- Organize and plan your emails throughout the day, to ensure you're getting campaign updates to the right people at the right time.
- Leverage fundraising email best practices so you can get your message across and drive your supporters to take action.
- Design succinct calls-to-action (CTA) that are supported by the direct impact donations will make



4 Day-Of GivingTuesday Email Templates

Inspiration for this year's communications

Questions?

You can also reach out to us directly at



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Thank you!

