



# Giving Tuesday Toolkit

Read more →

A GIVING TUESDAY RESOURCE

Powered By DonorDock





## What Is DonorDock?

DonorDock Helps You Simplify Fundraising.

We've worked with thousands of nonprofit users just like you and we know fundraising is complex. We're here to help!

Our CRM and fundraising tools help you easily:

Manage contacts and track giving

Create donation pages and campaigns

Simplify data entry, reporting, and more

[www.donordock.com](http://www.donordock.com)

## What Is Giving Tuesday?

GivingTuesday is a global generosity movement that unleashes the power of radical generosity around the world.

It was created in 2012 as a simple idea: a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

<https://www.givingtuesday.org/about/faq/>



DonorDock has put together a Giving Tuesday Toolkit to help your organization!



# Before Giving Tuesday

## Plan your Participation

- Online Giving Campaign
- Virtual Event
- Community Event
- Match Donations

## Plan your Message

- Goal:
- How will it make a difference:
- Tell Your Story:

## Create your Content

- Social Media posts and profile pictures
- Email
- Campaign
- Appeals
- Online Giving Page

## Tips

Use [Canva's Giving Tuesday Social Media Templates](#)

Use [Giving Tuesday's logos and graphics](#)

Make your campaign visible on your website

Display your campaign goal and progress on your online giving page

## Schedule and Share your Content

### **One Month Before:**

- Announce GivingTuesday campaigns and plans through
  - Email
  - Social Media
- Send out invites if you are hosting an event

### **Two Weeks Before:**

- Invite your board members and inner circle of donors to participate in sharing your Giving Tuesday Campaign and mission
  - Make the ask personal, especially in your subject line
  - Make your board members and inner circle donors aware of how you appreciate them and need their help
  - Note their past involvement the impact their previous gifts have made
  - Be clear in your call to action and be specific of how you would like them to help.
- Create contact lists and marketing lists for your campaign appeals

### **One Week Before:**

- Increase social media posts the week leading up to Giving Tuesday
  - Place a countdown on your Instagram stories
- Announce when your Giving Tuesday Campaign is LIVE through other appeals
  - Email
  - Phone Calls

\* Include your fundraising goal, the impact for your organization, matching gift opportunities, incentives, or events

# Sharing Your Impact by Sharing Your Story



## 3 Main Elements

- **People**– Tell about who your organization will impact!
- **Problem**– Describe the problem your organization is helping to overcome.
- **Change**– Describe how your organization is helping solve the problem.

**Tip:** Be specific. Connect the larger story to a specific story and example.

## Clear Call to Action

- **Donor Focused**– Describe opportunities for your donors to be a part of the story.
- **Actionable Steps**–List clear ways how the donors can help solve the problem.
- **Connect**– Connect their impact back to your story and people.

**Example:** " Your gifts provided 1200 children, like David, the experience of summer camp for the first time."

## Share Your Story

- **Share Your Story**–
  - Social Media
  - Website
  - In-Person
  - Fundraising and Marketing Materials
- **Inspire Others**– Invite your community to share your story and their own story.
- **Use Imagery**– Add an image or video with your story. A picture is worth a thousand words.



# On Giving Tuesday

- Announce and Launch Giving Tuesday
  - Share on social media throughout the day
  - Send an announcement email in the morning to kickstart the excitement
  - Make it fun and personal, share social stories throughout the day
  - Share progress updates, highlight matching gift opportunities, and time sensitive updates
  - Show the impact the gifts make on your organization
  - Highlight notable donors
  
- Get your team involved
  - Make sure goals and messaging is clearly communicated to team members
  - Get your founder and board members to share their impact stories
  - Create a sense of community or highlight your community involvement
  
- Celebrate!
  - Share the success stories
  - Thank your team
  - Show the impact for your organization and beneficiaries



## Tips

Schedule emails and posts to elevate giving day activities.

Include day of videos and testimonials to help personalize your campaign.

Don't be afraid to have fun!-Create fun and engaging competitions or incentives for meeting fundraising goals.

# Creating Compelling Campaign Giving Pages



## User Friendly

Make it simple for your donors to give through your online giving page.



## Branding

Use consistent colors, messaging, and branding elements for your organization and webpage. Use images to capture the donors attention.



## Clear Message and Goals

Clearly state your campaign message and fundraising goals.



## Highlight Donation Impact

Define preset giving options and relay the impact that gift can have on your mission and organization.



## Make Connections

Allow for easy sharing of your donation page and recurring donation options.  
 Make connections after the donation.  
 This can include automated thank you messages, gift tracking and engagement opportunities.



Organization Logo

Campaign Branding

Clear and Consistent Message and Mission

Preset Giving Options with Gift Impact

### Amount to Give

\$50	Provides a day camp for a camper.
\$100	Provides adaptive equipment for one camper.
\$250	Provides a week long camp for a camper.
\$500	Provides a week long camp for a family
Your Gift:	\$ 50

Recurring Donation Options Enabled

### Giving Frequency

One Time	Monthly	Annually
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# After Giving Tuesday

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- Acknowledge and Engage
  - Send new donors a welcome email
  - Send individual thank you letters and receipts
  - Post a public thank you message
    - Include community involvement
    - Campaign sponsors and matching gift sponsors
  - Share if your organization made your goal or share progress to your goal
  
- Analyze and Communicate
  - Run Reports and Analytics
    - New donor reports
    - Campaign Summary
    - Gift Reports
  - Share the campaign results with your team
  - Analyze and Reflect



## Tips

Create donor contact lists. Segment your lists to personalize your engagement.

- Major donors
- New donors
- Sponsors
- Recurring Donors

## Engaging Your Donors After the Gift

# Acknowledge, Engage, and Communicate

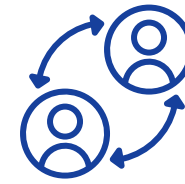


## Acknowledge Your Donors

**Receipts:** Provide a donation receipt that shows the  
Donor Name  
Donation Date  
Donation Amount  
Organization Tax Deductible Statement  
Organization Name and Information

[↪ The IRS requirement for Written Acknowledgements](#)

**Acknowledgement:** Thank your donors and relay the impact their gift made on your organization. You can include your goal progress and how their gift helped reach or make progress to the goal.



## Engage With Your Donors

**Engage with your donors outside of receipts and donation asks.**

- Send welcome emails and information to new donors.
- Run contact reports to personalize your communication.
  - Last gift dates, gift anniversary, birthdays, etc.
- Use sign-up forms to personalize donor involvement.
  - Volunteer Opportunities
  - Upcoming Events
  - Newsletters and Updates



## Communicate With Your Donors

**Personalize communication with your donors.**

- Ask donors their preferred methods of communication.
  - Email, Mail, Phone Calls, Text Messages.
- Track activities completed with your contacts and keep them up to date.
- Segment your donor communication lists to personalize your communications and ensure they are relevant to your donors.





# DonorDock

## Additional Resources



[Giving Tuesday Website and Participation Resources](#)



[IRS Resources for Charities and Nonprofits](#)



[Canva for Nonprofits](#)

## DonorDock Resources



DonorDock's full CRM can meet your nonprofit needs!

[Learn More!](#)

Fundraising, Marketing, and Donor Tracking....All in One Place!



DonorDock's Free Online Giving Tool

[Learn More!](#)

Raise More Money, Save More Money, Do More Good!



Contact Us!



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