

*Classy*

# 4 Tips to Set Your Giving Tuesday Campaign Up for Fundraising Success

**Date**

August 2021



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Meet your presenters

# Years of nonprofit and tech experience.



**Maddie Diaz**  
Marketing Specialist  
**Classy**



**Rebecca Sonnenklar**  
Customer Success Manager  
**Classy**

Mission

# Mobilize and Empower the World for Good



## Agenda

# What's in store for today's webinar

- 01 Choosing the right fundraising software
- 02 Choosing the right campaign type
- 03 Securing a corporate sponsor or match
- 04 Craft a killer communications plan
- 05 Q&A

# 01

## Choose the right fundraising software



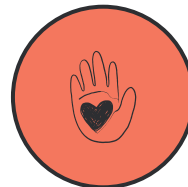
# Campaign Elements to Raise More on Giving Tuesday

Optimize your fundraising campaign for conversion, all while providing an exceptional giving experience.



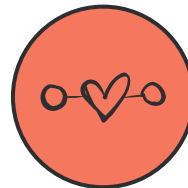
## Impact Tiles

Show supporters the impact their gift has on your beneficiaries, programs, and advancement of your mission.



## Progress Bar

Motivate supporters to give as they watch you get closer and closer to your fundraising goal.



## Flexible Payment Options

Amplify the giving experience by allowing your donors to give when, where, and how they want.

# Tie Dollars to Impact

- Shows the impact that gifts have on beneficiaries, programs, and mission
- Impact tiles help you show where someone's donation goes, who it benefits, and what it accomplishes



## Impact Tiles

Show supporters the impact their gift has on your beneficiaries, programs, and advancement of your mission.

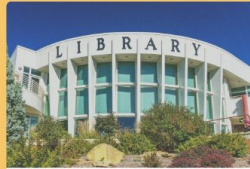




#### Sponsor Volunteers \$100

It takes 15 volunteers to support our children's literacy program, and your monthly gift can help fund the costs.

DONATE



#### Help Build a Library \$50

A \$50 monthly donation will supply a volunteer team with the tools they need to build a library.

DONATE



#### Sponsor a Book Box \$30

With a \$30 monthly donation you can provide a box of books every month to children in our community.

DONATE



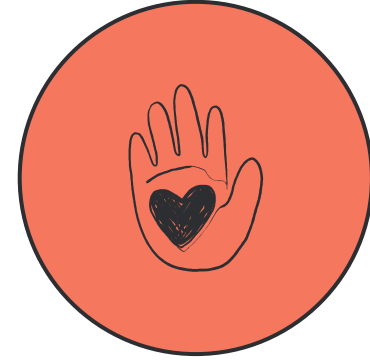
#### Sponsor a Student \$10

Sponsor a child's path of learning through our many programs by donating \$10 a month.

DONATE

# Importance of a Progress Bar

- Setting a campaign \$ goal can have more impact than just your internal tracking purposes
- A great way to motivator donors to give
- The thermometer fills up as donations come in. Supporters are more inclined to give if they know their donation is making a difference in reaching the goal



## Progress Bar

Motivate supporters to give as they watch you get closer and closer to your fundraising goal.

**Building for Books**

Search, Share, LOGIN

# Storytellers Unite

**\$200,013** / \$200,000

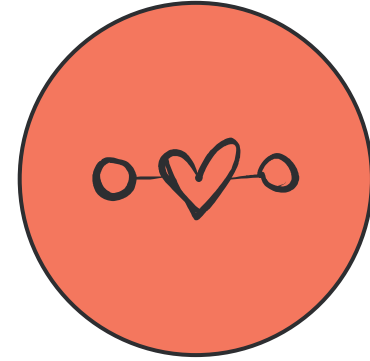
<b>36%</b> OF GOAL	<b>107</b> SUPPORTERS	<b>14</b> DAYS LEFT
-----------------------	--------------------------	------------------------

**DONATE NOW**

*Note: A video player is embedded in the banner, showing a woman reading to children. A play button is visible in the center of the video frame.*

# Allow Supporters Multiple Ways to Give

- Allows supporters to give when, where, and how they want (digital wallets, ACH...and Venmo/PayPal coming soon!)
- On Classy, we've seen an **11% mobile conversion increase with digital wallets** enabled. Recurring donations paid through ACH are **retained 55% longer** than donations made from a credit card



## Flexible Payment Options

Amplify the giving experience by allowing your donors to give when, where, and how they want.

**Building for Books**

## Show your superpowers!

Your donation will change a child's life.

How often would you like to donate?

Monthly

Choose a **monthly** amount

\$100 \$50 \$25 \$10

Donate a custom amount

Dedicate my donation in honor or in memory of someone

Monthly donation  
**\$21.00** USD

I'd like to cover the fees associated with my donation so more of my donation goes directly to Building for Books.

By clicking the donate button, I agree to the [Terms of Service](#) and [Privacy Policy](#)

**DONATE WITH** **Pay**

**PayPal**

**CREDIT CARD**

**BANK ACCOUNT**

**Building for Books** POWERED BY *Classy*

## Case Study

# TSA Saw a 246% Mobile Conversion Increase with Digital Wallets

- Challenge: A more efficient checkout experience to support mobile giving
- Incorporated digital wallets into their checkout pages
- Result: Saw a 246% YoY increase in mobile conversions (Raised \$9.7M more YoY)

The infographic features the Classy logo in the top right corner and the Salvation Army logo in the top left. The main title is 'How The Salvation Army Increased Mobile Donation Revenue by 246% With Digital Wallets'. Below the title is a photograph of two Salvation Army volunteers in red vests walking down a dirt road. The infographic is divided into sections: 'THE CHALLENGE', 'THE RESULT', and a testimonial box. The 'THE RESULT' section highlights a 246% YoY growth in total mobile donation revenue in 2020 and a \$9.7M increase in YoY total mobile donation revenue compared to 2019. The testimonial box contains a quote from Andrew Dobney, Director of Digital Strategy at The Salvation Army, praising the mobile donation page for its user-friendliness.

**DOING THE MOST GOOD**

SUCCESS STORY: THE SALVATION ARMY USA

### How The Salvation Army Increased Mobile Donation Revenue by 246% With Digital Wallets

**THE CHALLENGE:**  
Offering a more efficient mobile checkout experience to support mobile giving

**THE RESULT:**  
**246% YoY GROWTH** in total mobile donation revenue in 2020  
**RAISED \$9.7M MORE** in YoY total mobile donation revenue compared to 2019

The Salvation Army USA has been using Classy for all of its chapters since 2018 to enhance their donor experience and streamline their fundraising efforts. To reach more supporters and boost their mobile donation revenue, the National Headquarters team introduced digital wallets in the fall of 2020.

As a result, the organization saw a 246% year-over-year increase in total mobile donation revenue that year. They raised \$6.3 million more between October and December 2020 than during the same period in 2019, and saw a 3% increase in their global donation completion rate from calendar year 2019 to 2020.

Their team also utilizes Classy's comprehensive roll-up report feature to help streamline their reporting process for all local units, as well as a customized program designation feature on their donation form to more easily allocate funding to the appropriate locations.

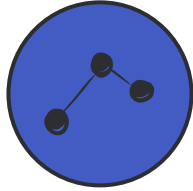
*"Using digital wallets on our Classy donation page allows us to meet our donors in a space that they feel comfortable. It has really made their experience better."*

**Andrew Dobney**  
Director of Digital Strategy, The Salvation Army

## 02

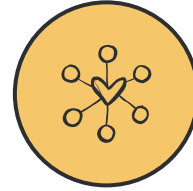
# Choose the right campaign type





## Crowdfunding

Tell your story and inspire support for your cause with conversion-optimized crowdfunding campaigns.



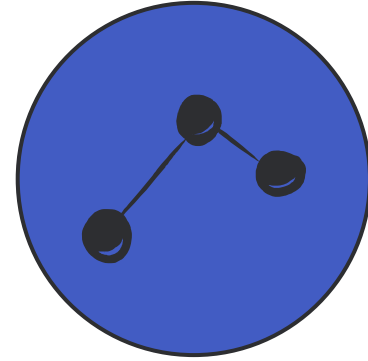
## Peer-to-Peer

Mobilize your supporters and give them the tools to fundraise on your behalf.



# Why Crowdfunding?

- Designed to bring in donations and encourage support within a set amount of time (like 24-hours)
- Easily tell your story with imagery, text, and impact blocks (fantastic for Giving Tuesday!)
- Main call to action is to donate



## **Crowdfunding**

Tell your story and inspire support for your cause with conversion-optimized crowdfunding campaigns.

THIS #GIVINGTUESDAY, BE A  
**#HeroForHope**

*Double Your Impact!*

*\$25,000* You give  
*x 2* Your gift is matched.  
*\$50,000* Double impact!

**\$65,150** / \$50,000

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**130%** OF GOAL     **156** SUPPORTERS

DONATE NOW

You can be a hero to a child in Chihuahua.



**One Month of Family-Style Care** \$30

Your generous donation will provide one month of loving family-style care for a child!

DONATE



**Family Recruitment Event** \$150

Your donation will be used to hold a family recruitment event to generate interest in providing family-style care!

DONATE



**One Year of Family-Style Care** \$360

Your generous donation will provide an entire year of loving family-style care for a child in Chihuahua!

DONATE



**Family Training** \$750

Families must be trained and certified to provide family-style care. This generous donation covers the cost of one of our quarterly trainings!

DONATE

### About the Campaign

There are more than 1,500 children living in institutional care in the city of Chihuahua. These children are growing up without the love, support, and stability of a family.

But you can change that! You can be a **#HeroForHope** and help more kids get into families.

Thanks to your generosity, The Hope Effect is improving orphan care around the world by providing family-style care that allows orphaned children all the advantages of growing up in a healthy family. This #GivingTuesday, your gift will help us expand family-style care in Chihuahua. Thanks to you, more children will be cared for in loving family environments.

You are changing the way the world cares for orphans...and that's what we call being a hero!

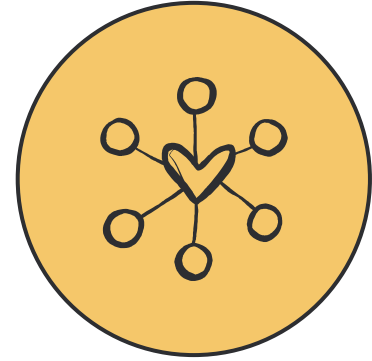
### Campaign Activity

See who supports your cause and what they have to say about it!

	ALL	COMMENTS	DONORS
L	donated \$10.00		
	24 days ago		
T	donated CA\$40.00		
	24 days ago		
L	donated \$10.00		
	2 months ago		
T	donated CA\$40.00		
	2 months ago		
L	donated \$10.00		
	3 months ago		

## Why Peer-to-Peer?

- Call to action is to become a fundraiser (you can also directly donate if you'd like)
- Ideal length of a peer-to-peer campaign is 6-8 weeks



### **Peer-to-Peer**

Mobilize your supporters and give them the tools to fundraise on your behalf.

The image shows a composite of two screenshots from a fundraising platform. The top screenshot displays the campaign landing page for 'SECOND CHANCE Critter Camp' at Highgarden Animal Center. The page features a dark background with a dog's face and the text 'SECOND CHANCE Critter Camp' in large, bold letters. Below the title, it says 'Giving abused animals a chance to find their forever homes' and shows a progress bar for '\$63,703 Raised'. A yellow button labeled 'BECOME A FUNDRAISER' is highlighted with a yellow box. An arrow points from this button to the bottom screenshot.

The bottom screenshot shows a fundraiser profile for Jenna Parks. The profile includes a photo of a smiling woman with a backpack, the name 'Jenna Parks', and a 'Fundraiser' label. It shows a progress bar for '\$500 Raised' out of a '\$1,000' goal, with a yellow 'DONATE' button. The text below the progress bar reads: 'For my birthday gift this year, please help me raise money for Highgarden Animal Center.' Below this, there are tabs for 'STORY' and 'UPDATES 3'. At the bottom, it says 'Thanks for visiting my fundraising page!'. A small campaign card for 'Highgarden Animal Center' with '\$63,703 / \$75,000' is also visible.

# 03

## Securing a corporate sponsor or match



# Finding a matching partner

- Look for a Giving Tuesday matching partner as early as possible to allow time to secure agreement and publicize
- Use existing connections you have with local businesses
- Approach with a specific proposal

497 SUPPORTERS | 181% OF GOAL | \$270,840 / \$150,000 | DONATE NOW

This #GivingTuesday, you can rise to the challenge and **Give Patients More.** More compassionate care, more COVID-19 research, more birthdays, more time with family, **more Tuesdays!**

When you make a gift to Vanderbilt Health, which includes Monroe Carell Jr. Children's Hospital at Vanderbilt and Vanderbilt Cancer Center, you are giving our patients so much more.

**DOUBLE YOUR IMPACT**

A special thank you to Twice Daily and the Muscant Family Brain Trust for matching all donations through midnight on December 2nd!

twice daily

THE MUSCANT FAMILY BRAIN TRUST

MATCH MY GIFT

# Research, Prepare and Persist

- Identify your mission and understand your audience's values
- Choose a good partner whose values align with your mission
- Nail the initial outreach by telling your nonprofit's story
- Emphasize the exposure your campaign will provide for their brand

LOVE146

WHOEVER YOU ROOT FOR ON SUNDAYS...  
THIS #GIVINGTUESDAY  
ROOT FOR  
CHILDREN

**DOUBLE YOUR IMPACT**

*Every \$1 you give is worth \$2 thanks to Super Bowl Champion, Cleveland Browns Punter, husband, father, and Love146 Supporter, Britton Colquitt.*

FROM NOVEMBER 20TH-27TH, UP TO \$30,000 FOR A TOTAL OF 60K RAISED

\$100,502 / \$60,000

GIVE & DOUBLE YOUR IMPACT

Love146

*"Every child deserves the freedom to love and be loved.  
We support Love146 for this very reason."*

— BRITTON COLQUITT

Photo: Lisa Johnson of the Cleveland Browns



Support  
**LOVE146**  
on #GivingTuesday

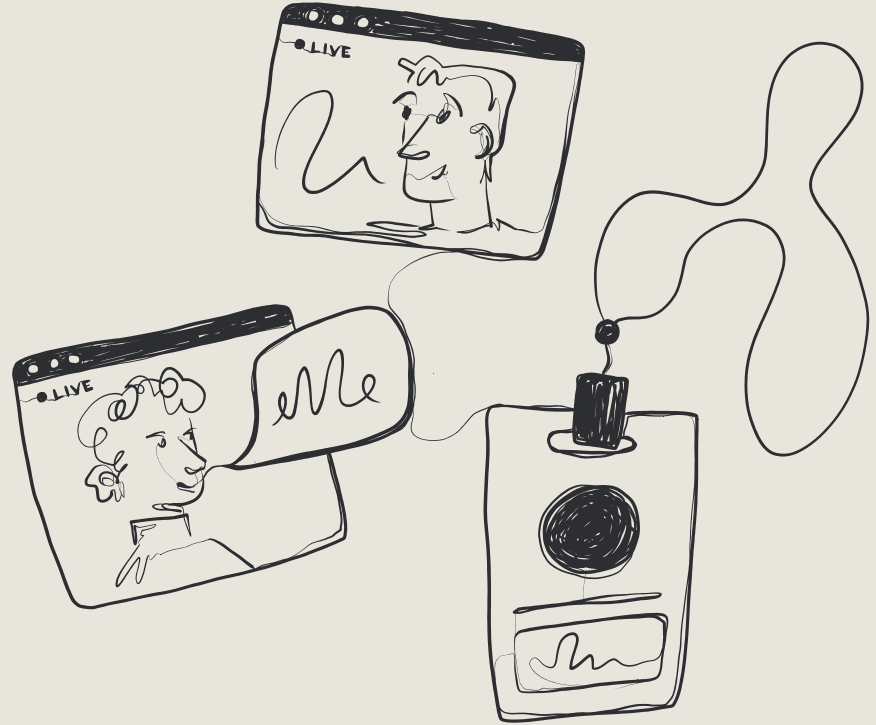
*#GivingTuesday is a global day of giving that kicks off the charitable season, when many focus on their holiday and end-of-year giving. Love146 works to end child trafficking and exploitation through survivor care and prevention education.*

*Together, we can change the lives of children. Thanks to the generous support of Britton Colquitt, any donation for the week leading up to #GivingTuesday will be matched dollar-for-dollar up to \$30,000 for a total of \$60,000, so your contribution will have double the impact.*



# 04

## Craft a killer communications plan



# Craft a Winning Giving Tuesday Communications Plan

Optimize your fundraising campaign for conversion, all while providing an exceptional giving experience.



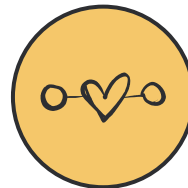
## Before Giving Tuesday

Announce that you're fundraising for Giving Tuesday. Send a save the date.



## During Giving Tuesday

Motivate your supporters by announcing that Giving Tuesday is here, announce your goal, and send progress emails.



## After Giving Tuesday

Thank supporters for contributing to your Giving Tuesday campaign and get them excited about year-end.


# Get Supporters Excited

- Announce that you're participating at least 2 weeks before the big day
- **2 Weeks Before:**
  - Fundraising goal
  - Impact
  - Sponsor Match
  - Option to donate now
- **1 Week Before:**
  - Reminder that Giving Tuesday is approaching
  - Spread the word and follow along on social media
- **1 Day Before:**
  - The big day is tomorrow
  - Share the campaign with friends and family



## Before Giving Tuesday

Announce that you're participating in Giving Tuesday this year. Send a Save the Date.

the  BOOK CLUB

**10**  
DAYS  
UNTIL GIVING TUESDAY

The holiday season is just around the corner, and we invite you to kick it off with us on Giving Tuesday!


Giving Tuesday is a global day of giving back. On the Tuesday following Thanksgiving, you'll have the chance to join people around the world and support a cause close to your heart.

This Giving Tuesday, help us give the gift of education to 500 children. By joining the movement, you're providing classroom supplies and scholarships so that kids have everything they need to learn.

Mark your calendars, spread the word, and stay tuned for more details!

[DONATE NOW](#)

[f](#) [t](#) [@](#)

the  BOOK CLUB

**07**  
DAYS  
UNTIL GIVING TUESDAY

After Black Friday and Cyber Monday, the back-to-back days of deals, join us in kicking off the holiday giving season on Giving Tuesday!

On this global day of giving, we're raising \$20,000 to give 500 children the life-changing gift of education. We're also excited to announce that a generous donor has stepped up to **match the first \$8,000 raised**. Now is your chance to make **TWICE** the impact!


Ways to gear up for Giving Tuesday:

- **Donate** to lock in your gift
- **Follow us on Facebook and Twitter** for exciting updates
- **Share this message** with friends and family and encourage them to join the movement

We've got just one week left until one historic day of giving. Let's do this!

[DONATE NOW](#)

[f](#) [t](#) [@](#)

the  BOOK CLUB

**TOMORROW IS GIVING TUESDAY!**

Buy a gift for yourself on Cyber Monday, but don't forget to share the love with others tomorrow, on Giving Tuesday!

Your gift to The Book Club has the chance to be **DOUBLED** thanks to a generous donor who has committed to match the first \$8,000 raised.

So what's all this again?

Tomorrow, as people around the world support important causes, donate to The Book Club and help give 500 children the education they deserve. Spread the word to friends and family who also want to make an impact.

We'll be in touch again soon to ring in Giving Tuesday. Saddle up, it's going to be one rowdy day of giving!

[DONATE NOW](#)

[f](#) [t](#) [@](#)

# Today's the Big Day

Motivate your supporters. Show progress.



## During Giving Tuesday

Motivate your supporters by announcing that Giving Tuesday is here, reiterate your goal, and send progress emails.

the BOOK CLUB

## HAPPY GIVING TUESDAY

[GIVE NOW](#)

During the next 24 hours, people around the world will come together to celebrate generosity and make an impact. At The Book Club, we have a goal to give 500 children access to the education they deserve. With your help, we can make this a reality

Your gift can also make **TWICE** the impact, thanks to a generous donor who will match the first \$8,000 raised, dollar-for-dollar!

- \$20 = 2 Backpacks**
- \$45 = 2 Sets of Uniforms**
- \$60 = School Fees for 2 Kids**
- \$150 = 2 Full Scholarships**

Will you help us send these kids to school?

[GIVE NOW](#)

f t @

the BOOK CLUB

## SO FAR WE'VE REACHED

# \$11,785

## OF OUR \$20,000 GOAL

Thanks to over 60 awesome donors, we're just over halfway to our goal!

If you haven't given yet, you can make a quick donation that will help us send **500 children** to school. Let's keep this rolling. Giving Tuesday comes but once a year, so partner with us today and help us cross the finish line strong!

[GIVE NOW](#)

f t @

the BOOK CLUB

## JUST 4 HOURS LEFT TO GIVE

SO FAR, WE'VE RAISED \$18,230 OF OUR \$20,000 GOAL!

With only a few hours left, we're just dollars away from reaching our goal to send 500 children to school. If you haven't given yet, this is your last chance to do so for Giving Tuesday

Will you help us cross the finish line?

[DONATE NOW](#)

f t @

## Activity Wall

# Show Supporters You Care

- Activity walls showcase posts and interactions, serving as a digital hub of communication between donors, fundraisers, and administrators
- Using the activity wall to respond to a donor could mean the difference between a supporter only giving once, or them giving again and again
- You can thank a supporter through the back end of Classy with an email notification sent to the supporter, or comment on the campaign page itself

The image displays a screenshot of the Classy Activity Wall interface. At the top, it shows the date "October 18, 2016". Below this, there are three notification items, each starting with a blue circular profile icon containing the initials "JD". The first notification reads: "James Dolan made a \$1.00 Donation to the Brad Chrisakis page" followed by "2:07 PM". Below this notification is a text input field containing "Thank you James!" and a blue "SEND" button. A large red arrow points from the right towards the "SEND" button. The second notification reads: "James Dolan made a \$1.00 Donation to the Brad Chrisakis page" followed by "2:00 PM" and "Comment". The third notification reads: "James Dolan made a \$1.00 Do" followed by "1:54 PM" and "Comment".

Overlaid on the bottom right of the activity wall is a "Campaign Activity" modal window. The modal has a title "Campaign Activity" and a subtitle "See who supports your cause and what they have to say about it!". Below the subtitle are three tabs: "ALL", "COMMENTS", and "DONORS". Under the "COMMENTS" tab, there is a text input field with a placeholder "Post a comment...". Below this, there is a notification for "Jane Johnson donated \$75.00" with "an hour ago" and "Reply". Underneath the notification is another text input field with "Thanks!" and a green "POST COMMENT" button. A large red arrow points from the bottom left towards the "POST COMMENT" button.

## Activity Wall

### GallantFew Leveraged the Activity Wall and Saw Engagement Skyrocket

- GallantFew leveraged their activity wall for their run/walk event
- Volunteers and staff personally thanked each donor, who got a thoughtful response back
- The result: increased repeat donors, engagement, and awareness

***“The comments & engagement increased repeat donors, and increased awareness getting our name in front of them.*”**

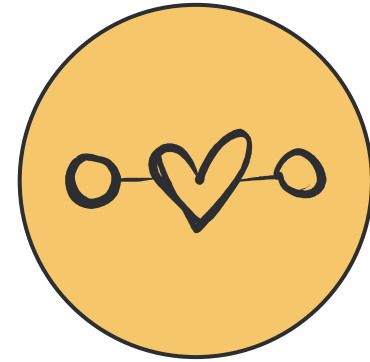
***We received comments back which is neat because it's engagement we would not have had otherwise.”***

– Liz Smith, GallantFew



## Don't forget to thank supporters

Arguably the most important step... thank your donors and hype them up for year-end.



### **After Giving Tuesday**

Thank supporters for contributing to your Giving Tuesday campaign and get them excited about year-end.



## Join 1,800 supporters who gave this week.

DONATE NOW

Meghan,

Giving Tuesday is the international day of charitable giving, but it's not the only time when your support matters.

Any time you give to Teach For America, no matter when it falls on the calendar, makes a huge difference in the lives of the students we serve. Year-round donations ensure that our teachers are right there with our students, ready to "flip the script" and rewrite the stories that negative statistics tell.

Thanks to the generosity of donors like you, we were able to raise almost \$300,000 on Giving Tuesday from approximately 1,800 supporters. Like you, they believe that students are capable of anything when they have access to an excellent and equitable education.

Your gift today can have a huge impact on our efforts to find, train, and support even more passionate leaders in education who believe in the potential of all students.

Meghan, it's not too late to join the 1,800 donors who generously gave on Giving Tuesday. You can support students in 2020 by making an impactful gift before the end of the year.

DONATE NOW



## Your generosity empowers students to defy expectations.

Meghan,

Thanks to your generosity, we were able to raise almost \$300,000 on Giving Tuesday from approximately 1,800 supporters and alumni. With your gift to Teach For America, you say loud and clear: "I refuse to let statistics define students' lives, because I know students can do anything when they have access to an excellent and equitable education." Thank you.

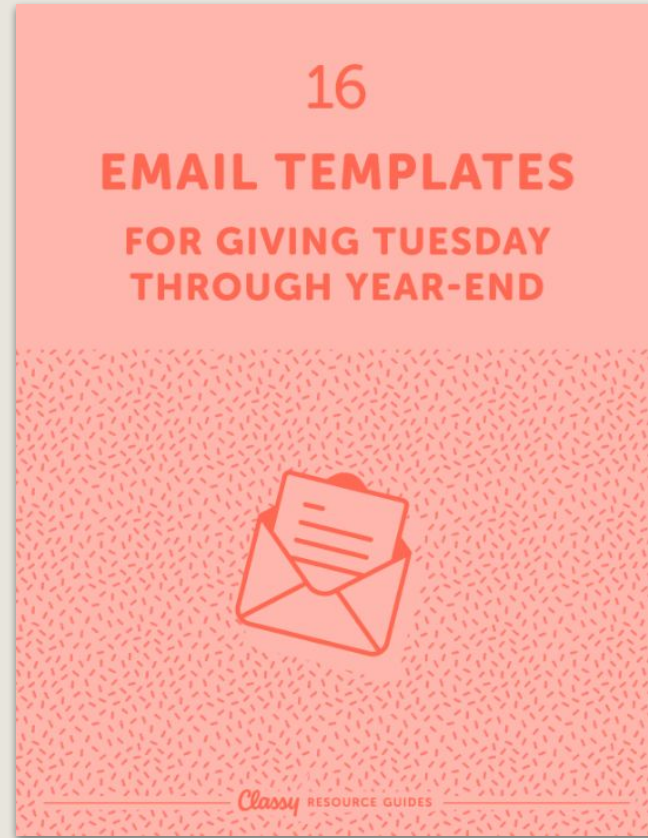
Teach For America alumni like you are some of our nation's greatest advocates for children. From both inside and outside of the classroom, our alumni are working nonstop to "flip the script" on what the negative statistics predict for students. That's why our Giving Tuesday match has been extended through December 31st – just for alumni!

Meghan, would you help us to inspire more alumni to give and ensure every dollar possible goes to making an excellent education a reality for more kids? Please help us spread the word by sharing our [campaign page](#) with three fellow alums.

SHARE NOW

There are just a few weeks left of this generous match. From now through December 31, one-time donations will be doubled and monthly donations will be tripled for a year. You can help ensure every dollar makes a difference. Please share with your networks today!

Thank you for all you do – today and every day of the year,  
**Meghan Cressman**  
 Managing Director, Individual Giving



# Questions?

*Classy*