Classy

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

Date
August 2021
This presentation, together with all documentation, text, ideas, images, video, content, methodologies, tools, creative, and other materials prepared by Classy, Inc. ("Classy") are confidential and proprietary information of Classy and/or its affiliated entities and licensors (together, the "Materials"). The Materials are being shared for presentation purposes only. Classy does not make any representations or warranties about the Materials, and they are provided on an “as is” basis. You may not publish, reproduce, distribute, copy, display, share, use, or rely upon the Materials. Classy disclaims all liability to you or any other party should the Materials be published, reproduced, distributed, copied, displayed, shared, used, or relied upon. The Materials may describe strategy and possible future developments that may or may not be undertaken by Classy and may be changed by Classy at any time, for any or no reason without notice. This document is for informational purposes and does not create any commitment on behalf of Classy.
Meet your presenters

Years of nonprofit and tech experience.

Maddie Diaz
Marketing Specialist
Classy

Rebecca Sonnenklor
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.
Storytellers Unite

Sponsor Volunteers $100
It takes 15 volunteers to support our children's literacy program and your monthly gift can help fund the costs.

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

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

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

☑ 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.
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)
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
**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!

<table>
<thead>
<tr>
<th>ALL</th>
<th>COMMENTS</th>
<th>DONORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>L</td>
<td>donated $10.00</td>
<td></td>
</tr>
<tr>
<td>L</td>
<td>donated $10.00</td>
<td>24 days ago</td>
</tr>
<tr>
<td>L</td>
<td>donated $10.00</td>
<td>24 days ago</td>
</tr>
<tr>
<td>T</td>
<td>donated $40.00</td>
<td>2 months ago</td>
</tr>
<tr>
<td>L</td>
<td>donated $10.00</td>
<td></td>
</tr>
<tr>
<td>L</td>
<td>donated $10.00</td>
<td>3 months ago</td>
</tr>
</tbody>
</table>

---

**The Hope Effect**
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.
SECOND CHANCE
Critter Camp

Giving abused animals a chance to find their forever home.

$493,763 Raised

BECOME A FUNDRAISER

Jenna Parks

$500 Raised

For my birthday gift this year, please help me raise money for Highgarden Animal Center.

Thanks for visiting my fundraising page!
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
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
“Every child deserves the freedom to love and be loved. We support Love146 for this very reason.”

— Britton Colquitt

Support
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 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

---

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 our historic day of giving. Let’s do this!

DONATE NOW

---

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
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.
HAPPY GIVING TUESDAY

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

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

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
**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.

---

**Mobilize and Empower the World for Good**

33
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

Your generosity empowers students to defy expectations.

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. Your record 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 $360,000 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 teach, 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.

SHARE NOW

Thanks to your generosity, we were able to raise almost $360,000 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 project 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 alumni.

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 Greesman
Managing Director, Individual Giving
16 EMAIL TEMPLATES FOR GIVING TUESDAY THROUGH YEAR-END
Questions?
Classy