Giving Tuesday is Over, Now What?



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December 2023

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Meet Your Presenters



Erin Hall

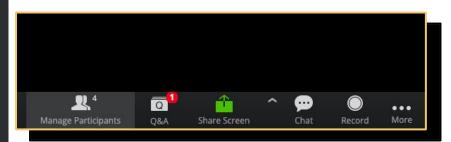
Product Marketing & Partnerships **Classy**



Dana Snyder

Founder, CEO
Positive Equation

Zoom Reminders



Join in the conversation with the Q&A



	Q&A Open (1) Answ	ered (2) Dismissed (1)	×
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| Classy's Giving Tuesday Recap

| How to Upgrade Giving Tuesday Donors to Recurring Donors

| How to Welcome New Supporters to Your Community

| Q&A

Classy's Giving Tuesday Recap



Giving Tuesday 2023: One-Time Donations

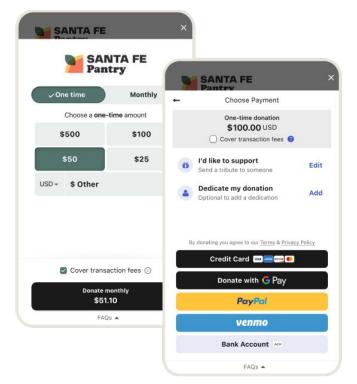
340k+ \$175 \$49M+

Donations

Average Gift Size

Total Raised

Giving Tuesday Gifts by Payment Type



Venmo	1%	
ACH	4%	
Credit Card		83%
PayPal	119	6

Giving Tuesday 2023: Recurring

4,750

New Recurring Donations

\$60

\$286k

Average Recurring Gift Size

Total raised from NEW recurring donations

Giving Tuesday 2023: Recurring

69% 1.2M 122%

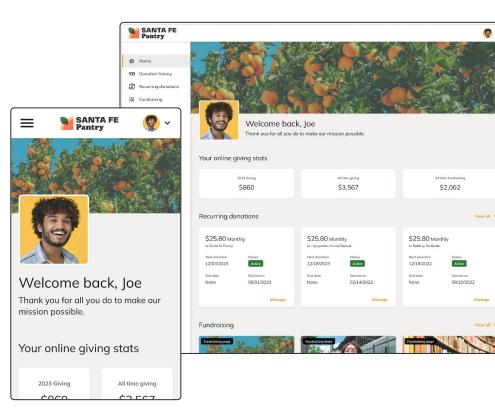
of all individual transactions events on Classy in 2023 Recurring Plans Managed on Classy YoY increase in recurring gifts made on New Year Eve (2021/2022)

Supporter Center

Available

Empowers your Supporters

Build loyal supporters with a branded, personalized and self-service experience. Provide transparency, and enable supporters to manage their own gifts.



How Karam Foundation Uses Community-Building to Acquire and Retain Recurring Donors

Challenge: Meet donors in their preferred communication channels and deepen connections to the mission to create lifelong supporters

Solution: Partner with Classy to create a community for recurring donors built on storytelling, connection, and experience

Recurring Donor Results:

164

supporters in *The Journey* recurring giving community



higher average recurring gift compared to industry standard

44 months

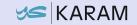
average duration of a monthly donor



22

Our recurring giving program was made possible by Classy, and it has revolutionized our fundraising. Classy's platform makes it simple and straightforward. Donors can choose the frequency of their gifts, creating more points of entry for donors new to the concept of recurring giving.

Annie Lazarski, Annual Fund Lead



Giving Tuesday & Year End **Opportunity**



25% of donation volume on Classy

takes place between Giving Tuesday and Dec. 31



12x the donors acquired

on Giving Tuesday compared to an average day of the year



2x conversion rates

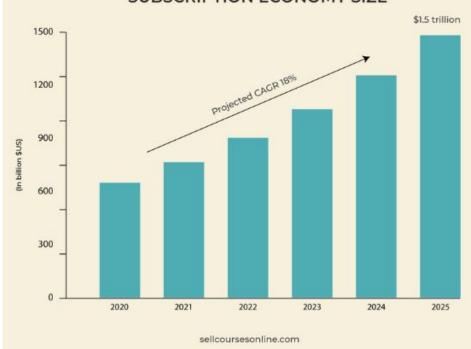
on average on Giving Tuesday and New Year's Eve compared to any other day

Source: State of Modern Philanthropy 2022



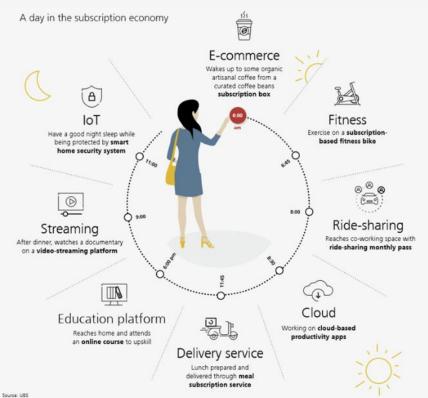


 8 in 10 adults use subscription services



SUBSCRIPTION ECONOMY SIZE

• Think about YOUR day...



The average MONTHLY spend on subscriptions is....

The average MONTHLY spend on subscriptions is \$273



Millennial lead the way with _____ entertainment subscriptions

Millennial lead the way with 17 entertainment subscriptions

A growing recurring donor program would allow us to

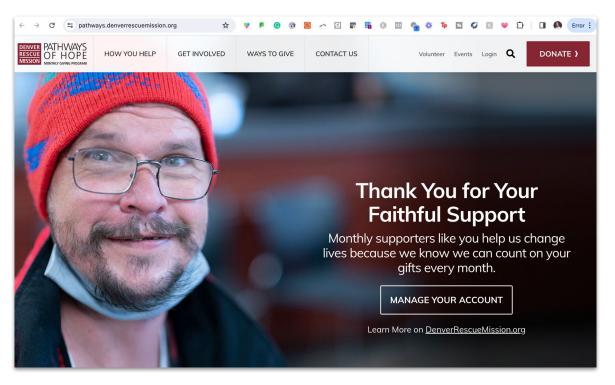


- Foundation & Value Proposition
- Ease of Giving
- Organic Social
- Paid Ads
- Emails & SMS

••	•			
	SANTA FE Pantry		MISSION - ABOUT US - 0	
		× 4. c	← Payment Details One-time donation \$51.10 USD	
		Y		
	Ge	t involved		
	00	t mvorvcu	Credit / Debit Card *	MM/YY CVC
		n our community, and it takes	Zip code *	
Man SA Par	NTA FE	 gether to fight hunger. Please s to get involved with Santa Fe 		
ONE TIME	MONTHLY	sising to volunteering we have		
Choose a on	e-time amount	help you get started with our organization.		
\$1,000	\$500			
		JOIN TODAY	Continu	he
\$250	\$100			
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Foundation & Value Proposition

• Dedicated website landing page



Foundation & Value Proposition

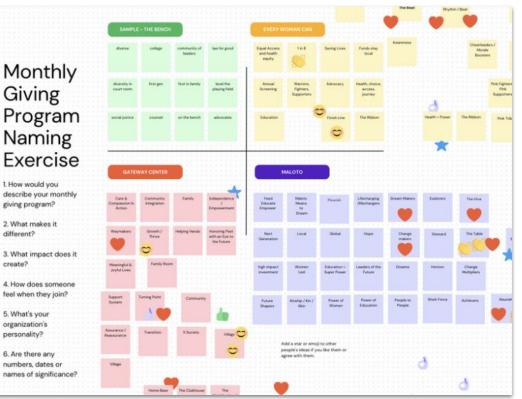
- Dedicated website landing page
- Immediately highlight value prop



You're not just dreaming of a future where children everywhere have a hot meal and a high quality education. At The Table, you're making it a reality.

Foundation & Value Proposition

- Dedicated website landing page
- Immediately highlight value prop
- Program name = community



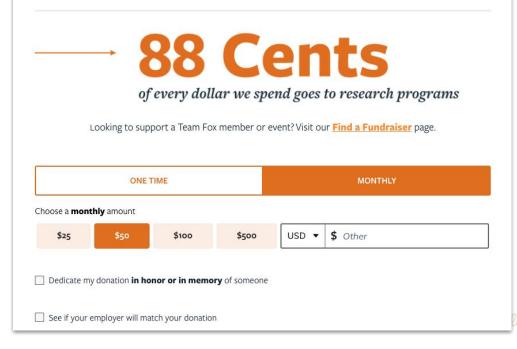
Ease of Giving

 If the ask is for a monthly gift, have everything pre-filled for a simple click-through process

Join Our Monthly Giving Program

Join The Pipeline, our community of dedicated monthly donors, and accelerate a future without Parkinson's disease. Your monthly donation, no matter the amount, will ensure we have a *pipeline* of funding for new projects year-round and will help avoid critical gaps in progress.

Make a monthly gift today to fuel the pipeline toward a world without Parkinson's disease.



Ease of Giving

 Simple to use embed form directly for monthly asks

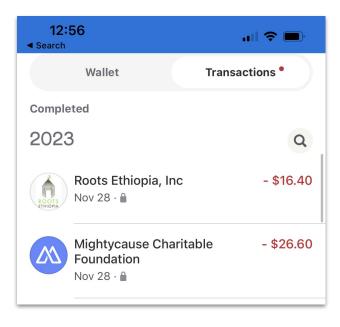
DONATE MONTHLY

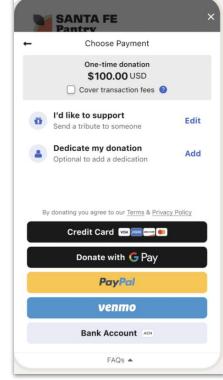
Make your impact go further by donating monthly. You'll join our TWLOHA Blue Crew and receive exclusive membership perks, first access to events, and monthly impact updates throughout the year.



Ease of Giving

• Enabling multiple payment options





Organic Social

Send a DM to followers asking them to give monthly

(cross check with your recent donors list)

Morning Tammy! THANK YOU for being a supporter of The Adventure Project. :)

As you might have seen through our recent posts, we launched a Baby Registry like no other...our goal is to reach 200 pregnant moms in need by providing 5 life-saving presents by the end of Sept.

With only 4 days left, we're ALMOST there with 68 moms we still want to support and we'd love your help!

Can I share the link to the registry with you to pick out a gift?

p.s. If you're part of The Collective
1. 2 We'd love your help
preading the word about the Baby
Registry!

tammytibbetts wasn't notified about this message because they're in quiet mode. Turn on quiet mode

SEP 27 AT 12:13 PM

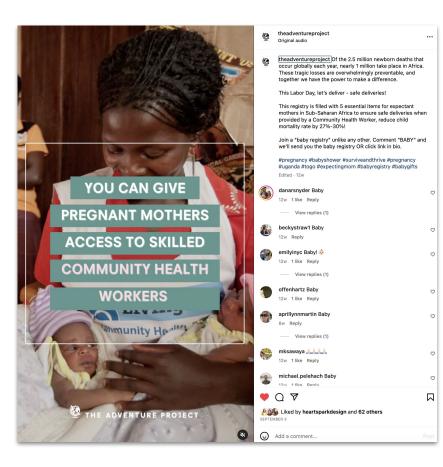
Sure!

Message...

Organic Social

 Post a reel asking people to comment X word to receive more details in their DMs

(Use a tool like ManyChat)



Organic Social

 Launch a 1-week challenge asking for X people to become monthly donors for x impact and say "I'm In" in the comments to generate engagement & momentum





classy_org and denverrescuemission Original audio



classy_org @denverrescuemission's monthly donors make life-changing impact possible.

'Double Your First Three Months of Giving' challenge welcomed or upgraded 125 recurring donors, providing an average long-term value of more than \$580,000.

Helping to house, feed, and support people experiencing homelessness in Denver.

Check out their success and learn how they nurtured these new monthly donor relationships. Tap the link in @classy_org bio.



 \square

...

70 likes MAY 4



Paid Ads

- Re-target your "warm audience" with a monthly giving campaign
 - Engaged on social channels
 - CSV email lists of one-time donors
 - Anyone who visited your "donate" page on your website

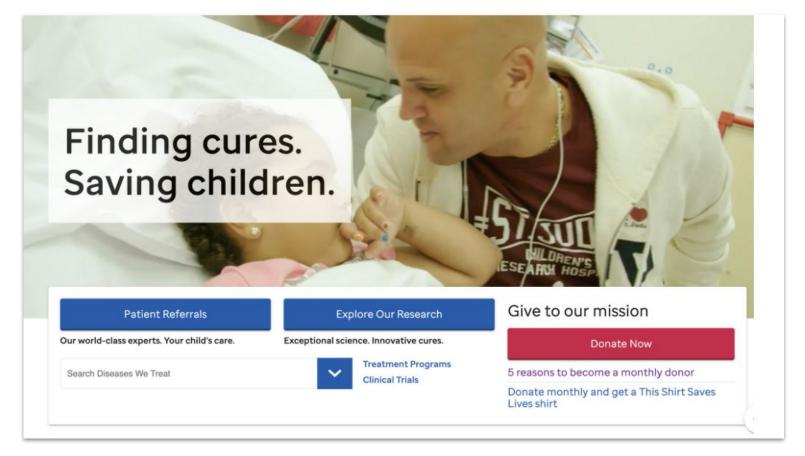


International Justice Mission Sponsored • Paid for by International Justice Mission Library ID: 213338638454326

Freedom Partners are IJM's monthly donors who create an ongoing impact and help ensure our fight against modern slavery continues month after month. There couldn't be a better time to join the fight — children are waiting for freedom. Become a Freedom Partner today.

...



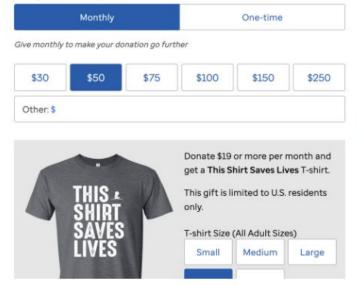


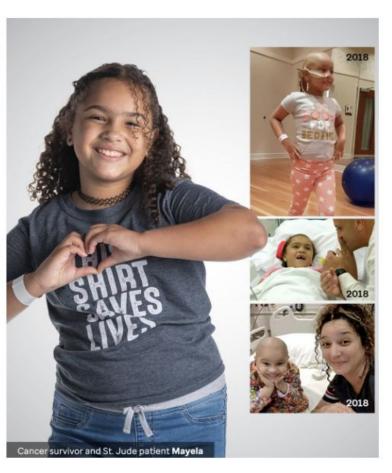


Contact Us Español Donate by Mail Donate by Phone: (800) 805-5856

Make a donation to cure childhood cancer

Make your donation (USD)





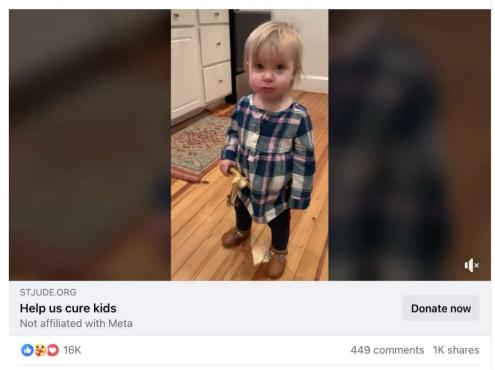
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St. Jude Children's Research Hospital 🤗

••• ×

A monthly donation to St. Jude is the greatest gift you can give to kids like Natalie.





Emails

- Send more!
- Segment with specific asks
- Stand out with unique subject lines

Jennifer Fagenbaum	Time Is Running Out - Act Now! - Ready to make a difference?
Becky Straw	FW: UPDATE 💥 [MATCH] You are essential Ioday "aim hire" with
Dressember	When violence ends, healing can begin This is what holistic suppo
Greg at CoachArt	🌟 Gratitude video + tonight's Giving Tuesday event! - CoachArt ki
Dryland Agroecology.	It's That Time Year! Giving Tuesday 2023 🎁 - Help Impact the Comr
Flourish Community	HAPPY GIVING TUESDAY! - Join our Mental Health Matters 2024 cam
Plywood People	The Plywood Impact - Every year as a nonprofit, it's important to sha
Maloto	Together we Give! Today is #GivingTuesday! - Join us for a Global [
William Rivas-Rivas	💛 Dana, join today's celebration! - "How lovely to think that no one
DRA - DUSILIESS REIA.	where to uphate this #diving ruesuay: - here are nook incredible
COPE	Let's do this together! - Giving Tuesday 2023 #GivingTuesday with C
victoria vrana	tour κindness today can light up someone's world - A day or light,
Gifts for Good	Giving Back with Every Gift - Every day can be Giving Tuesday
charity: water	One easy (and beautiful!) way to help this Giving Tuesday - And it
Imani + Kids by Ima.	Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti!! - It's Giving Tuesday!! We invite you to "Spread JOY like confetti"
LEAP	Today, every little bit helps! - Welcome to a most generous day of th
Tory Burch Foundati.	Giving Tuesday: empowering women - Shop and support
The CityKids Founda.	Celebrate Giving Tuesday with The CityKids Foundation! - Join us
Dress for Success W.	Shop TODAY, Support Dress for Success - Make your shopping cour
Amy Ludwig	Support Girls' Education this Giving Tuesday! - Help Girls Reach Th
Mark Jahang	Cive This Tuesday for Home, Health, and Hope - Deer Deer, Happy
Jennifer Fagenbaum	It's #GivingTuesday! - Meet Emma and Alexander!
Hope for busilee	Give Freedom this Civing Tuesday Today, on Civing Tuesday, your
Barbara Collura	Unlocking Possibilities: Giving Tuesday - Donate today Dear Dana, /
GlobalGiving	Join the movement to #MoveAMillion 💛 - Your gift today can unloc
Hannah Redmond, Co	Quick Question - build a gift box gift instantly corporate gifting curate
Active Kids and Min.	Embrace Winter Fun with Active Kids and Minds in December! - $D \varepsilon$
Ртумова Ревріе	Give to Community - 15 years ago, we started Plywood People. It star
COPE	A big day for us - Giving Tuesday 2023 Give the Gift of Healing "COPE
Joan I., Giris who .	From the stage to NASA 🚀 with a sisterhood behind me! 💕
Gary Sinise Foundat.	Today's the day! Let's show up for our heroes Every dollar you do
Take Stock in Child.	Giving Tuesday is today! - GivingTuesday is a global generosity move
Preemptive Love	The Call To Be A Peacebuilder - Building peace on common ground
Jenny Nuccio	The JOY ROOM is LIVE - Welcome! - It is GIVING TUESDAY! And as yc
Tina Krall	Don't forget RESOLVE on Giving Tuesday - Donate today Dear Dana
	,,

Emails

☆	babybub	Inbox URGENT: Final 12 Hours of Sale 🚨 - Last Chance for Mega Savings - [babybub maternity logo](https://www.baby 💉 💽 前	<u> 0</u>
☆	babybub	Inbox BF Sale Ends in 24 Hours 🝸 - Act Now or Wait Another Year - [babybub maternity logo](https://www.babybub.com/) [CYBER MON	Nov 27
$\overset{\wedge}{\boxtimes}$	babybub	Inbox PSA: Sale Extended 📣 - RUN, DON'T WALK - [babybub maternity logo](https://www.babybub.com/) [cyber monday](https://www.ba	Nov 27
$\overrightarrow{\Sigma}$	babybub	Inbox Cyber Monday Madness 💻 - Deals You Can't Resist - [babybub maternity logo](https://www.babybub.com/) [Black Friday](https://	Nov 26
$\overset{\wedge}{\boxtimes}$	babybub	Inbox Re: INSIDE: Crazy Bundle Deals 💥 - Save Big on Bub's Pillow - [babybub maternity logo](https://www.babybub.com/) [LAST CHAN	Nov 25
$\overrightarrow{\mathbf{w}}$	babybub	Inbox [Black Friday] Our Biggest Sale Ever is NOW 🌟 - [babybub maternity logo](https://www.babybub.com/) [Black Friday](https://www	Nov 24
$\overrightarrow{\nabla}$	babybub	Inbox LAST CHANCE: Get 35% + 20% + 10% off until midnight only! - [babybub maternity logo](https://www.babybub.com/) [Black Friday	Nov 24
$\overrightarrow{\mathbf{x}}$	babybub	Inbox URGENT: Here's an EXTRA 10% off only until midnight!! - [babybub maternity logo](https://www.babybub.com/) [Black Friday](http	Nov 24
$\overrightarrow{\nabla}$	babybub	Fwd: An extra 10% discount for 4 hours (prices just hit rock bottom) - us from babybub! We wanted to send out a quick THANK YO	Nov 24
$\overrightarrow{\mathbf{x}}$	babybub	Inbox Fwd: 698 babybub Maternity Pillows left up for grabs! - [babybub maternity logo](https://www.babybub.com/) [BLACK FRIDAY](htt	Nov 23
☆	babybub	Inbox Black Friday Sale is LIVE 🎉 - Huge Savings on Offer - [babybub maternity logo](https://www.babybub.com/) [Black friday](https://	Nov 23

Nespresso	Inbox HOURS LEFT! 2 FREE sleeves ends at midnight - Nespresso Don't miss out, shop now! ‌	Nov 27
Nespresso	Inbox Your package has arrived Order #: 143259778 Order date: Nov 24, 2023 Your package has arrived Thanks again for shopping with	Nov 27
Nespresso	Inbox Ends Tonight TWO free sleeves inside - Nespresso Don't miss our Cyber Monday deal & zwnj; & zwnj; & zwnj; & zwnj; & zwnj; & zwnj; &	Nov 27
Nespresso	Inbox CYBER MONDAY Get TWO free sleeves - Nespresso Plus, 30% off select Machines & zwnj; &	Nov 27
Nespresso	Inbox TWO free sleeves + 30% off select Machines - Nespresso Shop our best offers of the year ‌ ‌ ‌ ‌ &zwn	Nov 26
Nespresso	Inbox Thanks for your recent purchase - Nespresso Instructions to claim your 2 free months of AppleTV+ are inside & zwnj; & zwnj; & zwnj; &	Nov 26
Nespresso	Inbox Cyber Monday deals! TWO free sleeves - Nespresso Plus, 30% off select Machines ‌ &	Nov 26
Nespresso	Inbox Your package is on the way! - Order #: 143259778 Order date: Nov 24, 2023 Your package is on the way! Good news, your package	Nov 25
Nespresso	Inbox Cyber Monday starts now: 2 FREE sleeves! - Nespresso Plus, 30% off select machines + accessories & zwnj; & zwnj; & zwnj; &	Nov 25
Nespresso	Inbox Your Nespresso order is on its way - Nespresso. SHIPPING CONFIRMATION Dana Sn	Nov 24
<noreply@nespresso< th=""><th>Inbox Order Process Confirmation - Nespresso. Nespresso. YOUR ORDER IS READY TO GO Hello, We are pleased to let you know order 143</th><th>Nov 24</th></noreply@nespresso<>	Inbox Order Process Confirmation - Nespresso. Nespresso. YOUR ORDER IS READY TO GO Hello, We are pleased to let you know order 143	Nov 24
Nespresso	Inbox Thank you! We've received your order - Nespresso. Nespresso. ORDER CONFIRMATION Dana S	Nov 24
Nespresso	Inbox Black Friday is HERE! Pick your FREE gifts - Nespresso These deals won't last long! ‌ &zw	Nov 24
Nespresso	Inbox Happy Thanksgiving! Get your FREE gift - Nespresso Enjoy Barista Cappuccino Mugs on us ‌ ‌ ‌ ‌ ‌ &zw	Nov 23
Nespresso	Inbox FREE Travel Mug and \$99 Vertuo Pop+ Machines - Nespresso Hurry, this ends tonight! ‌ ‌ ‌ ‌ ‌ ‌ &	Nov 22
Nespresso	Inbox Black Friday Deal: FREE Large Travel Mug - Nespresso Plus, \$99 Vertuo Pop+ Machines & zwnj; & zw	Nov 21
Nespresso	Inbox Last chance for FREE Martini Glasses! - Nespresso This Black Friday deal ends tonight ‌ ‌ ‌ ‌ ‌ ‌ &zwn	Nov 20
Nespresso	Inbox FREE gifts all week long! - Nespresso Black Friday deals are here ‌	Nov 20
Nespresso	Inbox Shop Black Friday early! 30% off machines + FREE gifts - Nespresso Treat yourself and others this holiday & zwnj; & zwnj	Nov 19
Nespresso	Inbox Black Friday starts NOW! Free Nespresso Martini Glasses for you - Nespresso Plus, get 30% off select machines & zwnj; & z	Nov 18
$ \begin{array}{c} \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$	Image: A matrix a	Image: Your package has arrived Order #: 143259778 Order date: Nov 24, 2023 Your package has arrived Thanks again for shopping with Image: Your package has arrived Order #: 143259778 Order date: Nov 24, 2023 Your package has arrived Thanks again for shopping with Image: Your package has arrived Order #: 143259778 Order date: Nov 24, 2023 Your package has arrived Thanks again for shopping with Image: Your package has arrived Order #: 143259778 Order date: Nov 24, 2023 Your package has arrived Thanks again for shopping with Image: Your package has arrived Order #: 143259778 Order date: Nov 24, 2023 Your package is on the way! Eavenj: Eavenj

Welcoming New People to Your Community



Emails Welcome Series

- WOO HOO!! They said yes....now what?
- 1 month welcome sequence
 - 4 emails
 - Thank you
 - About the mission
 - Story
 - Happy 1 month anniversary
- Continued communication

Optional: Handwritten note, personalized email, sticker/pin/item in the mail

Welcome Sequence - Newsletter Pop-Up begins when	
TRIGGE A subscriber is added to segment(s) Monthly Giving Homepage VI Newsletter	
2.GUA+10.H	
BOOST MONTHLY DONATIONS	
SEND EMAIL Your Video: Boost Your Monthly Donations	
TIME DELAY Wait 2 days	
3024108	
Hi Dana here in the Podcast Host of Missions to Movements. Creator of Monthly Gung Monthly Gung Monthly Monthly Gung Monthly Gung Month	
SEND EMAIL hey there :)	





Get 10 Monthly Donors *right now*



Q&A - Get In Touch!



Dana Snyder 🧭 (She/Her) - 1st

Keynote Speaker | Podcast Host of Missions to Movements | Creator of Monthly Giving Mastermind for Nonprofits

Talks about #techforgood, #digitalmarketing, #thoughtleadership, #femaleentrepreneur, and #nonprofitmarketing

Atlanta, Georgia, United States · Contact info

Listen to Podcast!

05



Positive Equation







Resources

- <u>Guide to Passthrough Parameters</u> to help personalize your ask amounts
- <u>Classy Academy Video Hub</u>
- <u>5 Post Giving Tuesday Strategies to Boost Year-End</u>
- Decoding Donation Fluctuations
- 2024 Monthly Giving Mastermind



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