

Giving Tuesday is Over, Now What?

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Meet Your Presenters



Erin Hall

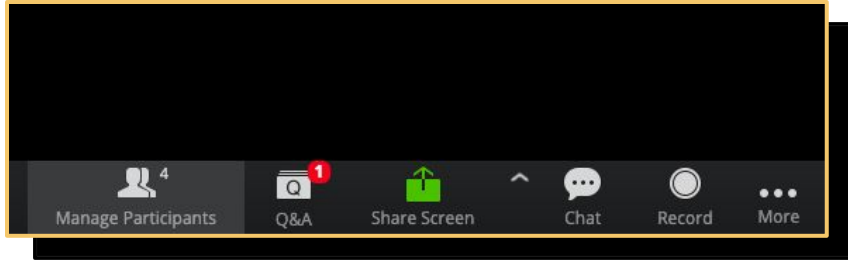
Product Marketing &
Partnerships
Classy



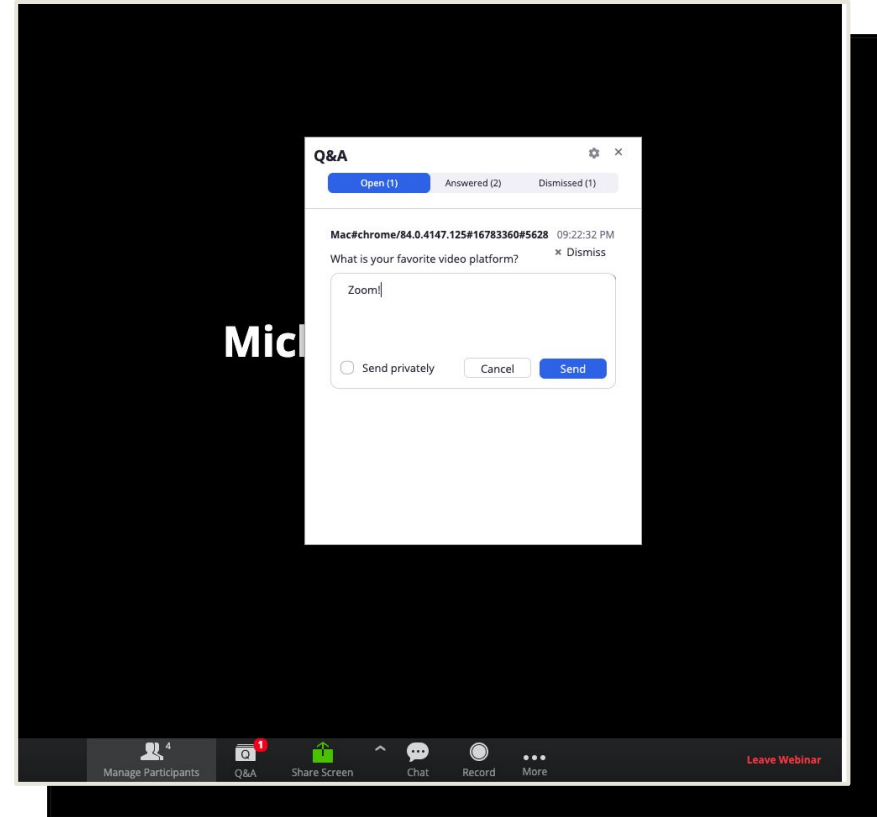
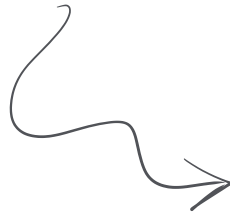
Dana Snyder

Founder, CEO
Positive Equation

Zoom Reminders



Join in the conversation with the Q&A



Leave Webinar

Agenda

01 | Classy's Giving Tuesday Recap

02 | How to Upgrade Giving Tuesday Donors to Recurring Donors

03 | How to Welcome New Supporters to Your Community

04 | Q&A

01

Classy's Giving Tuesday Recap

Giving Tuesday 2023: One-Time Donations

340k+



Donations

\$175



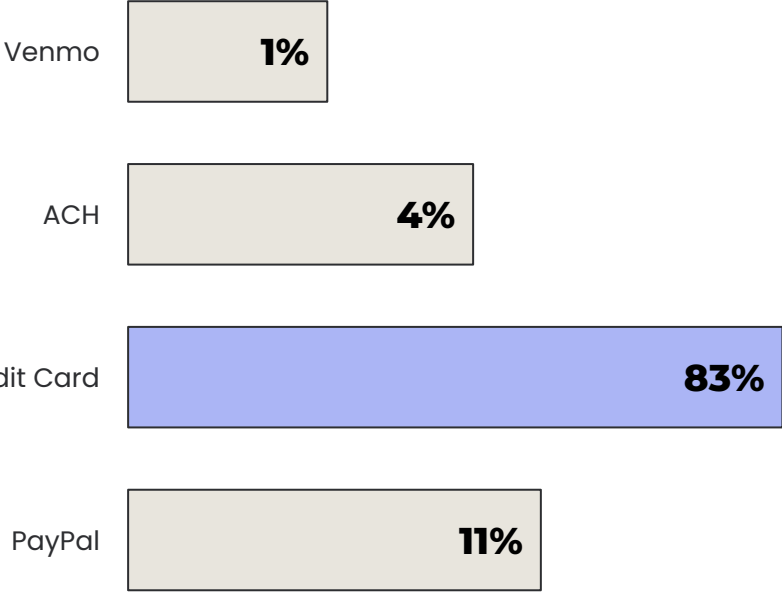
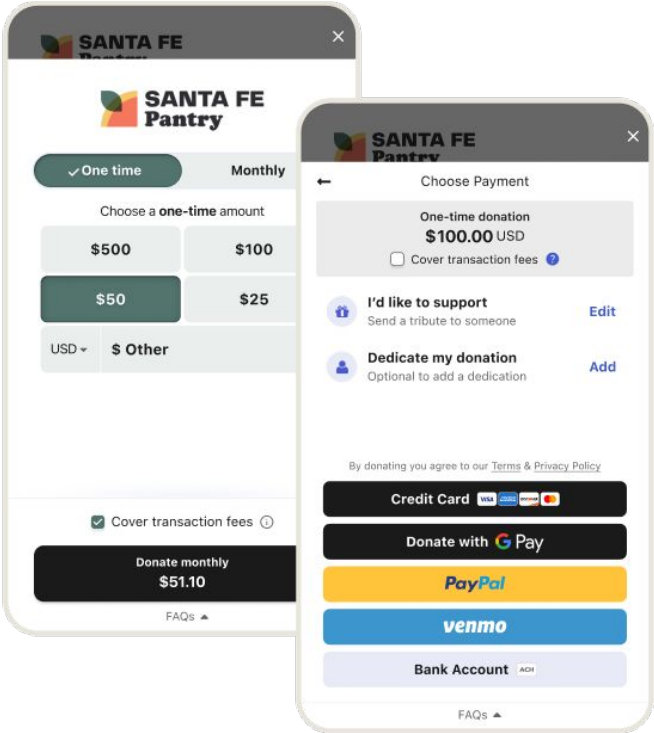
Average Gift Size

\$49M+



Total Raised

Giving Tuesday Gifts by Payment Type



Giving Tuesday 2023: Recurring

4,750

New Recurring Donations

\$60

Average Recurring Gift Size

\$286k

Total raised from NEW recurring donations

Giving Tuesday 2023: Recurring

69%

of all individual transactions
events on Classy in 2023

1.2M

Recurring Plans Managed
on Classy

122%

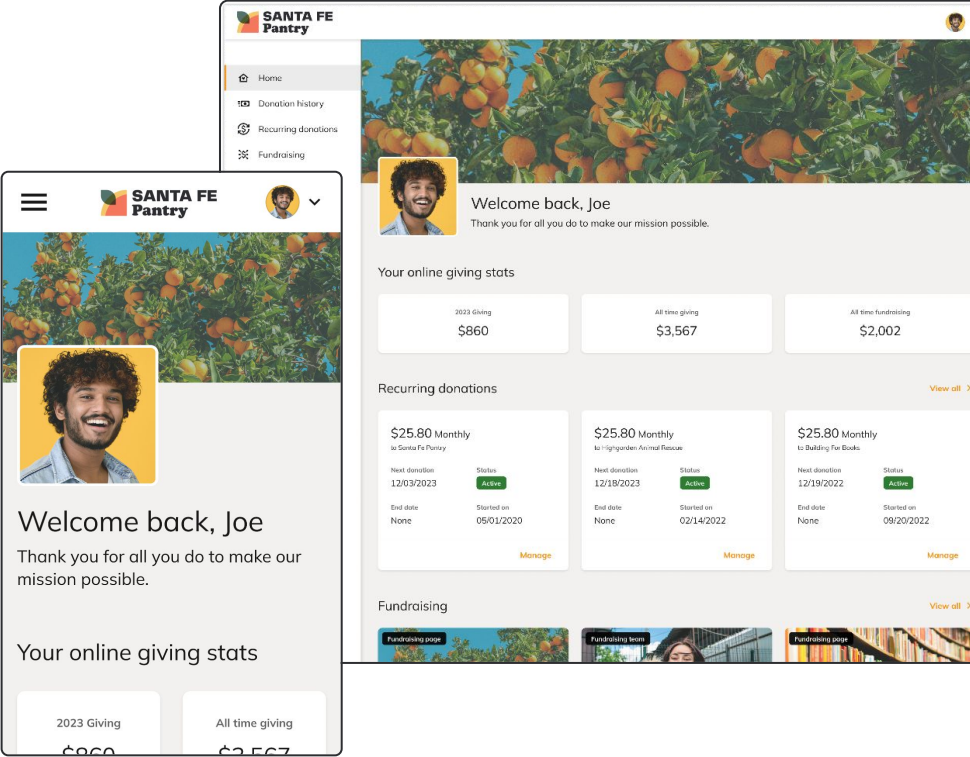
YoY increase in recurring
gifts made on New Year Eve
(2021/2022)

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

140%

higher average recurring gift compared to industry standard

44 months

average duration of a monthly donor



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

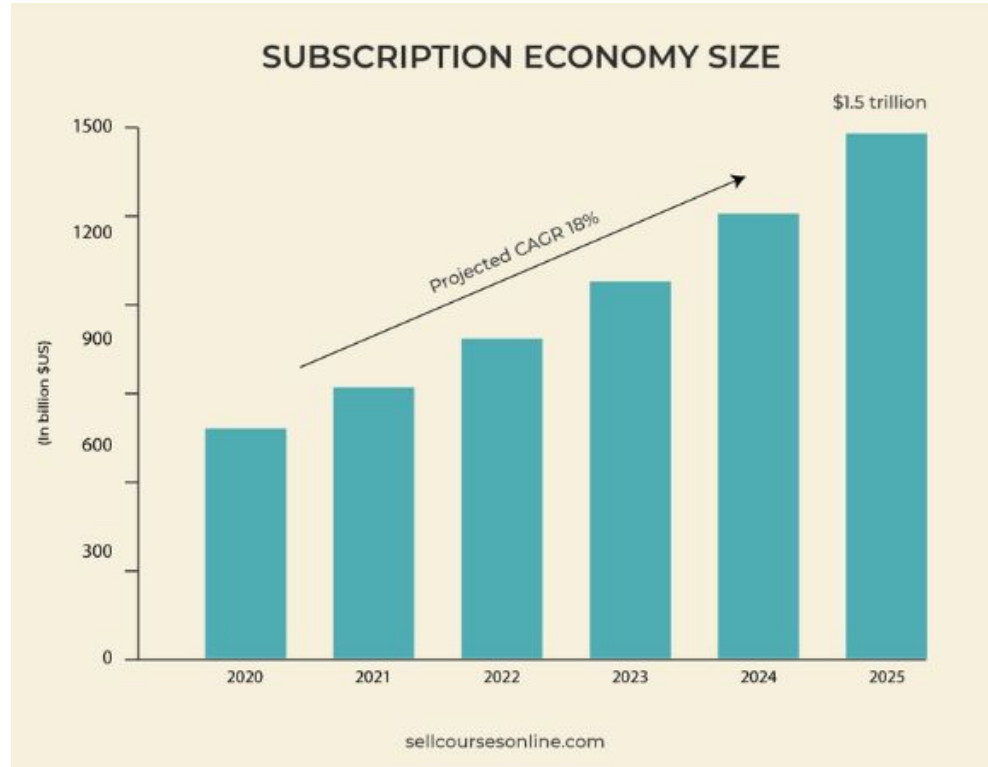
on average on Giving Tuesday and New Year's Eve compared to any other day

Source: [State of Modern Philanthropy 2022](#)

Converting Giving Tuesday Donors to Recurring Donors

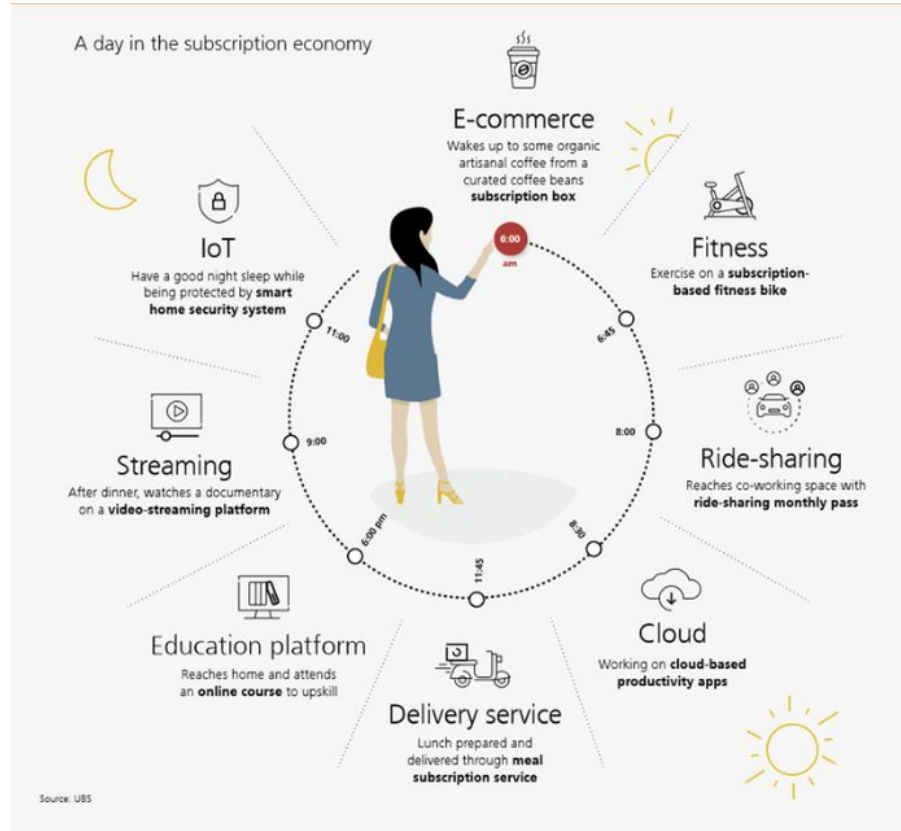
Converting Giving Tuesday Donors to Recurring Donors

- **8 in 10 adults use subscription services**



Converting Giving Tuesday Donors to Recurring Donors

- Think about YOUR day...



Converting Giving Tuesday Donors to Recurring Donors

The average MONTHLY spend on subscriptions is....

Converting Giving Tuesday Donors to Recurring Donors

The average MONTHLY spend on subscriptions is **\$273**

Converting Giving Tuesday Donors to Recurring Donors

Millennial lead the way with ____ entertainment subscriptions

Converting Giving Tuesday Donors to Recurring Donors

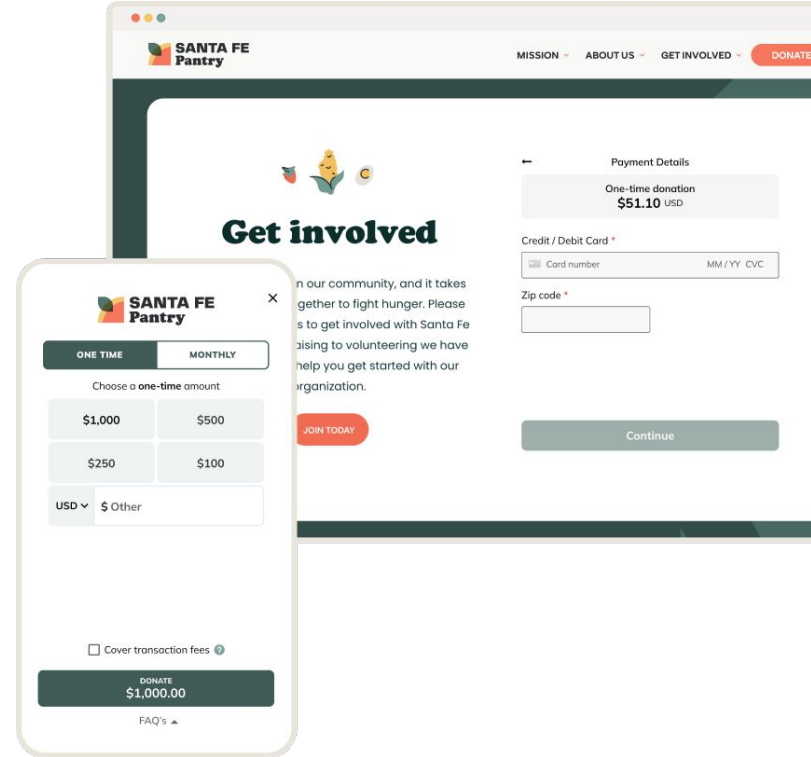
Millennial lead the way with **17** entertainment subscriptions

Converting Giving Tuesday Donors to Recurring Donors

A growing recurring donor program would allow us to

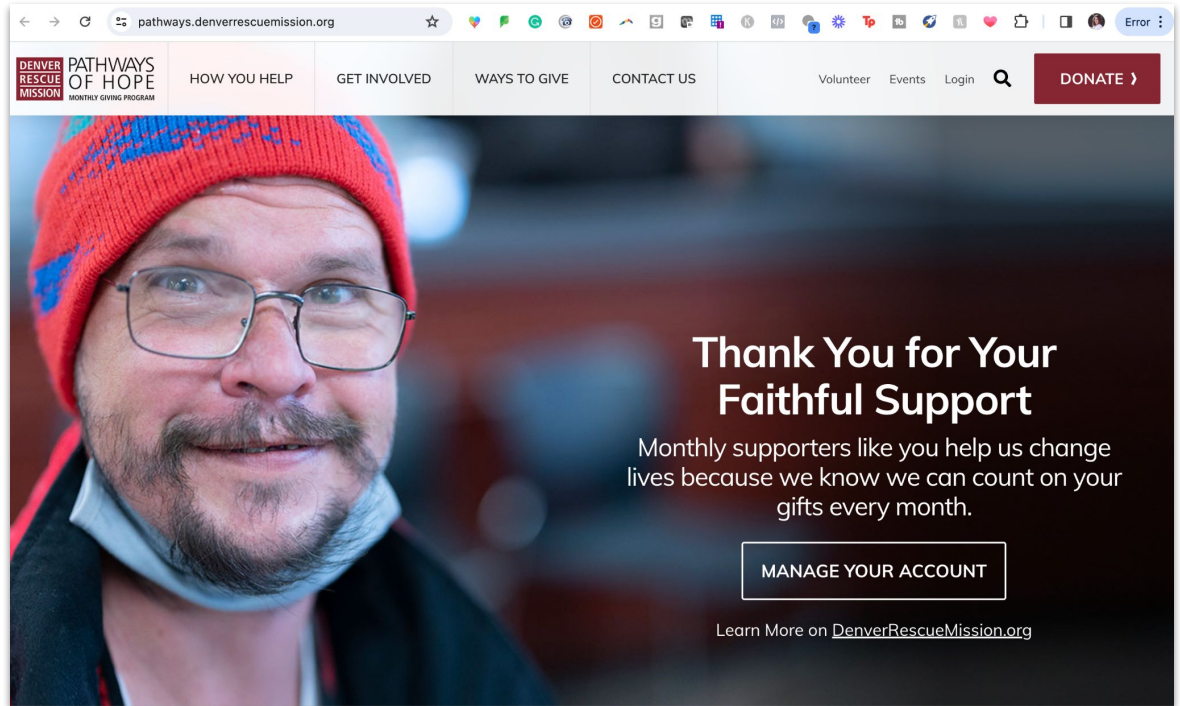
Converting Giving Tuesday Donors to Recurring Donors

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



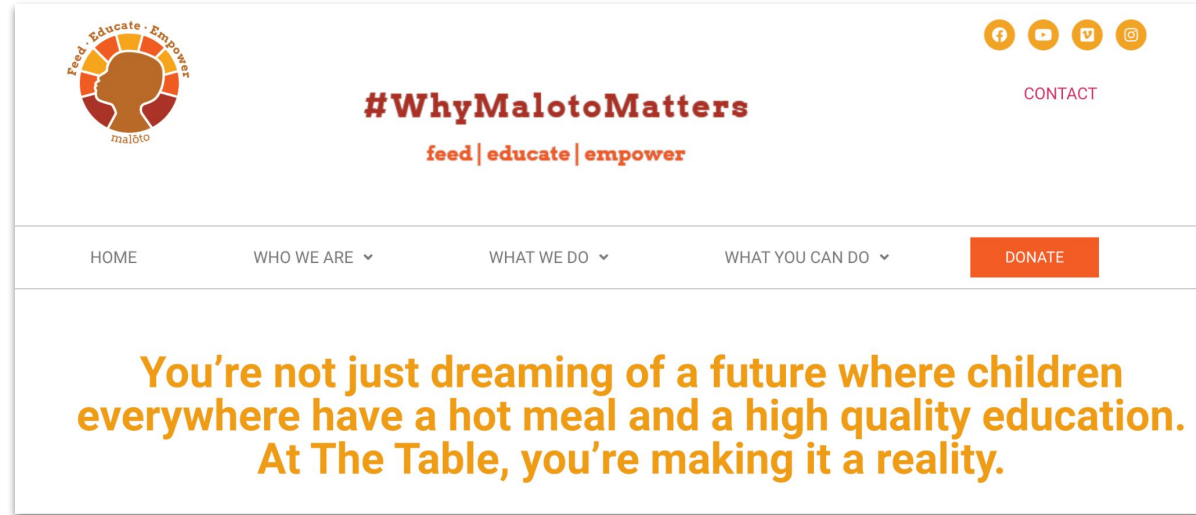
Foundation & Value Proposition

- **Dedicated website landing page**



Foundation & Value Proposition

- Dedicated website landing page
- Immediately highlight value prop



Foundation & Value Proposition

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

Monthly Giving Program Naming Exercise

1. How would you describe your monthly giving program?
2. What makes it different?
3. What impact does it create?
4. How does someone feel when they join?
5. What's your organization's personality?
6. Are there any numbers, dates or names of significance?

SAMPLE - THE BENCH

diverse	college	community of leaders	see for good
diversity in court room	first gen	first in family	level the playing field
social justice	counsel	on the bench	advocates

EVERY WOMAN CAN

Equal Access and health equity	1 in 8	Saving Lives	Funds stay local	Assessments	Cheerleaders / Moral Boosters
Annual Screening	Warriors, Fighters, Supporters	Advocacy	Health, choice, action, journey		Pink Fighters / Pink Supporters
Education	Finish Line	The Ribbon	Health + Power	The Ribbon	Pink Tri

GATEWAY CENTER

Care & Compassion in Action	Community Integration	Family	Independence / Empowerment
Waymakers	Growth / Thrive	Helping Hands	Honoring Past with an Eye to the Future
Hearing & Joyful Lives	Family Room		
Support System	Turning Point	Community	Village
Assurance / Reassurance	Transition	X Society	
Village			

MALOTO

Feed Educate Empower	Mobile Means to Dream	Flourish	Lifelong / Lifelong	Dream Makers	Empowers	The Hive
Next Generation	Local	Global	Hope	Change makers	Steward	The Table
High Impact investment	Women Led	Education = Super Power	Leaders of the Future	Dreams	Horizon	Change Multipliers
Future Shapers	Kinship / Kin / Akin	Power of Women	Power of Education	People to People	Work Force	Achievers

Add a star or emoji to other people's ideas if you like them or agree with them.

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.

→ **88 Cents**
of every dollar we spend goes to research programs

Looking to support a Team Fox member or event? Visit our [Find a Fundraiser](#) page.

ONE TIME

MONTHLY

Choose a **monthly** amount

\$25

\$50

\$100

\$500

USD ▾

\$ Other

Dedicate my donation **in honor or in memory** of someone

See if your employer will match your donation

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.

Give Monthly

One-time **Monthly**

Choose a **monthly** amount

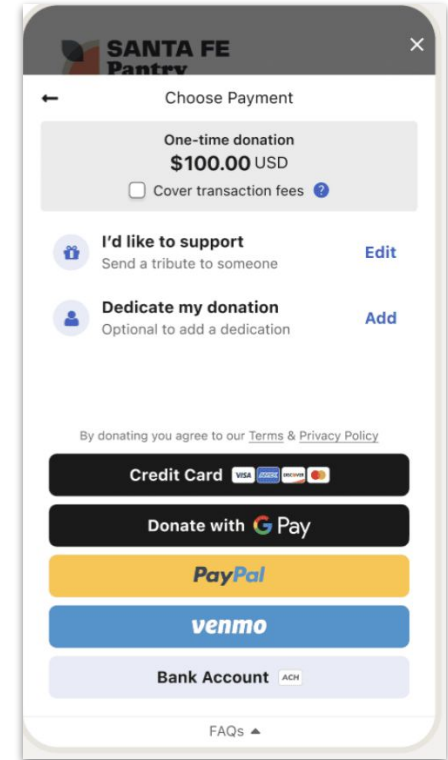
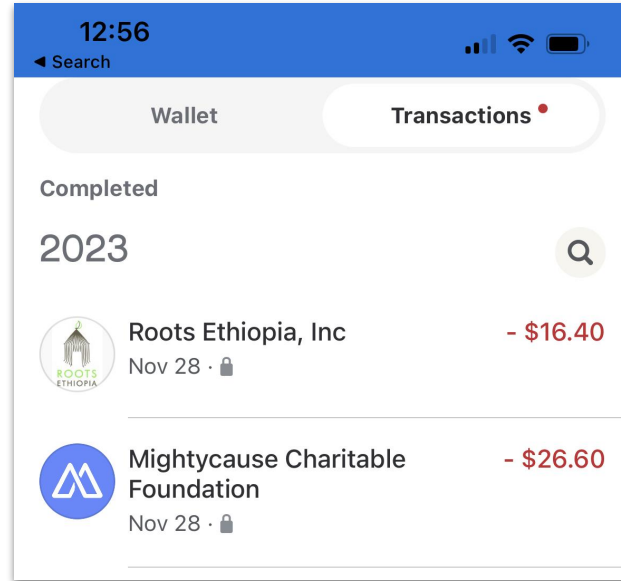
\$5	\$10
\$25	\$50
USD	\$ Other

Donate monthly
\$25.00

TWLOHA is a 501(c)3 tax-exempt organization in the U.S. You'll receive your tax-deductible receipt via email provided to make your

Ease of Giving

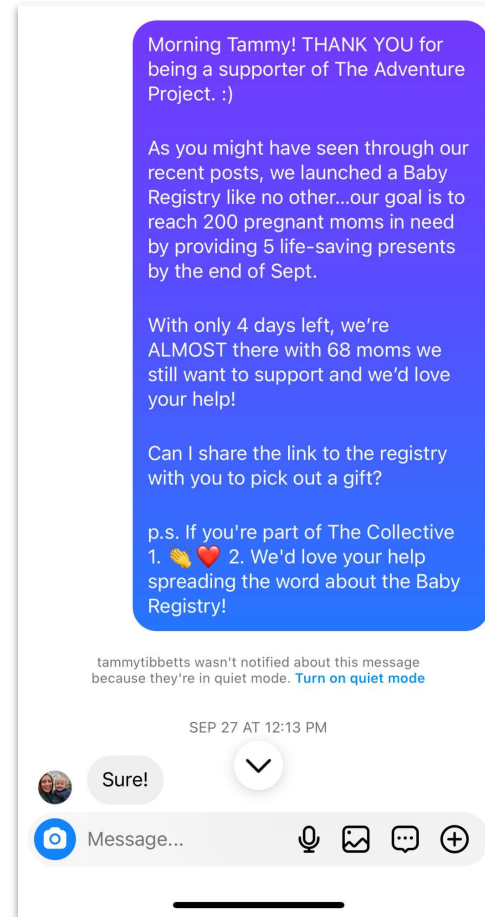
- Enabling multiple payment options



Organic Social

- **Send a DM to followers asking them to give monthly**

(cross check with your recent donors list)



Organic Social

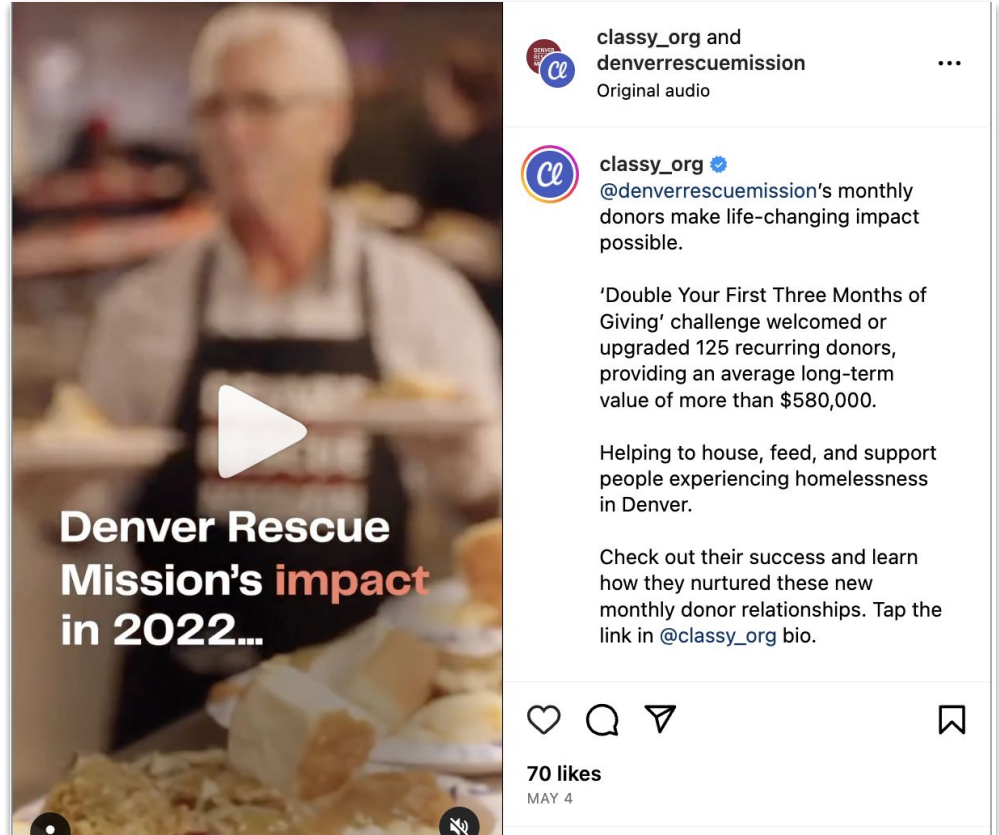
- Post a reel asking people to **comment X word** to receive more details in their DMs

(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



The image shows a screenshot of an Instagram post. The main visual is a video thumbnail featuring a woman in a black apron working in a kitchen. A large white play button is centered over the video. Below the video, the text reads "Denver Rescue Mission's impact in 2022...". The post header shows the profile names "classy_org and denverrescuemission" and "Original audio". The main text of the post is a tweet from "classy_org" stating that their monthly donors have made a significant impact. Below this, there are two paragraphs of text: one celebrating a challenge that resulted in 125 new recurring donors worth over \$580,000, and another describing the impact of helping homeless people. At the bottom, there are icons for likes, comments, shares, and a bookmark, along with the text "70 likes" and "MAY 4".

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.


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.



Many are Born into **Modern Slavery** Identities changed for protection.

Childhoods

IJM.ORG Send Rescue Monthly [Learn More](#) IJM.ORG Restore Lives Daily



Finding cures. Saving children.

Patient Referrals

Our world-class experts. Your child's care.

Explore Our Research

Exceptional science. Innovative cures.

Search Diseases We Treat



Treatment Programs
Clinical Trials

Give to our mission

Donate Now

5 reasons to become a monthly donor

Donate monthly and get a This Shirt Saves Lives shirt



St. Jude Children's
Research Hospital

[Contact Us](#)

[Español](#)

[Donate by Mail](#)

Donate by Phone: [\(800\) 805-5856](tel:800-805-5856)

Make a donation to cure childhood cancer

Make your donation (USD)

Monthly

One-time

Give monthly to make your donation go further

\$30

\$50

\$75

\$100

\$150

\$250

Other: \$



Donate \$19 or more per month and
get a This Shirt Saves Lives T-shirt.

This gift is limited to U.S. residents
only.

T-shirt Size (All Adult Sizes)

Small

Medium

Large





St. Jude Children's Research Hospital

Sponsored ·



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



STJUDE.ORG

Help us cure kids

Not affiliated with Meta

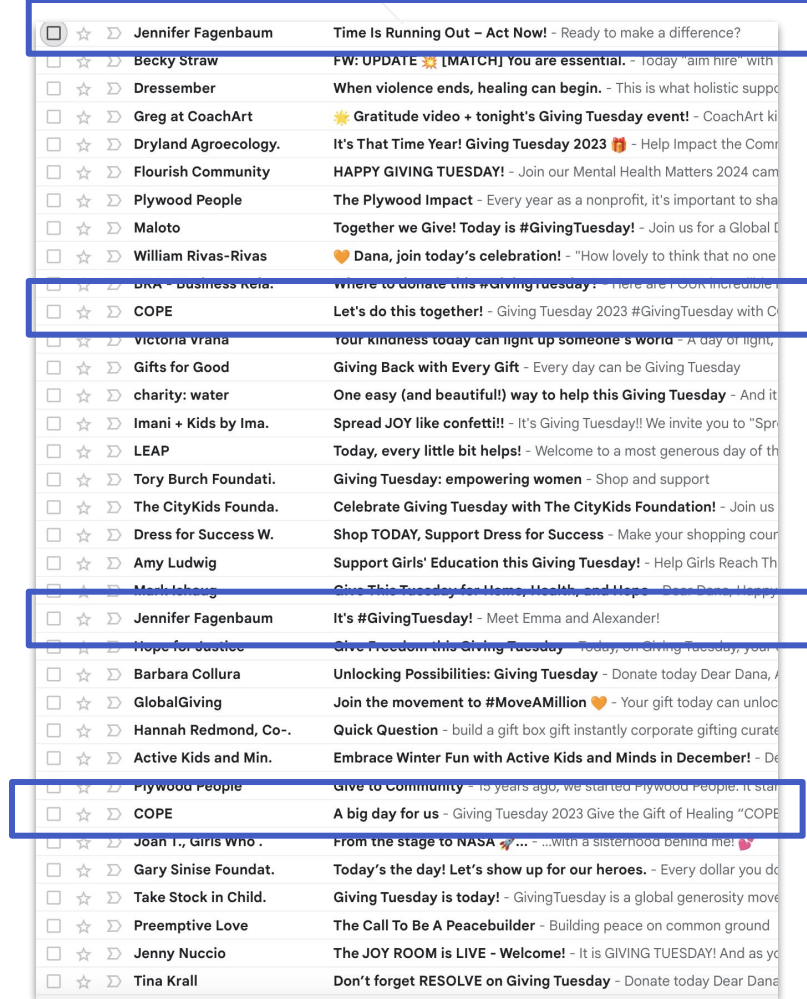
[Donate now](#)

16K

449 comments 1K shares

Emails

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



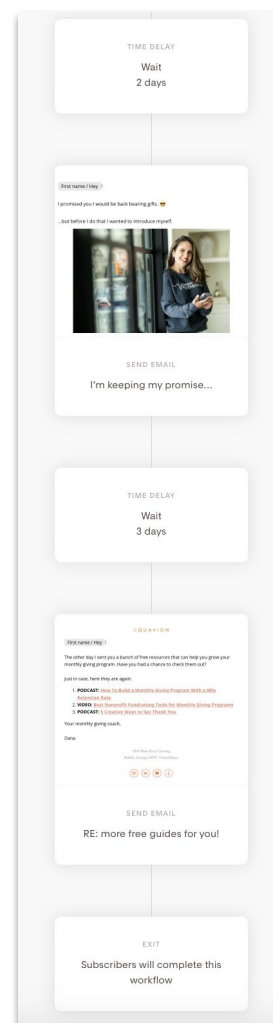
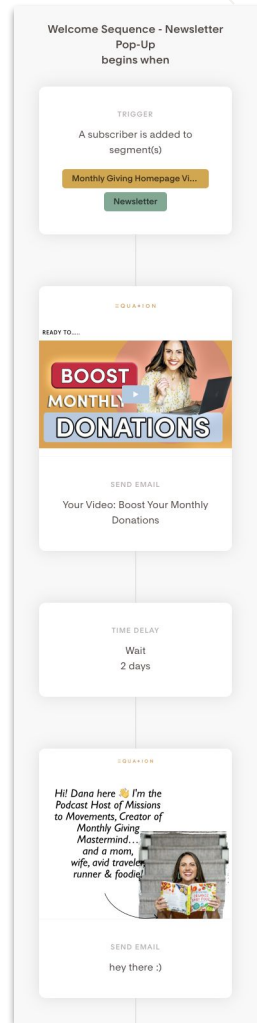
04

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




05

Get 10 Monthly Donors **right now**

05

Q&A - Get In Touch!



A screenshot of a Facebook post by Dana Snyder. The post features a circular profile picture of her on the left and a larger image of her speaking at a podium on a stage during an event. The background of the stage image shows an audience seated at round tables. The text of the post includes her name, affiliation with Positive Equation and the University of Central Florida, her role as a keynote speaker and podcast host, and a link to listen to her podcast.

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!](#)

Positive Equation
University of Central Florida



Resources

- [Guide to Passthrough Parameters](#) to help personalize your ask amounts
- [Classy Academy Video Hub](#)
- [5 Post Giving Tuesday Strategies to Boost Year-End](#)
- [Decoding Donation Fluctuations](#)
- [2024 Monthly Giving Mastermind](#)

Classy