

#GI  ING TUESDAY™



CAMPAIGN PLANNER



#GivingTuesday: An Overview

Together
we give.



November 29, 2022

What is Giving Tuesday?

- Begun in 2012 by New York's 92nd Street Y in partnership with the United Nations Foundation.
- A global day for people to give back, usually by donating to their favorite nonprofits.
- Save the date: Tuesday, November 29, 2022.

Black Friday. Cyber Monday

#GI  **INGTUESDAY™**

Preparation – Mission Highlights

- **Successes:** [List your major accomplishments: *What amazing things happened this year that you want your supporters to know?*]
 - E.g. How many community events did you host? Did you develop new partnerships? Did you gain more members?
- **Stories:** [List your supporting messages/stories: *What messages are resonating? What stories do you want your current and future supporters to know?*]
 - E.g. did you work with high school students to inspire an early passion for voting?
- **Resources:** [List your supporting content: *Include infographics, pictures, videos, any other visuals that help tell your story*]
 - Did you take pictures at a voter registration table?
- **Data:** [List your supporting data: How can you demonstrate you've made an impact? *What are your strongest statistics or gains?*]
 - How many voters did you register? How many postcards did you mail?
- **Special Moments:** [List other special moments: *What makes this year unique or special compared to others? Why?*]
 - 2022 has been a crazy election year. How did your League rise to the challenge?

Set Your #GivingTuesday Goals

The following are examples. Identify your top goals in order of priority (remember, there can only be one top priority)

- *Total fundraising*
- *Brand awareness*
- *New donors*
- *New members*

Set Your #GivingTuesday Activities

How will you meet your goals? Establish your metrics for success.
For example:

- *Our League will send 3 emails to promote our GT campaign*
- *Our League will share 3 social media posts to promote our GT campaign*
- *Our League will mail appeal letters to all current and lapsed members*
- *Our volunteers will make 25 phone calls to lapsed members to rejoin on GT.*

Take Inventory: Resources

- Members
- Volunteers
- Partners
- CRM (list of subscribers)
- Email
- Social media accounts

Campaign Theme: Message

- Spend some time sketching a persona of your typical donor.
- Use this information and try to find the intersections between your existing donors and what you know about likely #GivingTuesday participants.
- What drives your existing base of supporters? Supports can include members!
- From there, develop your GT campaign message.
- For example: *“League of Women Voters of NAME is seeking support of our voter education work this #GivingTuesday” at a time when PA democracy needs us the most!*”

Channels

- Email (tip, make it an email campaign)
- Newsletter
- Website landing page (consider a lightbox)
- Donation form
- Social media (specific platforms)
- Events
- Mobile
- Paid ads
- Video
- External websites
- Magazines, publications

Sample Giving Tuesday calendar

4 weeks away:

- Mailer to your donor list

3 Weeks Away:

- Social media post with link to give

2 weeks away:

- Social media post with link to give

1 week away:

- Email appeal
- Social media post with link to give

Day before

- Social media post with link to give

Day of Giving Tuesday:

- Social media posts (2-3 over the course of the day)
- Email appeal

Tips for a Successful Donation Experience

- Include a link to donate in EVERY appeal.
- Make it easy to give – too many clicks or steps will deter people.
- Don't hide your ask until the end – include the option to give multiple times, especially in email.
- If you don't have an online giving platform, consider setting one up through PayPal or using your LWWUS education fund. To set up an ed fund, email grantservices@lww.org. Donations to your ed fund are tax deductible, which is appealing to donors!
- Consider a matching gift from a top supporter: “Give before midnight to help us reach our goal of \$2,000. Getting to \$2,000 will unlock a matching gift to double your impact!”

Sample Social Media Posts

Monday, November 21:

We are 8 days away from Giving Tuesday, a global day of generosity in support of nonprofit organizations. If you follow our page, you know how hard we worked to protect voters and ensure election integrity during the [#2022election](#). Show your support for @LWVPA and our work to defend democracy with a [#GivingTuesday](#) gift. Donate by clicking the logo below!

Wednesday, November 23:

We are less than a week away from #GivingTuesday! Your donation to @LWVPA helps us continue making democracy work. Our \$3,500 goal will be matched, making your donation twice as impactful. Make a gift to the League today!

Friday, November 25:

Planning some #BlackFriday shopping? Why not also consider a donation to protect democracy? @LWVPA is a grassroots, volunteer-driven organization. Your donation shows support for our nonpartisan democracy initiatives, which don't end once elections are over!

Sample Email Blast

From: Meg Pierce, Executive Director

Subject: Support LWVPA this #GivingTuesday!

Today is Giving Tuesday, a global day of generosity in support of mission-driven organizations around the world. We invite you to [show your support of the League of Women Voters of Pennsylvania with a gift today.](#)

Your [Giving Tuesday donation](#) will go directly to our work of empowering voters and defending democracy. **Thanks to the generosity of League supporters, our \$3,500 fundraising goal will be matched, making your donation *twice as impactful!***

Double Your Impact button

2022 was an unprecedented year, but LWVPA never stopped defending democracy. We worked tirelessly to advocate for election fairness, and to ensure that all Pennsylvanians had the information they needed to safely cast their ballots. We created a voter guide, fielded countless calls from voters across the Commonwealth, and participated in critical litigation to keep our elections free and fair. Thanks to the support of donors like you, the League continues to be a trusted, nonpartisan voice at this critical time.

As you know, the League is a grassroots, volunteer-driven organization. We are a small but mighty team, working to make the most impact with limited resources. Your Giving Tuesday gift will ensure that our democracy work continues into 2021 and beyond.

Your generosity this Giving Tuesday is what makes our work possible. We look forward to continuing the fight for democracy together!

[Make a Giving Tuesday donation here.](#)

Post #GivingTuesday

- **Send thank yous!**
- **What's next?** *After #GivingTuesday, how will you reach out to your new donors? When? Consider the following:*
 - *New supporter welcome series*
 - *Separate email appeals to first time Giving Tuesday participants in December*
 - *Social media interaction*
- **Messaging stream** *How are you planning to reach out? Newsletter? Email?*
- **Report and Analyze** *What worked? What didn't?*
- **Let us know how it went!**

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Questions?