

Top 7 Online Fundraising Tips for #GIVINGTUESDAY

“Your greatness is not what you have, but in what you give.”

– Alice Hocker

On Tuesday, November 27th, nonprofit organizations around the world will come together for one common purpose – to celebrate and encourage giving. From fundraising to volunteering, #GivingTuesday is a great way to engage your community of supporters and become part of a larger worldwide movement that promotes generosity. This year, expand your fundraising efforts with online giving, making it even easier for your donors to give on any device.

#GIVINGTUESDAY 2017 BY THE NUMBERS

300M+

Dollars Raised Online

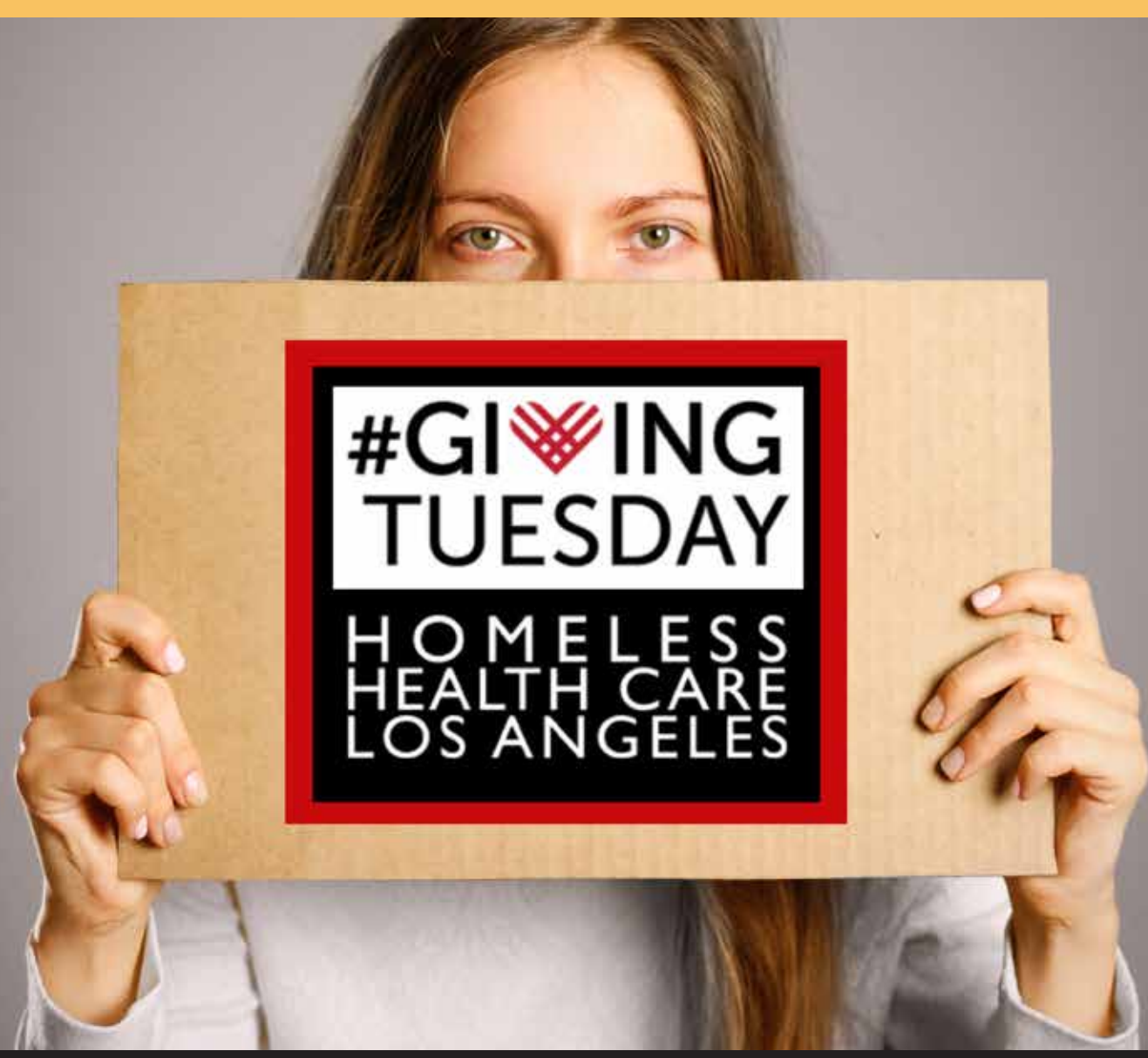
\$120

Average Online Gift

21.7B

Social Media Impressions

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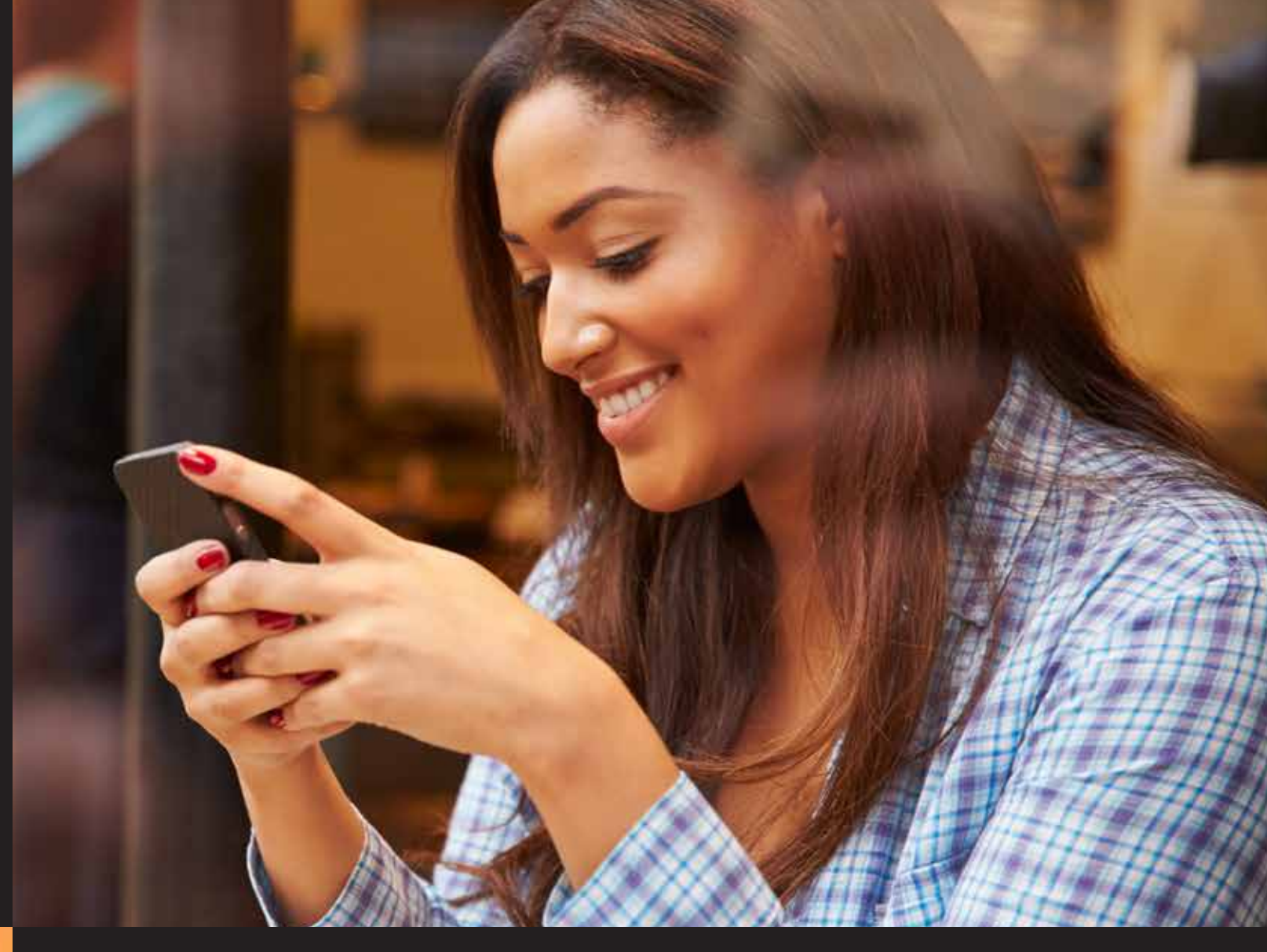


1. Brand Your #UNSELFIE

- Provide your social media followers with a branded social media template to promote their own #UNSELFIE to their personal network
- Encourage them to create a unique message about why they care about your cause and give to your organization and ask them to replace their profile picture with their personal and branded #UNSELFIE

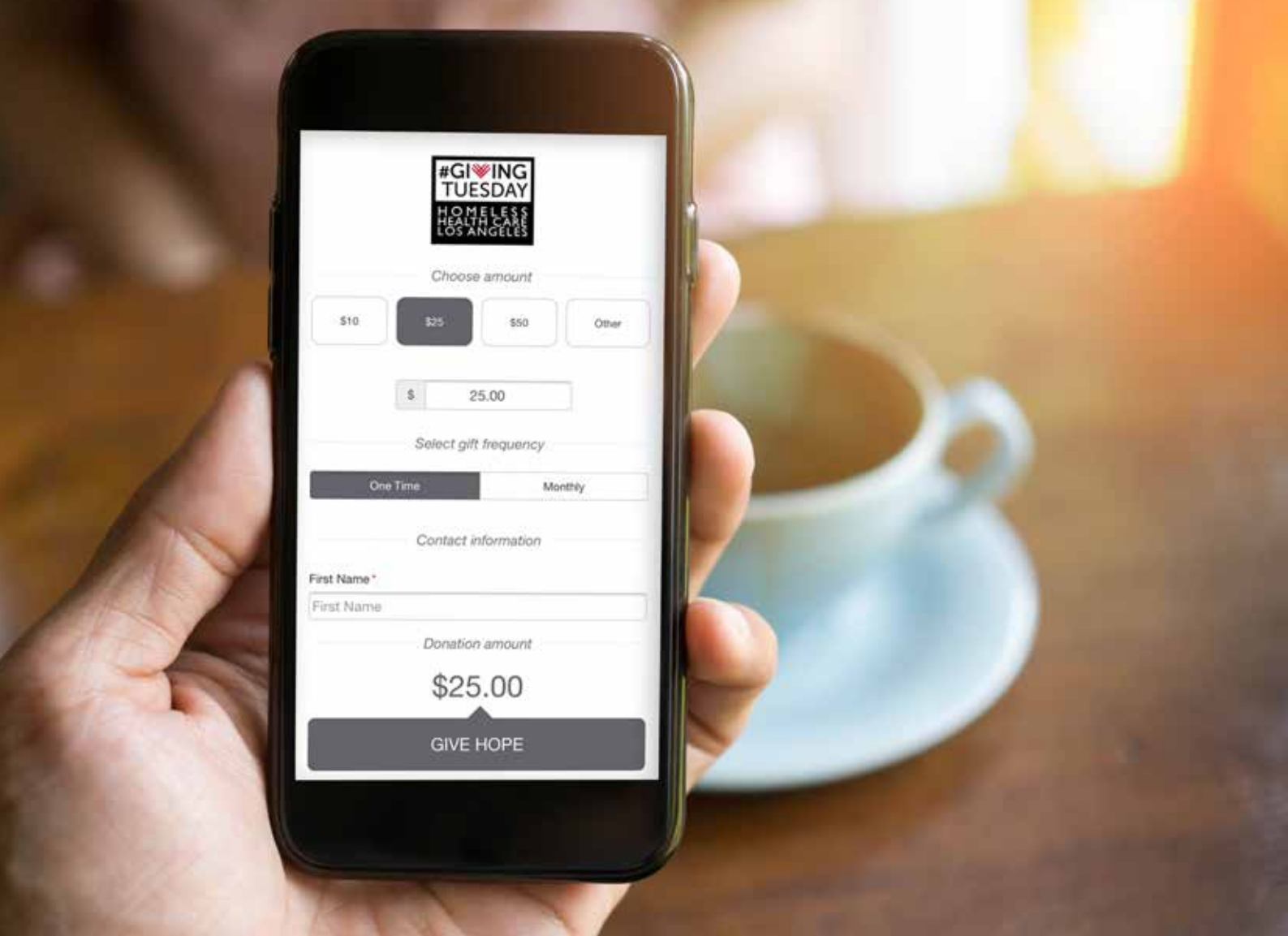
2. Text-to-Donate for Donations

- Text-to-donate keywords are the easiest way to give at home, at work or on the go
- Donors simply text a unique keyword to a 5-digit phone number, also known as a shortcode, and they'll receive an instant reply with a link to your mobile-friendly, #GivingTuesday donation page, allowing supporters to make a donation on their mobile device



3. Optimize Online Giving Forms

- Set up mobile-friendly online giving forms to make it easy for donors to give from any device
- Easily share these forms on your website, social media outlets, via text or email
- An optimized #GivingTuesday online form can help you reach donors wherever they prefer to give



4. Social Media Ambassadors

- Get the most out of your #GivingTuesday social media efforts by recruiting and training social media ambassadors to help spread your message
- Create branded #GivingTuesday posts with unique and inspiring call-to-actions
- Ask your most loyal followers to share and post on their personal pages to increase donations



5. Video Storytelling

- Encourage supporters to donate on #GivingTuesday with compelling and powerful videos
- You don't need fancy production, videos can be taken on your mobile device because donors like to see more authentic content from you
- Make sure videos evoke an emotional connection between the cause, the benefactor and the donor



6. Local Business Partnerships

- People love to give when they know their donation will be helpful
- It's important to partner with a business that aligns with the mission of your organization
- Offer to include partner logos on photos, videos, donation pages, and provide content to your partner to promote through their networks for more reach



7. Email Strategy

- Adopting email as part of your #GivingTuesday strategy will help your organization access more members and help streamline your giving processes for new donors
- Through email you can create unique call-to-actions, tell your story through videos or imagery, keep donors posted with updates, express your thanks to loyal supporters and send tax receipts

