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Five Last Minute Tips to Make Your #GivingTuesday Fab

NOVEMBER 2018

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It is November. It is not even the beginning of November. It is possible you're getting somewhat concerned about how to handle **#GivingTuesday** this year. Maybe you've got a plan but it seems a little drab (that find and replace of 2017 to 2018 on your strategy document may soon become obvious to your donors). Or maybe you don't have a plan at all? Ain't no thang. We've boiled down our favorite suggestions into five not-to-miss tips which you've still got time to implement. But you should start...like now.

Here it goes:

1 Look at your thank you note.

When someone makes a gift to your organization, the thank you email that they get should not be a cold credit card transaction receipt. It should literally make a donor cry tears of joy because he or she has now had a direct impact on your cause. So, in addition to the transactional "for your tax records" receipt, pop in some language that will really, really make your donor feel appreciated and loved. And maybe even a photo? A photo of someone benefiting from the services you provide or even a stunning image of your executive director holding a big "THANK YOU" sign.

2 Consider thanking, not asking.

Or asking for something that isn't money. Or better yet, consider giving something away. We know this sounds nuts, but just think about it for a second. **#GivingTuesday** is not just about giving money, it is about giving time, love, donations of things other than cash...so if your strategy is not yet locked in, you may consider asking your donors for stories about how your organization has impacted them (hello, perfect for future foundation proposal fodder) as opposed to a cash donation. THEN, when the last week of the year rolls around, you can just plug all of those impact stories into a killer email series and rake in the dollars.

3 Go live.

What's more last-minute-friendly than live? Use Facebook Live or Instagram Live to show donors behind the scenes at your organization. Use a PS in your messages leading up to **#GivingTuesday** to let folks know you will plan to be live and what to expect. Line up some folks to interview while you're on camera about their interaction with your organization or cause. And have a member of your development team put comments in your live feed as donations are made so you can thank folks "on the air"—TV telethon style. Consider reading thank you notes from the people you serve. Make sure to sprinkle in a few donation asks and put the link to your organization's donate page in the comments section of the live feed.

4 Pop up.

We saw one client grow their online giving program by 200% in September of this year—and much of that income came from a pop-up on the homepage of their website. **#GivingTuesday** is a perfect time to employ the pop-up—aka speedbump—on your website which could showcase the donation match you've already got planned or a simple donation ask which redirects folks to your donate page. Or, maybe, the pop-up encourages donors to become monthly donors which you can reward with a special gift (the branded tote bag for a trip to the farmer's market) or access to your organization's leadership for VIP briefings!

5 2019.

Okay, this tip is not about 2018 **#GivingTuesday**, but rather next year's **#GivingTuesday**. So you don't end up in the last minute planning crunch as next November rolls around, schedule some planning time with yourself in August of next year. Go ahead, put that appointment on your calendar now (really, we mean it) and bookmark this guide. If you have a bit more time to plan, you can put a really creative and engaging strategy together which will actually benefit your fundraising strategy for the entire year. In fact, Greater Good founder Emily Goodstein just wrote about this concept for the SEED SPOT blog. [Check it out here »](#)

What is Greater Good Strategy?

We help organizations create and implement digital marketing and online fundraising campaigns. We believe in the power of technology and people, we root for the underdogs... and we never shy away from a Prince dance party.

[Learn more at greatergoodstrategy.com](http://greatergoodstrategy.com) »

P.S.

We worked with the good people at Salesforce.org to put together **ANOTHER** in depth guide about **#GivingTuesday** prep. So if you're hungry for more, **check it out** »