

THE
**ANTI-GIVING
TUESDAY**
PLAYBOOK

How to Make
Your Fundraising

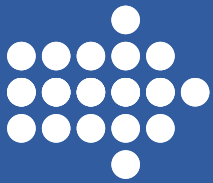
**STAND
OUT**



What is #GivingTuesday?

Giving Tuesday was started in 2012 by the 92nd Street Y in New York City as a movement to donate to charities the Tuesday after Thanksgiving. The idea was to generate buzz in hopes that people would feel charitable and want to give back after partaking in Black Friday and Cyber Monday spending sprees that kick off the holiday season.

It took a few years to gain traction, but Giving Tuesday soon became viral on social media in the nonprofit world.



Yet Giving Tuesday only accounted for **0.56%** of all giving in the United States in 2021*

In 2019, Giving Tuesday officially became a nonprofit of its own, focusing on “year-round generosity around the world.”

So even they realized that giving one day of the year wasn't going to work for NPs...



*\$2.7 billion donated on Giving Tuesday in the U.S. in 2021.

Source: GivingTuesday.org While Americans gave \$484.85 billion in 2021. Source: NPtrust.org

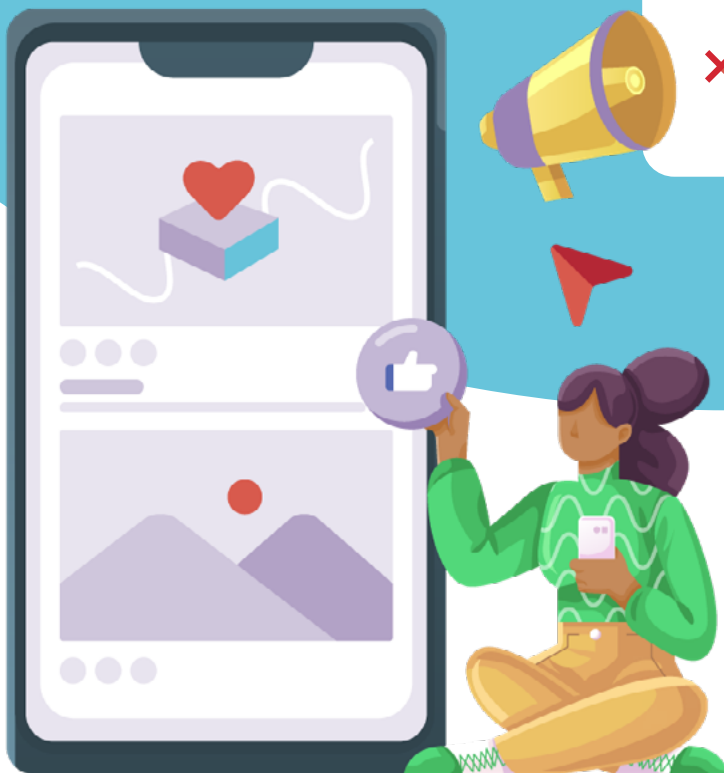
Pros & Cons of Giving Tuesday

Pros

- ✓ **Free open movement** for organizations to join/use the hashtag/logo
- ✓ Raise money for your cause
- ✓ Possible free PR if your campaign is highlighted by the Giving Tuesday org

Cons

- ✗ It is content overload - with all the other nonprofits pushing out social posts, emails, and flyers about #GivingTuesday, **it's easy to get lost in the crowd**
- ✗ It pits nonprofits against each other
- ✗ It makes donors feel like they have to choose one, forcing them to make moral judgements on what charity is more "worthy"
- ✗ Donors are already strapped for cash during the end of the year
- ✗ Giving Tuesday contributions are still a small share of all charitable donations
- ✗ Your nonprofit can't survive off a single fundraiser a year





Not convinced yet?

Here are some more facts:

Headlines that donations soared during COVID-19 may have been your major take away from 2020 but upon digging into the numbers provided by GivingTuesday.org, most of those were minor or mirco donations (\$0-\$100). Major donations - the ones that really keep nonprofits alive (\$5,001-\$50,000) - decreased by 4% in the pandemic, donor retention declined all year in 2020 except for a spike in April, and all organizations except Human Services & Religious Organizations saw a decrease in giving, up to -16%.

In 2021, giving levels for #GivingTuesday slowed to a mere 3.5% increase due to rising inflation and “the number of donors declined by 5.7%, primarily due to charities having challenges in finding new donors and inspiring “lapsed” donors to give again.”¹ This should be top of mind as we end 2022 with interest rates and inflation soaring.

“Total charitable giving has increased or stayed flat in current dollars every year since 1981, with the exception of three recession years, 1987, 2008, and 2009.”² With a looming recession for the American economy, a nonprofit’s income is at risk and participating in a one day event is not going to make a difference.

According to experts, it takes between 7-12 touchpoints (aka emails, flyers, ads, direct mail, etc.) to get someone to decide to make a donation, so sending one email and posting about it a few times on social media isn’t going to make people donate.³

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What to Do Instead? Create Your Own Day

Take North Texas Giving Day for example. Started by a community foundation on the basis of helping local people give wisely, NTX Giving Day has transformed into a robust community event that raises millions of dollars for local nonprofits in September before the holiday rush.

The benefits of creating your own day far outweigh any hesitations. If you do some light research, you can make the day is ALL about your organization. That means no other charities are emailing the same potential donors asking for money, no other nonprofit is posting incessantly on social media, and no donor needs to make a moral decision on where their money goes that day. Other benefits include getting to choose what type of fundraiser you want to run, having more control over the messaging and design to make it all about YOUR nonprofit, and getting access to donor data depending on what online fundraising platform you use!

Here are some guidelines to creating your own giving day:

Step 01

Pick a Date

Make it special to your mission or your org. Maybe it's the day you were founded or maybe it's related to a "national day of."



Step 02

Decide on the Type of Fundraiser You Want

The typical Giving Tuesday style fundraiser works but have you thought about other types such as a sweepstakes with the ability to go viral or a peer-to-peer campaign to reach loyal supporters' networks?

- Peer-to-Peer
- Crowdfunding
- Sweepstakes
- Online/In-person Event
- Auctions



Step 03

Use an Online Fundraising Platform

Fundraising platforms that are specific to nonprofits are way better than a typical GoFundMe or PayPal account. You'll get the option to have donors cover the payment processing fees, be able to collect relevant donor data, and send tax receipts and thank you emails from one platform.

If you don't have one already - check out UncommonGood 😊

Step 04

Create Marketing Materials

No fundraiser will be successful if no one knows about it! You need to get the word out there about your date, your type of fundraiser, how people can participate, and encourage your supporters to share your cause. To do this, you need to create a bunch of marketing materials including but not limited to:

- Social media graphics
- Emails
- Flyers
- Videos
- Digital ads

HELPFUL HINT:

You don't need to be a graphic designer to create professional graphics. Our Design Studio has thousands of premade templates that you can customize to your nonprofit's brand.

Step 05

Market Where Your Donors Are

Just because everyone has a TikTok doesn't mean your nonprofit needs to be on there; especially if your donor base doesn't use the platform. Figure out who your supporters are (demographics, locations, likes/dislikes, etc.) and where they are (on social media, watching tv, reading the local newspaper, etc.) so that you **make your marketing efforts work for you**, not against you.

What to Do Instead? Form Partnerships

Nonprofit-Corporate partnerships are a win-win for both the charity and the business. By connecting with a local or national company that shares similar values or the same type of mission/goals, the partnership will be mutually beneficial for both parties involved.

For example, a national healthcare company that has a mission to help people with epilepsy has the perfect shared mission as the Epilepsy Foundation. This company can get involved at the local level where local offices attend the Walk to End Epilepsy as well as sponsor the nonprofit at a national level with financial donations. In turn, the Epilepsy Foundation will put their logo online with a link to their website, on t-shirts, and allow the company to speak to their shared target audience at the walk to promote their services for those in need.

Once you have a business that is interested, be sure to clearly communicate everything in written format, making sure to include levels of donations, dates of donations, any volunteer requirements, all marketing opportunities, any reporting metrics, etc.

There are a few ways to seek out corporate partnerships:

Research local companies and call or email them yourself

Use community organizations like Chambers, community foundations, or a volunteer matching service - these organizations usually provide nonprofits resources/information for free and they know which businesses are truly involved in the community and wanting to give back

Involve your board members and use their local connections



What to Do Instead? Get Strategic

Once you've created your own giving day, why not create some more! A healthy nonprofit needs a steady flow of donations, so try to plan for each year and divide it out by each month.

You can even pair it with your yearly marketing strategy and build out marketing campaigns around the different fundraisers. A good rule of thumb is to have 4 fundraisers a year (1 every quarter) with 1 signature, large event and the other 3 being less-intensive, online fundraisers.

A good rule of thumb is to have **Four Fundraisers Each Year:**

- 1 signature large event
- 3 less-intense online fundraisers



Going Forward With Giving Tuesday

Now don't get us wrong, we truly aren't against fundraising on Giving Tuesday, but we do believe that it's getting more and more difficult for nonprofits to attract new donors on this day. UncommonGood understands the value in fundraising and knows it is vital to each org's mission. If you're going to participate in #GivingTuesday here are some tips:



Go Old School with Public Relations

Take advantage of PR and get some buzz going about your organization a few months before.

Create a press release about something unique to your nonprofit or your mission and then send it to all of the local news outlets (think TV, radio, newspapers, magazines, social media only channels/pages).

Tell the media you're willing to be contacted for an interview or story. Don't forget to include photos, videos, and other images to bring life to the story! People are craving a feel good story with all the negative news in our culture.

And once the story goes live, share it like crazy on social media, emails, and texts!





Learn the Art of Storytelling

If there isn't something uncommon about your org, then do something about that! Drill down on your mission statement and rework it to be more specific, reach out to the community you serve for success stories or testimonials, or try to create an unlikely partnership that is sure to be buzzworthy. You need to craft a story and make your nonprofit stand out.

There are a few different storytelling techniques you can use when trying to tell your nonprofit's story:

AIDA Storytelling

Attention

Grab your target audience's attention with bold statements, an eye opening statistic, or compelling question

Interest

Keep them interested by connecting with the reader's empathy

Desire

Describe to the audience how they can make a lasting impact on the community you serve and create a sense of desire to help

Action

Tell the reader how they can take action (donate/volunteer)

The 4 Ps Storytelling

Promise

Talk about the promise your org made to your specific community

Picture

Paint a picture of the situation with your words

Proof

Use statistics, cite sources, etc.

Push

Make a push for the reader to donate or volunteer



Before-After-Bridge Model of Storytelling

Before

Talk about the situation before your nonprofit was formed aka your WHY

After

Describe the situation after your nonprofit started to help (how it was improved)

Bridge

Explain how your nonprofit was the reason for the change, how you are continuing to improve, and how the reader can help

No matter which storytelling format you use, always have a goal in mind!

What is the purpose of the specific marketing piece you are creating? Is it to create awareness of the nonprofit in the local community? Is it to get people to donate for the first time? Is it to get more volunteers for an upcoming event?

Be specific in your goal so that when you tell the story, you don't have 5 different spin off stories that come with it.

You want to be able to summarise your main point in 6-10 words before writing the story so that can stay on track. Think high school english class - tangents aren't a good thing.

Be Uncommon



In order to combat the content overload and donor fatigue that many donors face during the end of the year, you need to be uncommon; you need to stand out. Whether you take that to heart and make it part of your org's values or mission or you get creative and use some unique designs in your marketing materials, there are plenty of ways to be uncommon and do good!



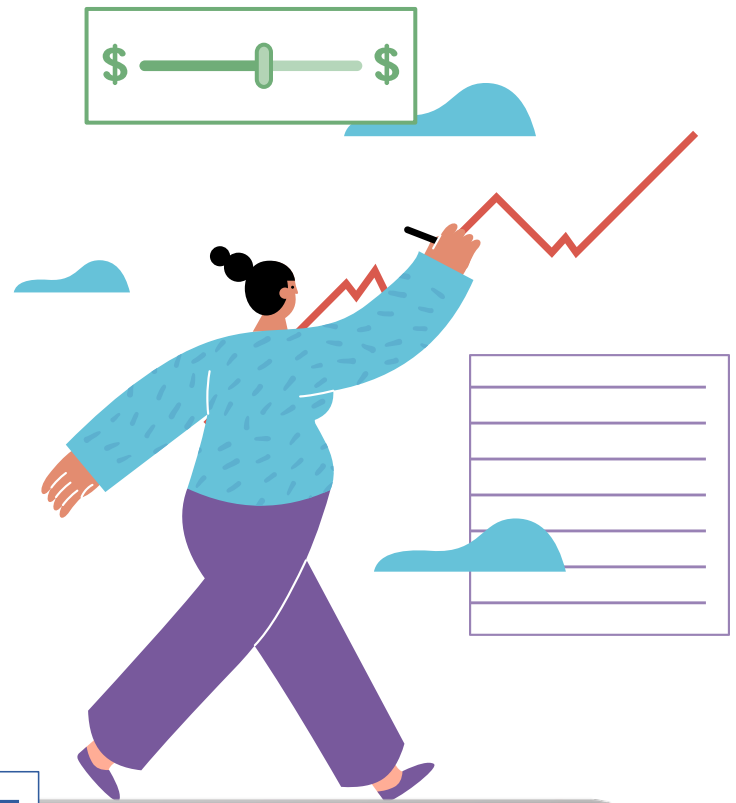
About Us



UncommonGood is a cloud-based software solution that helps nonprofits do more good every day by eliminating inefficiencies and providing nonprofits with modern technology.

UncommonGood was founded on the idea that nonprofit organizations should have access to the same high-quality tools and resources as for-profit companies, without having to spend half their budget on them.

By providing an all-inclusive platform for nonprofits to manage their operations, marketing, and fundraising efforts, UncommonGood enables nonprofits to focus more on what matters, doing good.



The screenshot shows a user interface for a nonprofit management dashboard. At the top, it says "Welcome back, Jane" and "Today is July 27th, 2021". The dashboard is divided into several sections:

- CALENDAR:** Shows events for "Today" and "Tomorrow".
 - Today:** "Fundraising" (12:30 - 2:00) titled "Fundraiser Details Meeting" with a note: "Megan would like to iron out the final details before tomorrow's Fundathon..."; "Admin" (3:45 - 4:30) titled "Bill In Office" with a note: "Bill is stopping by to see new printed collateral."
 - Tomorrow:** "Fundraising" (11:00 - 4:00) titled "Fundathon!" with address "123 Dogood Parkway" and "Carpool leaving at 10:30."; "Marketing" (July 29th) titled "Thank You Email Meeting" with a note: "Emma is leading meeting tomorrow. Thank you message and read it."
- ANALYTICS:** Three line graphs showing growth trends.
 - COMMUNITY GROWTH:** Shows a purple line graph with a value of **\$5,553** and a note "+22% from last week".
 - DONATIONS:** Shows a green line graph with a value of **1,050** and a note "+17% from last week".
 - TOTAL DONATIONS:** Shows a blue line graph with a value of **\$177,074**.
- TOOLS:** A row of five buttons: "Organization", "Donations", "Community", "Fundraisers", and "Design Studio".
- NOTIFICATIONS:** A section with a "15" badge, a "MARK ALL AS READ" button, and an "EXPAND" button.
- MY TO-DO:** A section with an "ADD EVENT" button and an "EXPAND" button.