

The 2017

#GI ING TUESDAY

Guide for Churches

WHAT IS #GIVINGTUESDAY?

#GivingTuesday, created in 2012, was the brainchild of New York's 92nd Street Y and the United Nations Foundation. This holiday serves to create a global movement of generosity and kindness by inspiring people to donate to nonprofit organizations around the world.

Similar to how Black Friday represents the beginning of the holiday shopping season, #GivingTuesday is the kick off to the charitable giving season – placing focus on the true meaning of the season.

This holiday is a true social media movement (hence the hashtag). Donors often share information about their favorite cause and organizations on Facebook, Twitter, Instagram, etc. – encouraging their friends and family to contribute as well!

#GivingTuesday always falls on the Tuesday after Thanksgiving. This year, #GivingTuesday will be celebrated on November 28th.

WHY YOUR CHURCH SHOULD PARTICIPATE

Though #GivingTuesday was created for all types of nonprofits, it can be especially beneficial for faith-based organizations and churches. Historically, Religious organizations receive the largest share of charitable donations. In 2016, 32% of all charitable donations, or \$122.94 billion, went to Religious organizations. And most of these donations can be attributed to people giving to their local place of worship.

This event unites people around the world in doing good which makes #GivingTuesday the perfect time to raise donations for a special fund or mission that your church is organizing. But don't just take our word for it, just check out the stats from the past 3 years!

TOTAL DONATIONS



2014



2015

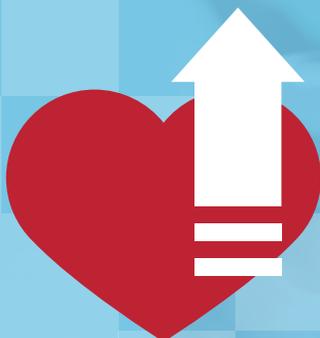


2016



\$108
avg. donation in 2016

98 Countries
Participated in 2016



44% Increase
in total donations from 2015 - 2016

HOW TO LAUNCH YOUR #GIVINGTUESDAY CAMPAIGN

Now that you know what #GivingTuesday is and how it can help kick off your giving season, you're probably wondering what you need to do to set up a #GivingTuesday campaign for your church.

Having the capability to collect charitable gifts online is a must. Remember that #GivingTuesday is a 24-hour, online giving event. So you'll need digital and mobile giving tools to make the most out of it.

HERE ARE 3 STEPS TO GET YOUR CHURCH READY FOR #GIVINGTUESDAY:



If you don't already have an online giving solution, be sure to set up an account.

Look for solutions that are easy to sign up for and enable you to quickly start accepting donations. Also, look for a comprehensive solution that fits all of your church's giving needs – even beyond #GivingTuesday.



After getting your online giving solution set up, create a special donation form for your #GivingTuesday campaign.

A custom form that can be embedded on your church's website appeals to potential donors a lot more than sending them away from your website to complete their donation. Once you've created your form, send it to a few staff members to test it out before the big day to make sure everything is just how you want it.



Start spreading the word that you're participating in #GivingTuesday in the weeks leading up to the event.

Send emails out to current and past donors and start posting frequently on your social media channels with messages that include your fundraising goals and how your donors can help promote your campaign. To help save time on the day of, consider scheduling several posts through tools like Hootsuite or Buffer. Don't forget to include #GivingTuesday and create your own hashtag that directly references your campaign.

YOUR #GIVINGTUESDAY COMMUNICATIONS TIMELINE FOR NOVEMBER 28TH

You've gotten your online giving solution, created and tested your giving form, and started promoting weeks ago, but today is the day that it all comes together. Today is #GivingTuesday!



8am -

Send out your initial email to donors announcing that your campaign has officially launched and provide them links to your donation form.

Make sure your #GivingTuesday campaign is visible on your website and start sending out social media updates to followers.



10am -

Send out social posts with a link to a blog post or case study that tell people more about what your church is doing.



Noon -

Send out a status update via email and social media at the midpoint of the day and let donors know where you're at in reaching your goal. In your email, include an emotional appeal in the message such as a testimonial video or a link to a blog post.



2pm -

Give a second status update through social media.



4pm -

Post a photo or video of your mission in action on social media.



6pm -

Give a third status update through social media.

11pm -

Send out your last updates via social media and make sure to include a sense of urgency and let them know exactly how much more you need to make your goal. If you already made your goal, encourage people to help you smash that goal and raise even more!



8pm -

Send a final appeal via email to get any last minute donations before the clock strikes 12! It may seem that you're communicating too much, but in truth, your donors want to help you reach your goal and are interested in knowing your progress. And, if they know exactly what dollar amount you're trying to reach, they will push to get your message out to other people in their social circles.

#GivingTuesday Follow-up

Send out personal thank you emails to all of your donors the next day. Make sure to include the final number of donations received and what exactly those funds will be used for. People love to know that they have helped make a difference!

Another idea is to offer an additional donation option for those who weren't able to give on #GivingTuesday. Just because people didn't participate in this event doesn't mean they aren't interested in more traditional giving. The day after #GivingTuesday is a great opportunity to talk about tax deductible end-of year gifts.

START WITH THE MOST
COMPREHENSIVE ONLINE GIVING
SOLUTION FOR YOUR CHURCH.

CONTACT US