



# Giving Tuesday Cheat Sheet

## 5 Ways to Maximise Your End-Of-Year Fundraising



**Giving Tuesday** is a movement created as a response to the commercialisation and consumerism on the lead up to the holiday season – and a chance for people to give back in the season of goodwill. This year it falls on November 30th so now is the time to start planning – especially in our current environment to maximise the benefit your organisation can get from Giving Tuesday. Last year, the U.K. alone, over £20m was donated to good causes for Giving Tuesday, a 43% increase in giving from 2019 – that’s more than £14k every minute! #GivingTuesday is only one piece of the annual fundraising pie which will need to evolve this year, so it’s never too early to start implementing your strategy. Let’s walk through five ways to maximize your end-of-year fundraising.

### 1. Start NOW!

The first and most important key to a successful end-of-year fundraising campaign is to start now! Perhaps this is your first foray into #GT and so a great way to plan for this is by looking at what EOY activities you employed in previous years. What results did you see from those? How do you measure success? Total donations is one metric that’s great to compare. If you have the data, take a look at open rates on emails or engagement rates on social posts and see if any particular types of content stood out. Key metrics like opens, clicks, frequency, recency, and shares can give you insights into how past campaigns performed. When you figure out what has worked best, work out if its possible to do more of that or evolve that story this year? Use that information and begin to outline the campaigns that you will use to connect with your supporters through the end of the year.

### 2. Connect Early and Often

As your planning phase begins to formulate, start thinking about when you might launch. October is not too soon to do so! Think about the environment of your supporters and donors. They’re already making (perhaps virtual) plans for their end of year around this time, so getting a message from your organisation won’t feel out of place. As you lead up to special end-of-year moments, don’t be afraid to communicate more often than you might normally. Volume will be higher overall so pick your moments and commit to them. In addition to participating in bigger industry initiatives, like GivingTuesday, try to find moments that connect to your mission during this time. For example an organisation with a food-based mission could align with a Christmas message? Launch your first end-of-year campaign in October.



### 3. Clean Up Your Data

A key element of success is making sure you set up your campaigns with the correct tracking to ensure visibility into your campaigns and understand what’s working. Have giving pages tagged to your campaign with unique identifiers for each channel. For example, if your toy drive campaign giving page will be on your website, linked on your social profiles, and part of an email send, make sure to have a unique link for each of those landing pages, even if the content looks exactly the same.

As you prepare your online and offline email sends, remember to deduplicate your records, update any old addresses, and standardised your addresses. [Insights Platform Data Integrity](#) operates directly in your CRM to make sure your contacts are clean and have the most accurate, up-to-date information.

## 4. Find Ways to Provide Value

Keep the customer experience at the forefront. As you move toward your fundraising goals, are there ways you can provide value back to the donor? Can you line up partners so that donors get early or exclusive access to shopping opportunities? You can seek partnerships for donation matches, but don't forget to remind donors of opportunities through their own employers via donation matching. That simple suggestion is considered a value add. You're giving them new information—or at least reminding them of something they already knew!

[Check out the Mapping Nonprofit Constituent Journeys Workbook](#) to learn how to add value at every stage of the supporter journey.

## 5. Participate in Key Events

Finally, don't forget to participate in what's now a standard event at the end of the year – Giving Tuesday, which is on November 30th this year. Use all of the tools at your disposal (crowdfunding, peer-to-peer, etc). Spread the word and use relevant social media hashtags to extend your reach and be a part of the conversation.

With many live events remaining online this year be sure to plan for those events—don't skip them. Many nonprofits have seen growth in their online events as compared to their offline alternative.

Don't forget to send an end-of-year giving statement to your donors. This is where it's critical that your data is up-to-date. This provides value (step 4: check) and creates an experience of trust with your donors.

Find out more by watching this [webinar](#) on Clean Data and Supporter Journeys for End-of-Year Giving.

### CUSTOMER STORY



A charity that works with babies with serious heart conditions smashed its fundraising target six-fold on Giving Tuesday. Tiny Tickers launched an appeal with the aim of raising funds to purchase

one pulse oximetry machine costing £725 – a machine that helps to detect heart defects in newborn babies. But the charity's supporters helped raise nearly £4500 enough to buy six of the life-saving machines.

Jon Arnold, chief executive and the parent of a child who has had open-heart surgery for a major heart defect, said: "We've been blown away by the success of Giving Tuesday. Our target was to raise enough to fund one machine and we thought that would be quite a big target for a small charity like ourselves. Our supporter's response was amazing."

Reflecting on the benefits of signing up to the campaign, Jon said: "I would definitely encourage anyone thinking about getting involved in Giving Tuesday to do it, it's a great way to leverage your fundraising and a little bit of planning and deciding how it could work for you can go a long way. For us as a small charity, it was absolutely fantastic. It was another way we could connect with our supporters and clearly, it really motivated people. It's been more successful than we could have ever hoped."

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**JON ARNOLD**  
Chief Executive, Tiny Tickers

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