

 ASK THE EXPERTS:

How to **Stand Out** in a Crowded Giving Tuesday Arena

With OneCause Peer-to-Peer & Online Giving

WED NOV 3RD, 1PM ET | 12PM CT | 11AM MT | 10AM PT

Session Hosts



Dawn Lego

Partner & Channel Content
Marketing Director



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Senior Peer-to-Peer
Consultant



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POLL

What are your Giving Tuesday plans for 2021?

- a. Planning our annual Giving Tuesday
- b. First-time Giving Tuesday campaign
- c. Planning now
- d. Considering a Giving Tuesday campaign
- e. Still unsure



Communication Strategy

Communication Strategies

E - Mails

- Begin Storytelling Early
- Be Clear On Your Purpose
- Include Campaign Link
- Thank Donors

Social Media

- Create A Buzz
- Reach New Donors
- Share Photos / Videos From This Year
- Show The Impact

<https://www.onecause.com/blog/12-giving-tuesday-templates-email-social-media-and-text/>





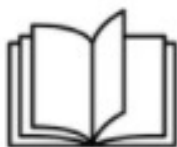
Optimizing your Microsite

TIPS FOR TEMPLATES



Donation forms can quickly be set up when time is not on your side.

Microsites allow storytelling to inform donors about your cause.



Create donor engagement on the Time Line.

A Donor Wall can encourage donors to give at a higher level.



MOLLY'S MEALS
.GIVING TUESDAY.
HELP FEED OUR COMMUNITY

Donation Amount *

\$25 \$25 Donation

\$50 \$50 Donation

\$100 \$100 Donation

\$250 \$250 Donation

\$ Other Amount

Add \$1.45 to cover the processing fees for my donation.

Be the first to donate \$50

\$50 DONATION
This family has been volunteering with Molly's Meals for a year. It will be great to reach out to such amazing people. Thank you!

Your Information

First Name * Last Name *

Email Address *

Recognition name (if different from your name) (Optional)

[Is this in honor or in memory of someone? Click here](#)

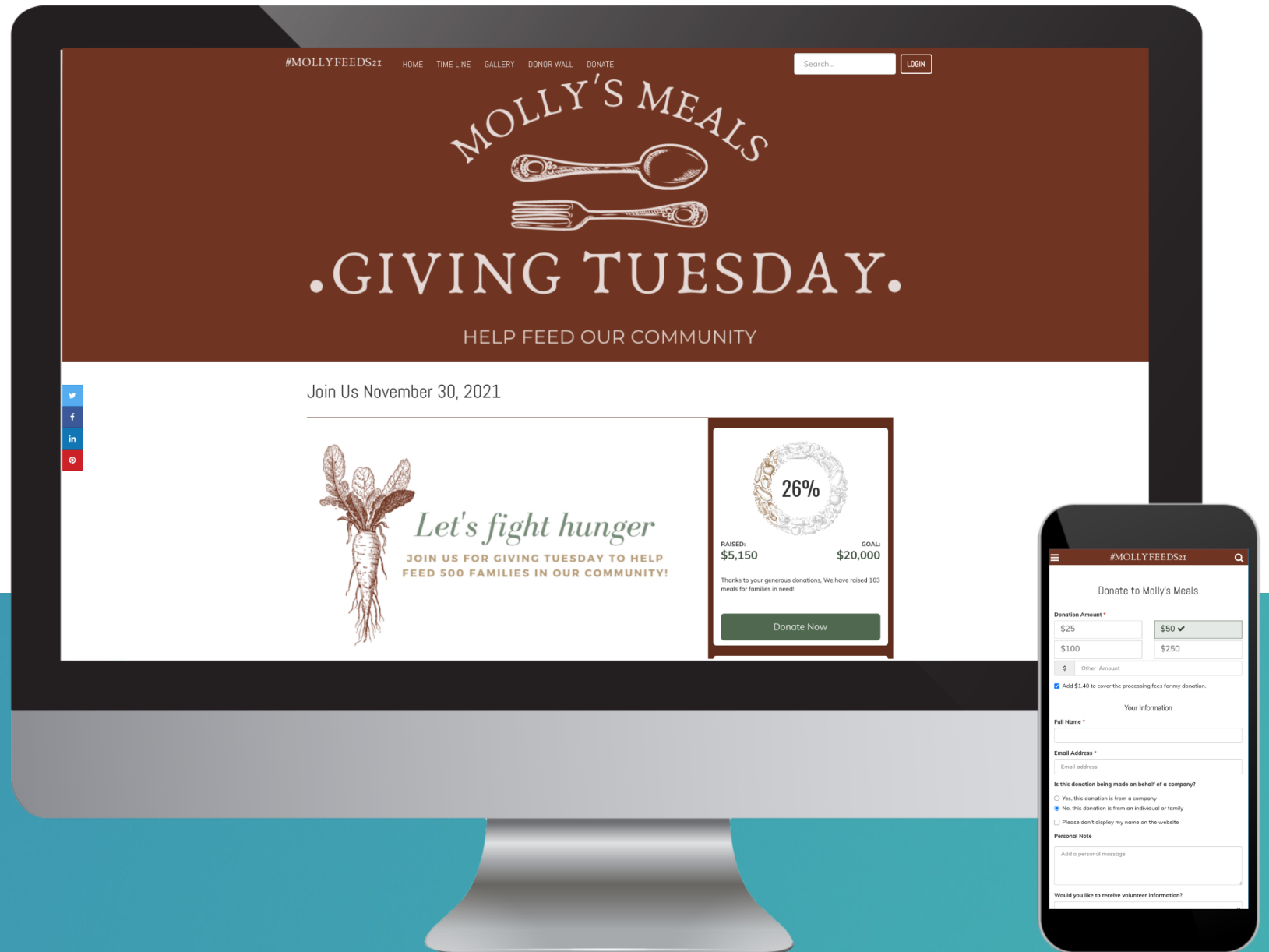
Would you like to receive volunteer information? (Optional)

Do you know a family in need? Please provide contact information below. (Optional)

How did you hear about Molly's Meals? (Optional)

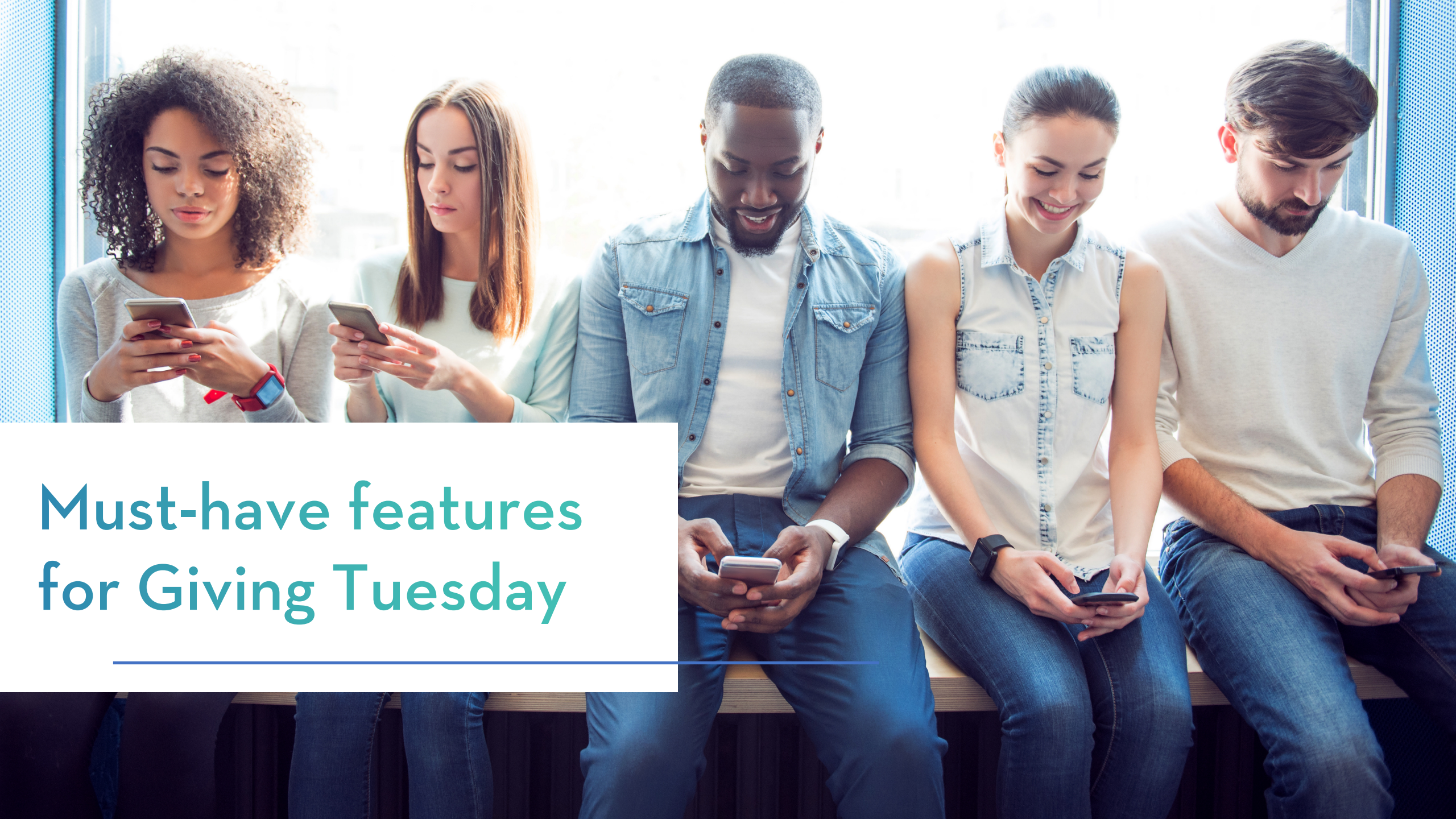
- Friend or Family
- Radio Ad
- Grant Market
- Volunteer
- Other

Creating A Microsite

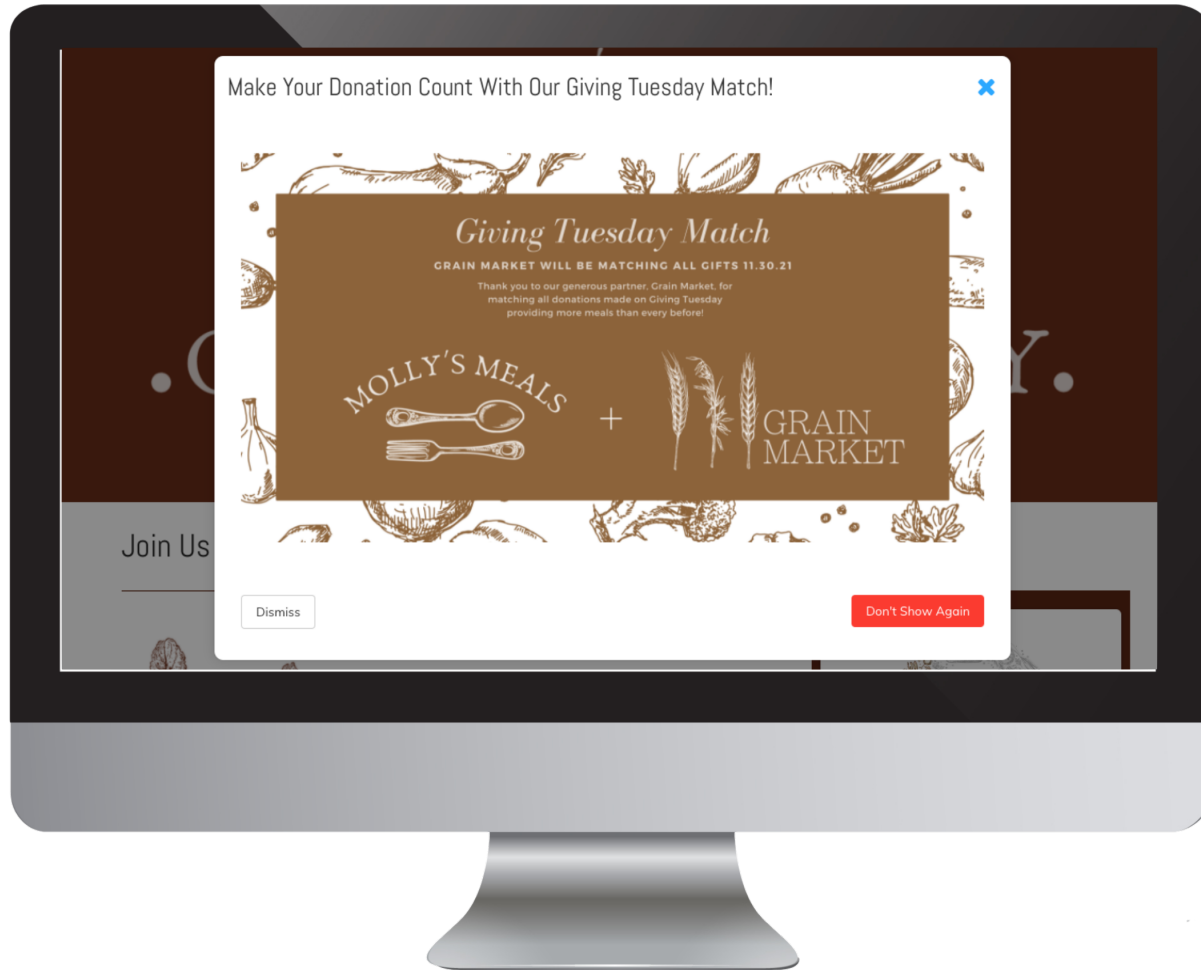


Q & A





Must-have features for Giving Tuesday



TIPS FOR NOTIFICATIONS



Only set up one at a time and keep it simple.

Use photos and links to create an eye-catching pop-up.



Promote matches to encourage timely donations.

Limit the number of notifications to ensure they are not overlooked.



TIPS FOR MATCHES

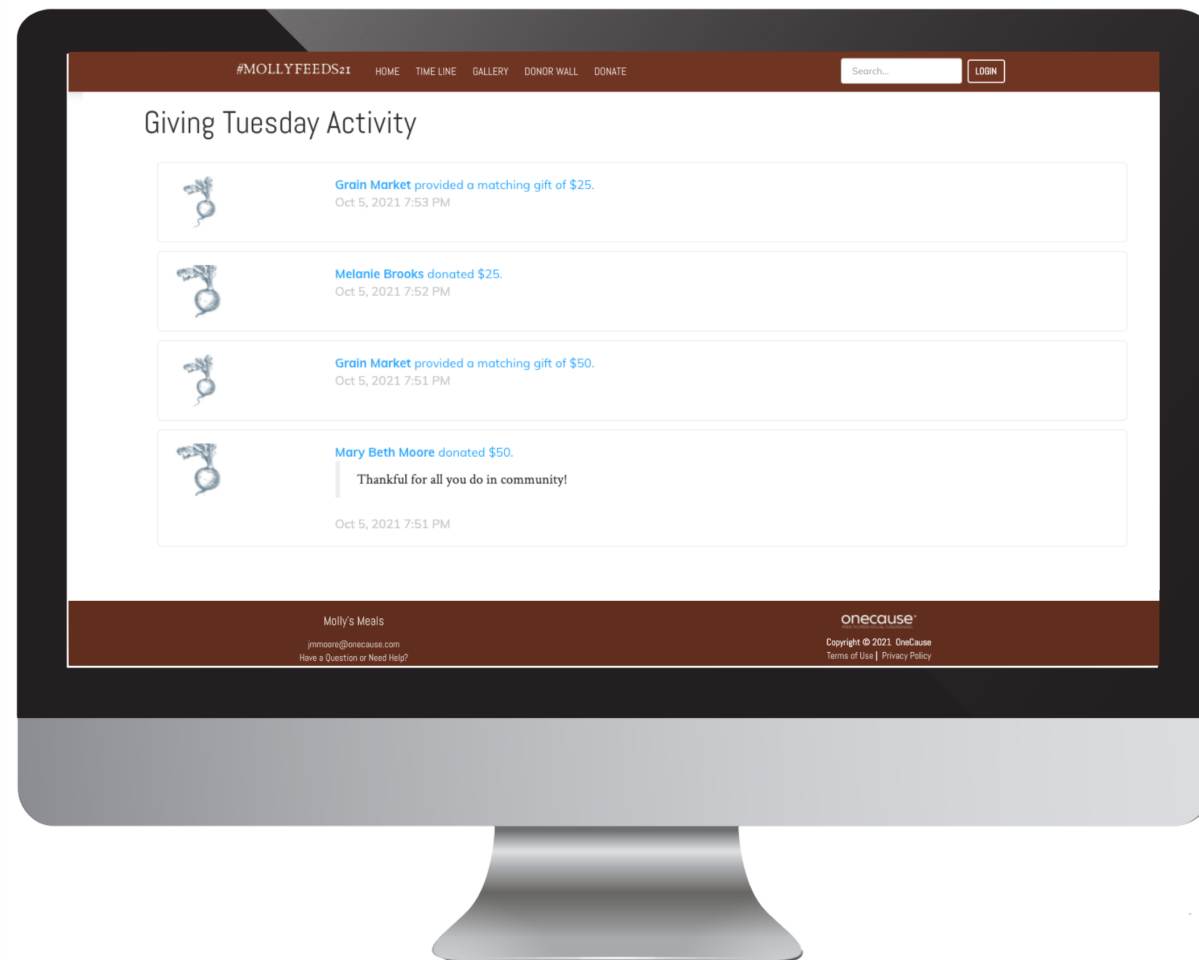


Leverage large donations as a match.

Create a sense of urgency with
timed matches.



Promote sponsors willing to match
on the timeline.



Q & A

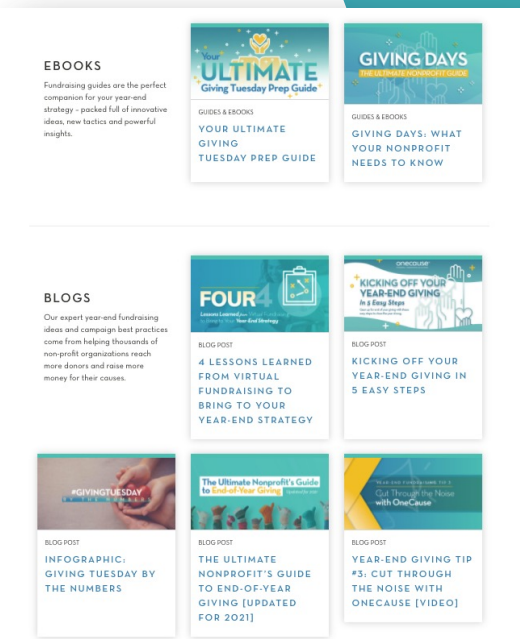


Not Done? Keep learning with OneCause!



GIVING TUESDAY PREP GUIDE

<https://www.onecause.com/ebook/giving-tuesday/>



HOW TO USE ONECAUSE P2P TO DRIVE YEAR-END GIVING

<https://www.onecause.com/blog/how-to-use-onecause-peer-to-peer-to-drive-year-end-giving/>

YEAR-END RESOURCE CENTER

<https://www.onecause.com/resources/categories/year-end/>