

WEBINAR

onecause®
POWERFUL FUNDRAISING SOLUTIONS

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#GIVINGTUESDAY:

5

Marketing Strategies
to Finish Strong

Wed November 7: 1pm ET | 12pm CT | 10am PT

A young woman with a colorful patterned scarf is smiling and looking down at a small, colorful notebook she is holding in her hands. The background is a blurred indoor setting with warm lighting. A teal semi-transparent box is overlaid on the right side of the image, containing the agenda text.

Agenda

- Welcome
- #GivingTuesday 101
- #5 Tips to Finish Strong
- Q&A

WELCOME

Your Hosts



Kelly V Hague
Director Content Marketing
OneCause



Ian Lauth
VP of Marketing
Winspire

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POWERFUL FUNDRAISING SOLUTIONS



\$1 Billion+
Raised



1 Million+
Donors
Engaged



13,000+
Events



50,650+

Events globally

94,000+

Satisfied winning bidders

\$56,339,000

For Nonprofit causes since 2008

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Inspired Items for Nonprofit Auctions

winspireme.com | (877) 544-8555

DONOR TRAVEL EXPERIENCES

No-Risk travel packages for your charity auction.



1. Free to reserve for your fundraising event.



2. Sell as many times as you can.



3. Keep all proceeds above the Nonprofit Cost.

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Inspired Items for Nonprofit Auctions

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#GIVINGTUESDAY
101



WHY CSR?



\$242 Million

**in #GIVINGTUESDAY
2017 Donations**

- \$2.5M online gifts
- 150 countries
- \$300M raised for causes
- \$120 average gift size
- 1.7B social media mentions

BY THE NUMBERS


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OVER \$300 MILLION
WAS RAISED ON
#GIVINGTUESDAY IN 2017.

Representing donations from 150 countries. Donors now know about #GivingTuesday and look forward to it!

Source: GivingTuesday.org



OVER 1 MILLION
SOCIAL MEDIA MENTIONS
WERE MADE ON
#GIVINGTUESDAY IN 2017

Use all channels to broadcast your campaign and message.


Source: GivingTuesday.org



46.2%
OF CHARITABLE
ORGANIZATIONS MAKE
YEAR-END ASKS IN
NOVEMBER.

Plan now to create a memorable 2018 #GivingTuesday campaign.

Source: Neon CRM



33%
OF MILLENNIAL DONORS
ENGAGED WITH A
PEER-TO-PEER FUNDRAISING
CAMPAIGN IN 2017.

Tap into the crowd with social fundraising and competitive giving events.

Source: 2017 Global Trends in Giving Report



61%
OF WORLDWIDE DONORS
PREFER TO GIVE ONLINE.

Use online and mobile donation to grab your donors.

Source: 2017 Global Trends in Giving Report



73%
OF ALL #GIVINGTUESDAY
DONORS IN 2017 WERE
WOMEN.

Tailor your message to attract this powerful giving segment. #WOMENWHOGIVE

Source: GivingTuesday.org

HOW TO GAIN REACH?



STAND OUT



CONNECT



ENGAGE

New tactics and strategies to reach more donors and raise more funds on 11.27.18


POLL TIME!

1. How many of you have participated in #GIVINGTUESDAY before?

2. How many of you reached your #GIVINGTUESDAY goals?

A high-angle photograph of a group of students sitting around a light-colored wooden table, engaged in a study session. The students are focused on their work, with some looking at books and others at notebooks. The table is cluttered with various study supplies, including a ruler, a smartphone, a spiral notebook, a stack of books, a small potted plant, and a container of markers. The background shows a window with a hexagonal pattern, suggesting an indoor setting like a library or a study hall. The overall atmosphere is one of collaborative learning and productivity.

5 TIPS TO FINISH STRONG



“People don’t buy what you do, they buy why you do it.”

Simon Sinek

TIP 1: CONNECT TO YOUR MISSION

- 1) Humanize your message
- 2) Talk impact not \$\$\$
- 3) Use simple language
- 4) State goals and dates
- 5) CTAs part of every outreach



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TIP 2: CONSISTENT ENGAGEMENT SOCIAL TOOLS

- Post daily
- Use creative #hashtags
- Tag #GivingTuesday always
- Build of a theme
- Recruit Influencers – top 10 posters
- Include CTAs in all posts



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TIP 3:
BE
EMAIL
CONSCIENTIOUS

- Not > 1 x week from organization
- Email from a person, not Org
- Include name and signed by a person
- Focus on #GivingTuesday + mission
- Get creative with subject lines
- P.S. as a great place for CTA



EMAIL PRO TIPS

TOP TIPS *for* Email Fundraising

1. **Branded Header** - org logo and #hashtag at top.
2. **Length** - 175-200 words.
3. **Individualize Email:** use names, 244% more open rates.
3. **Subject lines** - 15-25 characters.
4. **Personalize-** use “you” at 2-3 times.
5. **Mobile Readers-** test your email on mobile phones.
6. **CTA** - use bright colors on all CTAs.

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TIP 4:
KEEP
IT
VISUAL

- Use real photos not stock
- Show action (not just head shots)
- Pictures in line with mission
- Eye contact in photos
- Share video! Smartphone OK!
- INFOGRAPHICS do well



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TIP 5: MATCHES & CHALLENGES



- Have multiple challenges to create urgency
- Challenges (Team, Individual, Corporate)
- Pick a winner
- Communicate timeframes clearly & often
- Shorter the better

Example: 24 hours to raise \$20K, every dollar is matched

- Final push = perfect tool for repeat donations



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Questions?



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