



#### WELCOME

Your Hosts



Kelly V Hague
Director Content Marketing
OneCause



lan Lauth
VP of Marketing
Winspire



# onecduse

POWERFUL FUNDRAISING SOLUTIONS



\$1 Billion+ Raised



1 Million+DonorsEngaged



13,000+ Events



#### winspire

Inspired Items for Nonprofit Auctions

#### **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.



Inspired Items for Nonprofit Auctions

winspireme.com | (877) 544-8555



### WHY CSR?



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

onecause<sup>®</sup>

winspire

#### BY THE **NUMBERS**

**OVER WAS RAISED ON #GIVINGTUESDAY IN 2017.** Representing donations from 150 #GivingTuesday and look forward to it!

**OVER** SOCIAL MEDIA MENTIONS **WERE MADE ON #GIVINGTUESDAY IN 2017** Use all channels to broadcast your

OF CHARITABLE ORGANIZATIONS MAKE YEAR-END ASKS IN NOVEMBER.

PREFER TO GIVE ONLINE.

Use online and mobile donation to grab your donors.

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

Tap into the crowd with social fundraising

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

winspire onecause®

### HOW TO GAIN REACH?



STAND OUT



CONNECT



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

onecause®

winspire

# POLL TIME!

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

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







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

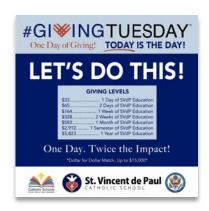


onecause<sup>®</sup>



# TIP2: 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











- 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

onecause°





# 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.

onecause®





- 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



onecause°





- 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



onecause<sup>®</sup>



## Questions?



Kelly V Hague
Director Content Marketing
OneCause
kvelasquez-hague@onecause.com



lan Lauth
VP of Marketing
Winspire
ilauth@winspireme.com

onecause°