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POWERFUL FUNDRAISING SOLUTIONS
#GIVINGTUESDAY
Tips to Market Like a
Powerhouse
WED, SEPT 25 | 1PM ET | 12PM CT | 10AM PT

Session Hosts

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Today's Session

1. #GivingTuesday 101
2. Powerhouse Marketing Tips
3. Q & A

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POWERFUL FUNDRAISING SOLUTIONS

1.5 Billion Raised

1.5 Donors
Engaged Annually

15,000+ Fundraisers

At Winspire, our mission is to help organizations raise more funds! Our highly sought after, hard to find, unique Experiences are turned into real dollars at charity auctions or fundraisers.

Changing Donor Expectations

64% say ease of donation was a major motivator to giving

68% say favorable giving experience will motivate them to give again

#1 way donors find out about giving opportunities

59% say understanding the impact of their donation was a major motivator

Importance *of* Social Networks

IN PERSON

SOCIAL MEDIA

EMAIL

Where They Heard

	Event Donors
In-person	48%
Social media	22%
Email	21%
Event	13%
Mailing	11%
Text	10%
Phone Call	9%
Television	7%
Newspaper	7%
Radio	7%
Magazine	5%
Billboard	4%

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Social Donor *Motivators*

#1
It was **easy** to do.

#2
I care about the **mission**.

#3
The money raised would **make a difference.**

#4
Support **the person** that asked me.

#5
Friends/family were going to the event.

First-time donors prioritize ease and supporting someone over a connection to the mission.

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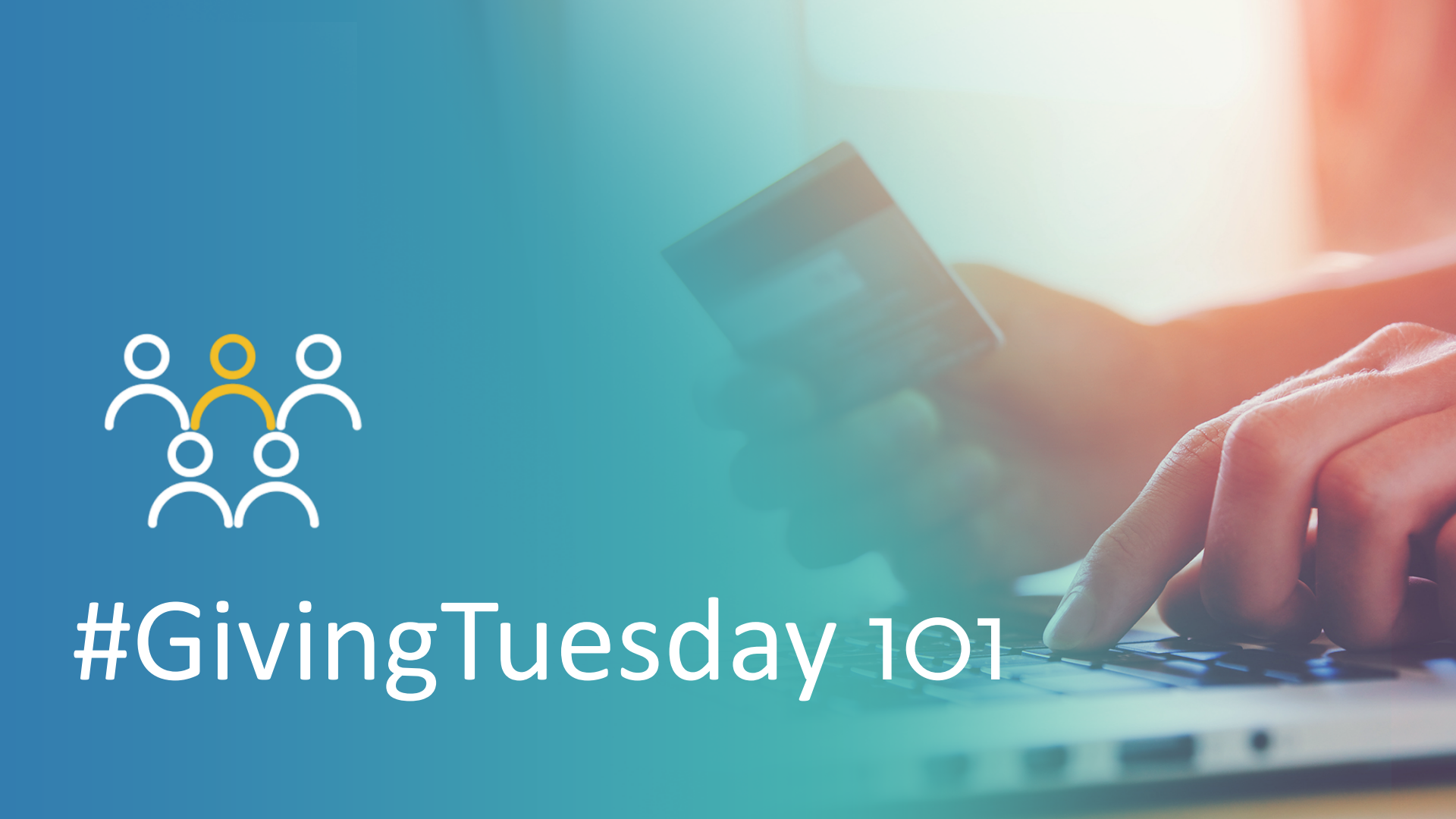

#GivingTuesday 101

BY THE NUMBERS

OVER
$400 MILLION
WAS RAISED ON #GIVINGTUESDAY IN 2018.

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

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

63%
OF WORLDWIDE DONORS PREFER TO GIVE ONLINE.

Use online and mobile donation to grab your donors.

Source: 2017 Global Trends in Giving Report

OVER
14.2 BILLION
SOCIAL MEDIA IMPRESSIONS WERE MADE ON #GIVINGTUESDAY IN 2018

Use all channels to broadcast your campaign and message.

Source: GivingTuesday.org

3.6 MILLION
ONLINE GIFTS WERE MADE IN 2018

Tap into the crowd with an engaging, easy-to-use giving center

Source: GivingTuesday.org

OVER
40,000
NONPROFITS ARE PARTICIPATING

Across over 70 countries!

Source: GivingTuesday.org

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HOW TO GAIN REACH?

1. STAND OUT
2. CONNECT
3. ENGAGE

New tactics and strategies to

reach more donors and raise more funds

on 12.3.19

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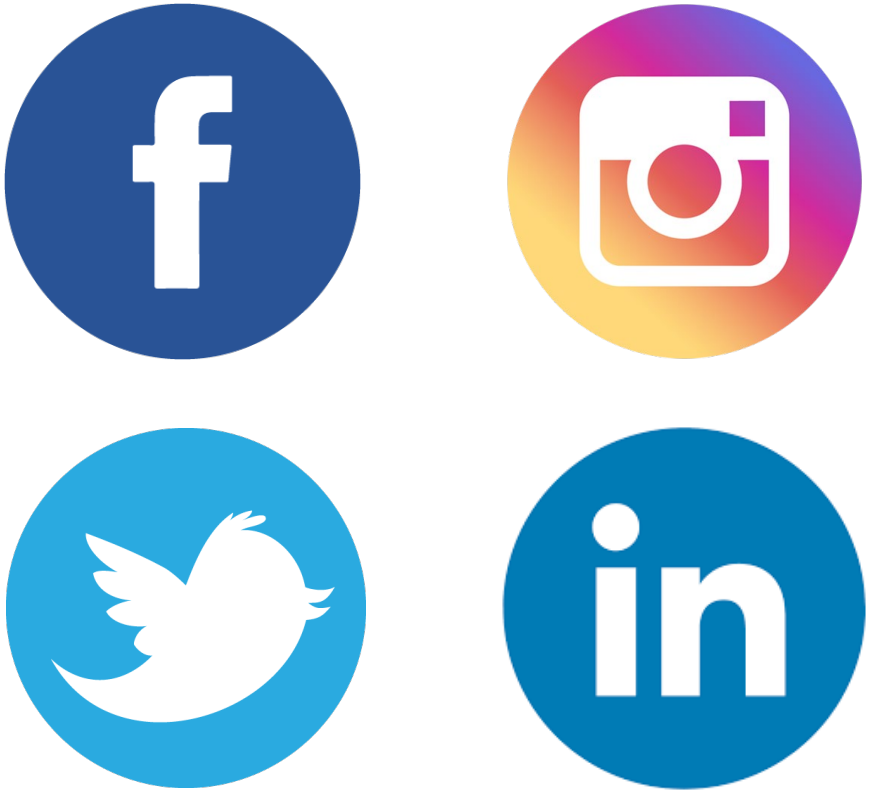
MAXIMIZING Social Media



Questions?

Powerhouse Marketing Tips

“People do not buy goods and services.
They buy relations, stories and magic.”
SETH GODIN

TIP 1:
CONNECT TO YOUR MISSION

1) Humanize your message
2) Talk impact not $$$
3) Use simple language
4) Show people
5) Use emotive language
6) State goals and dates
7) CTAs part of every outreach

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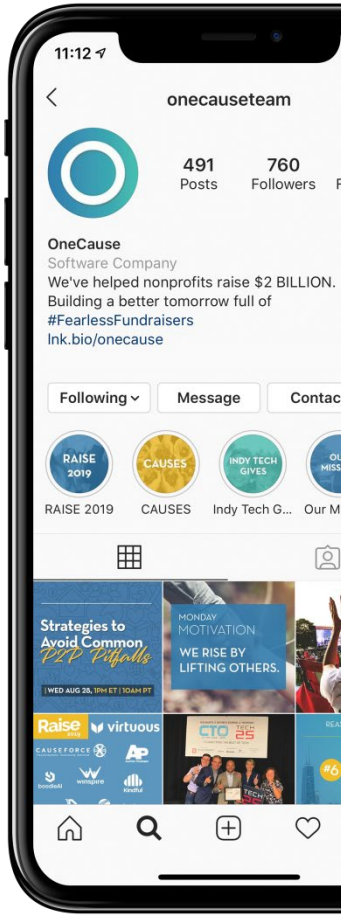
REAL LIFE SOCIAL

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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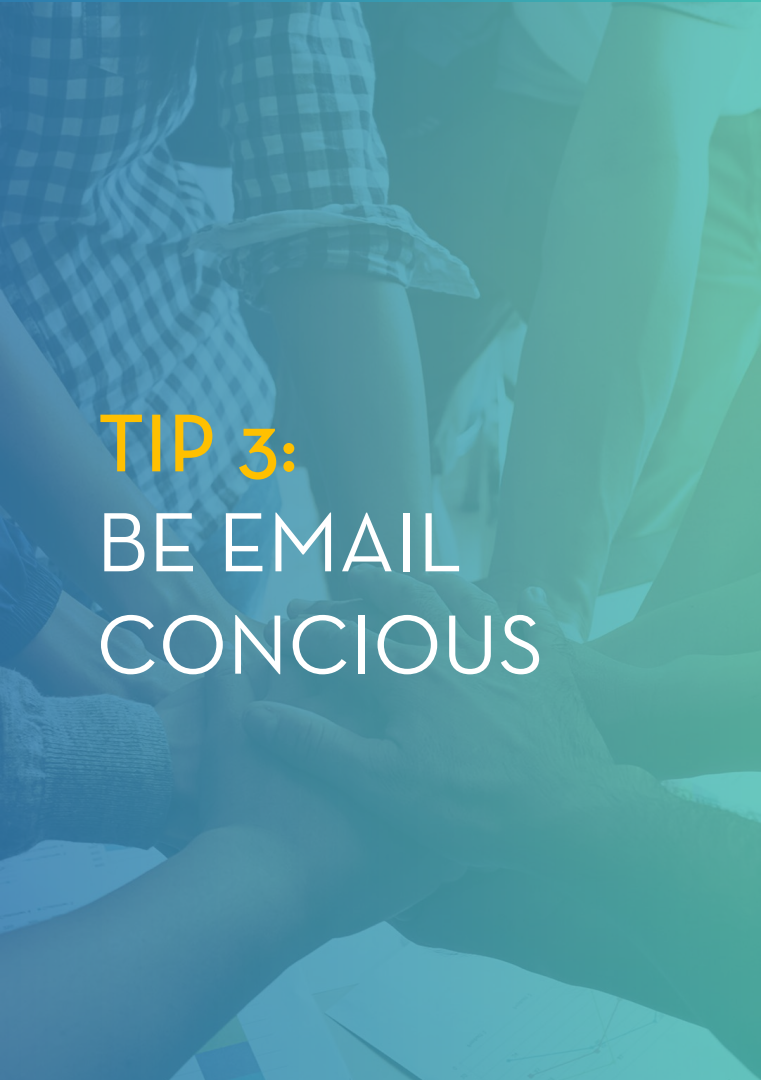

TIP 3:
BE EMAIL CONCIOUS

- 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

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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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Questions?

TIP 4:
MATCHES & CHALLENGES

LEVERAGE MATCHING GIFTS

- Spread them out over next 3 weeks
- Have multiples to create excitement
- End with a 24-48 hour match drive

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

TRY CHALLENGES

- Team, Individual, Corporate
- Pick a winner
- Communicate timeframes clearly & often
- Shorter and focused
- Leverage social networks & proof

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TIP 5:
LEVERAGE AMBASSADORS

- Choose influencers and avid donors
- Create a campaign
- Give them a social toolkit
- Use video and personal appeals
- Launch a competition
- Watch the proceeds soar!

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Questions?

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