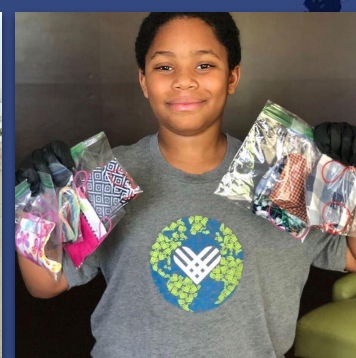




# Mastering GivingTuesday: Insider Tips for Maximizing Your Success



**GIVING  
TUESDAY**

# Who Am I?



**Kathleen Murphy Toms**

Hypewoman for Radical Generosity



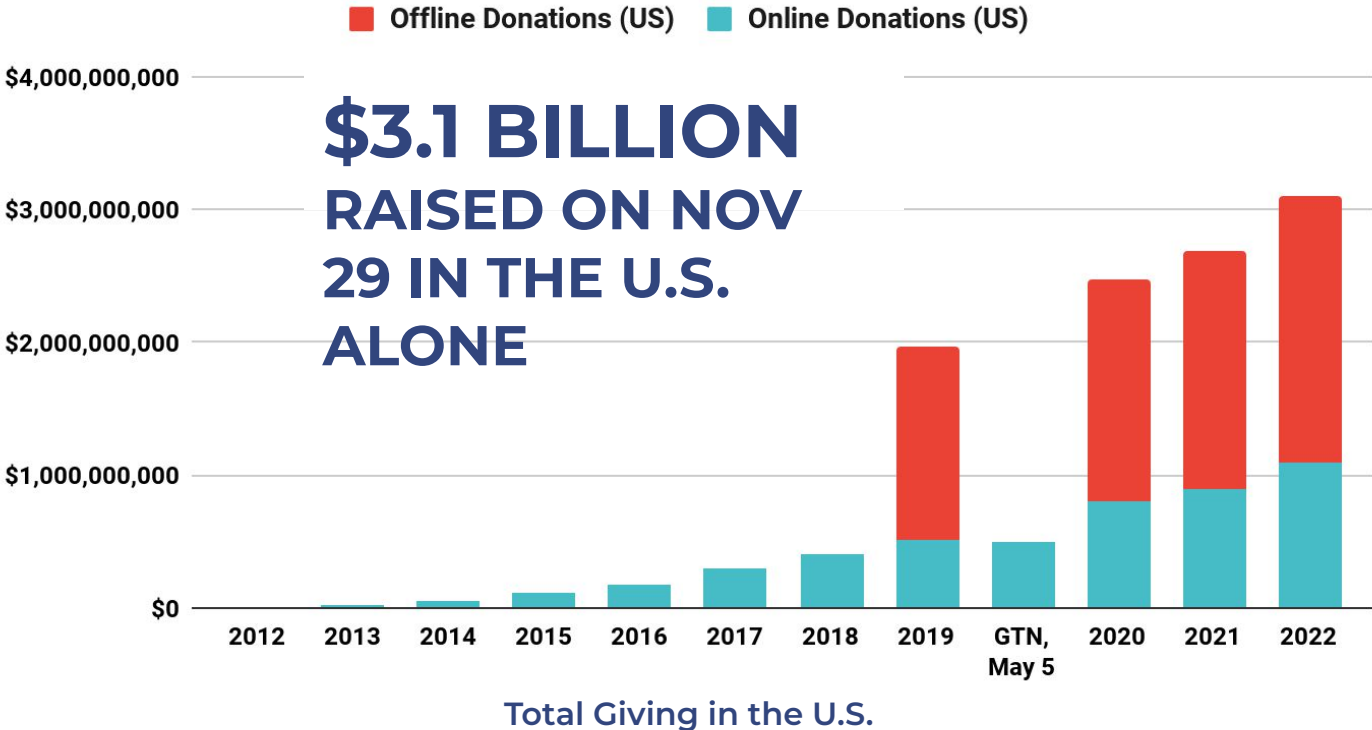
@Kat\_MurphyToms

Kathleen Murphy Toms is the director of digital strategy for GivingTuesday, the largest philanthropic movement of all time. She studies the use of digital tools within social movements, particularly their use in shifting power, mass mobilization, behavior change, and achieving global equity. Kathleen has coached thousands of social impact leaders and grassroots organizations from nearly every continent on how to not only generate funds for their causes but to inspire and mobilize groundswell movements to create systemic change. She teaches as part of the online digital fundraising certificate at New York University, Center for Global Affairs

**GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.**

**Over ten years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.**

Driving  
giving:  
money,  
time,  
goods,  
activism





# GivingTuesday 2022 Results



**37M**

adults in the U.S. participated, a 6% increase from 2021



**20M** donated  
(+12%)



**15M**  
gave voice  
(+11%)



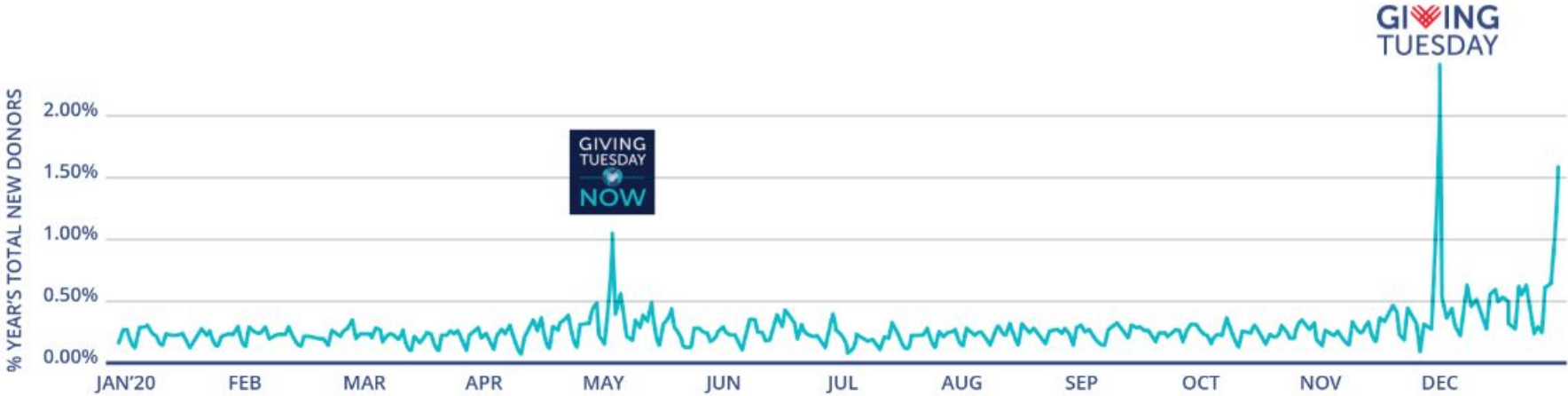
**10M**  
volunteered  
(+3%)



**11M**  
gave goods  
(+8%)

U.S. Participation on November 29, 2022

# Giving Moments



# Radical Generosity

\ 'ra-di-kəl \ \ dʒɛnə'ʤasəti \  
noun

The concept that the suffering of others should be as intolerable to us as our own suffering.

The logo for GivingTuesday, featuring the word "GIVING" above "TUESDAY". The letter "V" in "GIVING" is replaced by a stylized icon of a hand with fingers spread, symbolizing giving or generosity.

**GivingTuesday  
exists to build  
the world we  
all imagine to  
be possible.**

# How to Get Started



## What's Your One Goal?

- Dollars
- Donors
- New Donors
- Young Donors
- Monthly Givers
- Social Followers
- Volunteers
- Event Participants
- Goods



# Storytelling for Social Change

Why should someone give to your cause?

## Don'ts

“Because it’s GivingTuesday” isn’t a strong enough reason.

Neither is “because you’ll get a tax write-off.”

## Do's!

- Reduce the distance between the individual and the cause
- Tell a powerful story that generates “contagious energy”
- Tap into emotion

# Land the Helicopter



# Zero in on the theme and iconic story

The screenshot shows a fundraising page for Project Renewal. At the top, it says "Give Homeless New Yorkers A Reason to GIVE THANKS" and "#GIVINGTUESDAY™". Logos for "SESS" and "PROJECT RENEWAL" are visible. A video player is embedded, showing a man (Harry Dickinson) with a play button overlay. To the right of the video, a progress bar shows "\$73,799 OF \$65,000 RAISED". Below the progress bar, it says "1475 NIGHTS OF SAFE SHELTER FOR MEN AND WOMEN IN NEED THIS HOLIDAY SEASON". A "0 DAYS REMAINING" warning is displayed. A large orange "Make a Donation" button is prominent. At the bottom, social media sharing options for Like, Tweet, and Share are shown.

Give Homeless New Yorkers  
A Reason to GIVE THANKS

#GIVINGTUESDAY™

PROJECT RENEWAL  
Renewing lives. Restoring hope.

Tr! Back! Meet Harry Dickinson

\$73,799  
OF \$65,000 RAISED

1475 NIGHTS OF SAFE  
SHELTER FOR MEN AND  
WOMEN IN NEED THIS  
HOLIDAY SEASON

0 DAYS REMAINING  
THIS CAMPAIGN WILL END ON 12/6/13 AT 12:00 AM

Make a Donation

Like 53 Tweet 47 Share 21

50,000 New Yorkers are homeless.  
Harry was one of them.  
YOU can help.

**Facts:**

- The number of single adult New Yorkers who are chronically homeless has more than doubled in the last four years.
- Nearly one in three homeless individuals struggle with substance abuse disorders, and among those who have been homeless for two years or more that number approaches 100%.

## Your checklist

- Specific program, project, or type of giving
- Tagline to use throughout campaign
- Iconic story of client, staff person, volunteer
- Support with data
- Incorporate a challenge
- Tie to year-end appeal



Social  
Media  
Strategy



Distributed  
Organizing  
Strategy

# Mobilizing Your People



# Invite People to Share Their Participation in Your Mission



brittany packnett cunningham does not do remixes. ✓  
@MsPackyetti

Time for another #GivingSpree!!

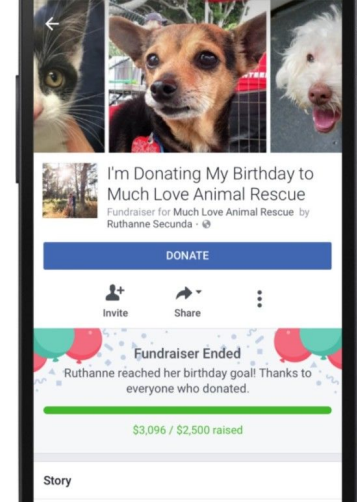
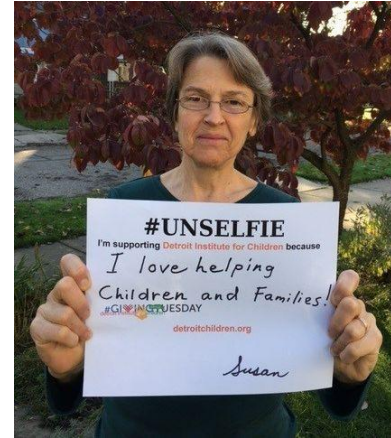
Today we can MATCH up to \$3500 (!!)

in donations to your local:

- food banks
- homeless shelters
- domestic violence networks

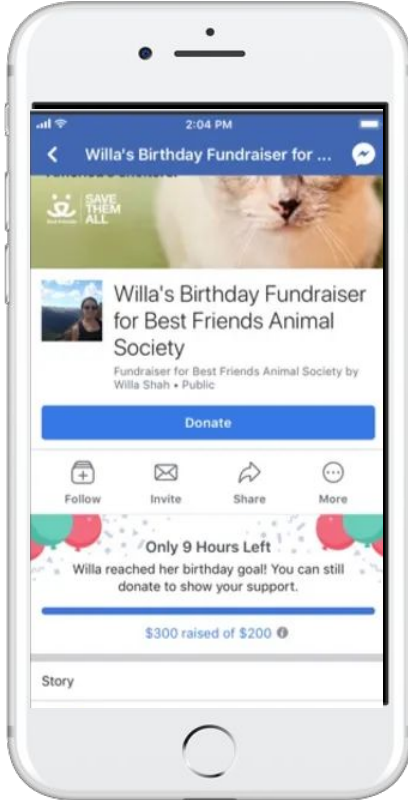
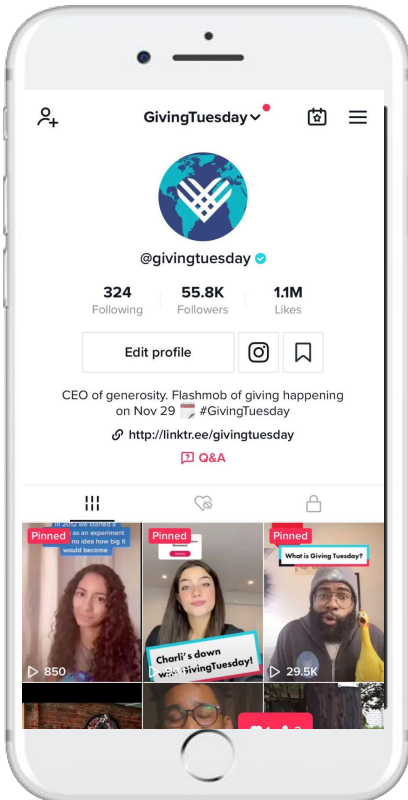
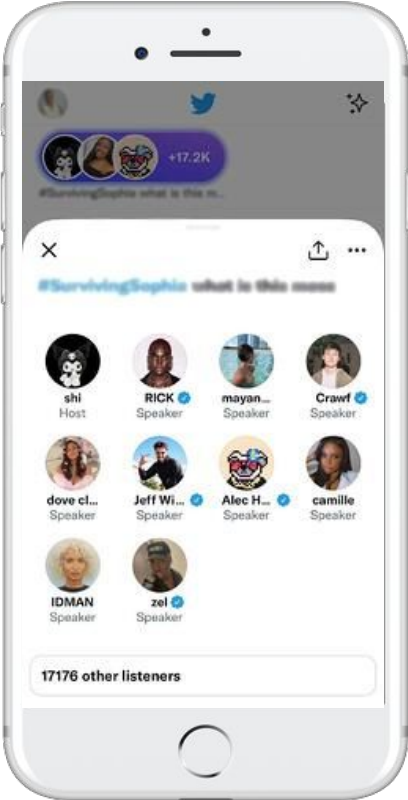
Let's make sure our neighbors have what they need in this crisis!

Reply with your donation receipt & a link!

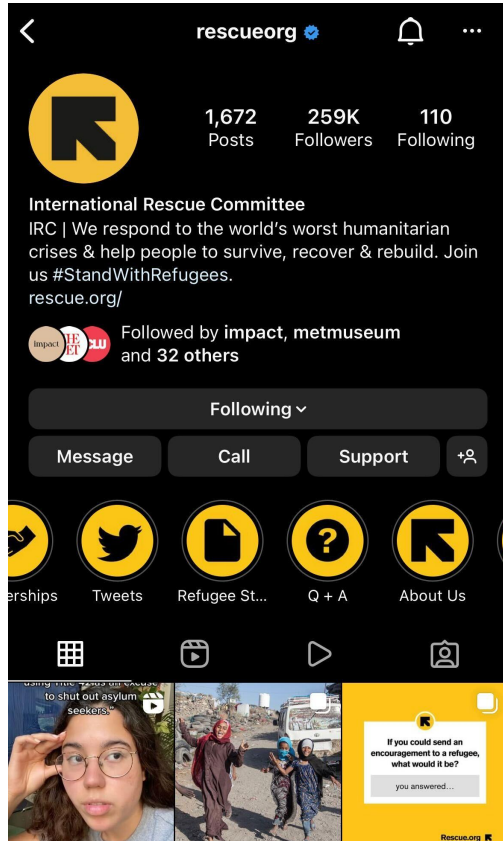




# No, you shouldn't be on every single social platform



# Optimize Your Social Pages



Create + pin a stories about your organization's mission over the next few weeks so new followers can easily see your impact

Pin posts that clearly demonstrates your work

# What Do I Post?




## Content Ideas for GivingTuesday

- Content around your iconic story! Literally show your impact
- Feature staff/volunteers
- Photos/videos that show your mission in action
- Quotes from those you serve
- Instagram carousels that educate
- Livestream or Twitter chat
- Reels or TikToks that show the fun side or the powerful side of your work
- Create content that invites conversation.
- Create content that inspires people to get involved in your cause

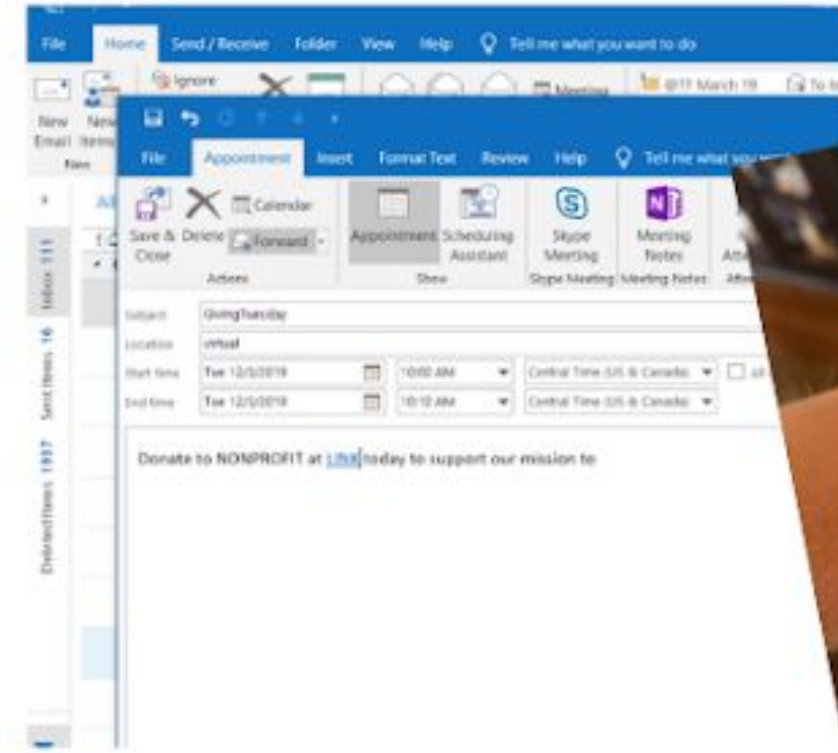
# Growth Strategies for Reaching More People on Social Media




 givingtuesday GivingTuesday x Upworthy  
 A chat with our friends @upworthy about some of the good we've seen from our communities this year as we get ready for #GivingTuesday on Nov 30!

- **Instagram Collab posts** (Feed and Reels, cross posts to both accounts)
- **Instagram Live** (can have up to 4 guests, cross posts to all accounts)
- **TikTok + Reels** (only two mechanisms that are designed to show your posts to people who don't follow your account)
- **Twitter Spaces** (cross-posts to both hosts' accounts)
- **NEW Add Yours sticker on Instagram** (tracks who used the sticker. Ask people to share Stories about why they give!)

# The Secret to GivingTuesday



- Reinforces urgency
- Sends a push notification on their phone/watch
- The calendar is many folks' to-do list
- Can use Outlook or Google but BCC invitees
- AddEvent or Calndr.link is better

# Do not snooze on email!

**EMAILS. EMAILS EVERYWHERE**



**#GIVINGTUESDAY**

- For every 1,000 fundraising messages sent on GT, nonprofits raised \$90.
- 1.5B emails sent out of Mailchimp on GT last year, #3 biggest day for them
- Only 38% (!) of active nonprofit Mailchimp accounts sent solicitation emails in 2021
- Your supporters aren't on as many nonprofit email lists as you think they are





Fundraising is giving people the **opportunity** to be a part of **building the world** they want to live in.



GIVINGTUESDAY

# GETTING READY FOR GIVINGTUESDAY WORKBOOK

A Step By Step Guide to Building  
a Successful Campaign

@givingtuesday      

## Resources

### The Complete GivingTuesday Toolkit

- Step-by-Step Campaign Workbook
- Templates and Tutorials
- Sample emails and p2p toolkits
- Ideas for activating your community

[GivingTuesday.org/United-States](https://givingtuesday.org/United-States)

# Connect With Me



**Kathleen Murphy Toms**  
Hypewoman for Radical Generosity



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KatMurphyToms.com