



# Shape your Strategy for a Successful Giving Tuesday

Inspired Insights from **LRobInspires**

# Strategize for a Successful Giving Tuesday

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# What is Giving Tuesday?

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## The importance of Giving Tuesday

Giving Tuesday is a day dedicated to giving back and changing the world through donations, volunteering, and education.

If you are a nonprofit, it's a crucial opportunity to raise funds, gain supporters, and highlight your important work.

Either way, supporting nonprofits on Giving Tuesday ensures they can continue to provide crucial services and improve our world for everyone.

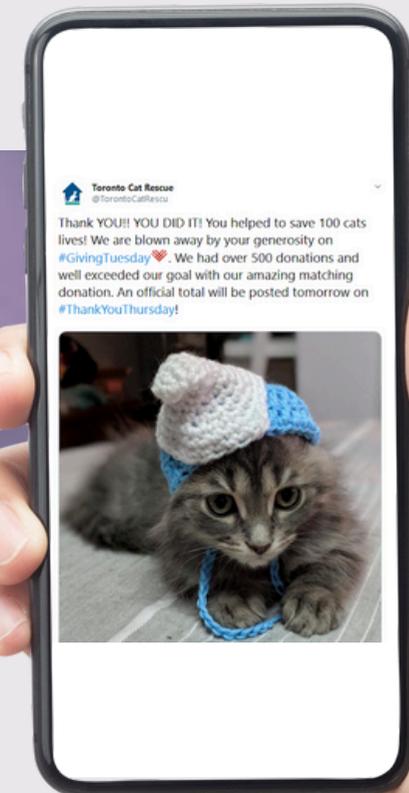


# The impact of a well-planned campaign for Giving Tuesday

A strategically crafted campaign for Giving Tuesday can significantly advance your organization's mission. By sharing powerful stories and highlighting the tangible impact of your work, you can forge meaningful connections with donors and inspire their support. **Participating in this global movement allows nonprofits to tap into a wider audience of potential contributors.** To make a lasting impression, it's essential to set clear, measurable goals, develop captivating content, and deliver a compelling call to action. This approach not only amplifies your message but also enhances your visibility, ensuring that your organization stands out on this pivotal day of giving.

## Remember:

It's not just about raising funds but also building a community of dedicated supporters. Let's make this Giving Tuesday meaningful by preparing early, sharing your story, and demonstrating the positive projects your organization is working on.



# Start with a solid strategy

# 2

- **Setting Clear & Achievable Goals**

Decide on a fundraising amount, number of new donors, or volunteer hours. Make sure these goals are attainable and trackable.

- **Defining Your Target Audience**

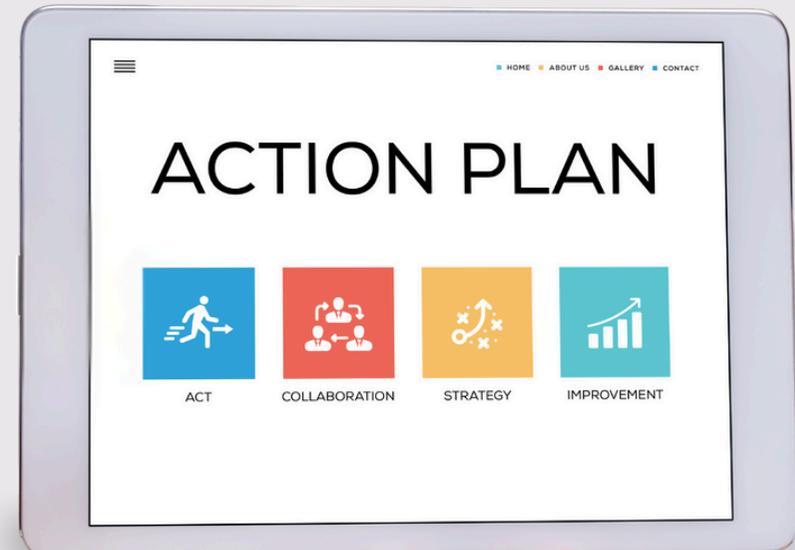
Think about who cares most about your cause. Are they young professionals, families, or retirees? Tailor your message to resonate with them.

- **Crafting a Unique Campaign Theme**

Choose a theme that reflects your mission and stands out. It could be a catchy slogan, a specific project, or a fun challenge.

- **Use Storytelling to Inspire Donations**

Share real-life stories of those you've helped. Use photos and videos to make it personal and relatable. Show the impact of donations in a tangible way.



# Pre-campaign

- **Creating a Timeline / Key Dates and Milestones to Build Anticipation**

Map out important dates leading up to Giving Tuesday. Include when to start promoting, key milestones, and deadlines.

- **Social Media and Email Marketing**

Share updates, stories, and reminders. Engage with your audience by asking questions and encouraging shares.

**Example**

- **Teasers, Countdowns**

Create excitement with teasers and countdowns. Post sneak peeks of what's coming and count down the days to Giving Tuesday.

**Example**

- **Video Content, Testimonials**

Share videos and testimonials that highlight your organization's impact. Show real stories of those who have been supported.

**Example**

- **Collaborating with Influencers, Partners, Local Businesses, or Other Nonprofits**

They can help amplify your message and reach new audiences. Collaboration makes your campaign stronger and more visible.

**Example**



# Optimizing your donation process

# 4

Use simple, user-friendly platforms like PayPal, Venmo, recurring donations or direct credit card payments. Ensure your donation page is mobile-friendly and offers multiple payment options. Add clear, prominent donation buttons on your website and social media. The easier it is to donate; the more likely people will contribute.

## Helpful tips

INSPIRED INSIGHTS

+ \$100



Donate with

 Pay

 PayPal

**venmo**

*bitpay*

Card

eCheck

Stock

+ \$50

# Day-of campaign execution

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- **Mobilizing Your Team for Maximum Engagement**

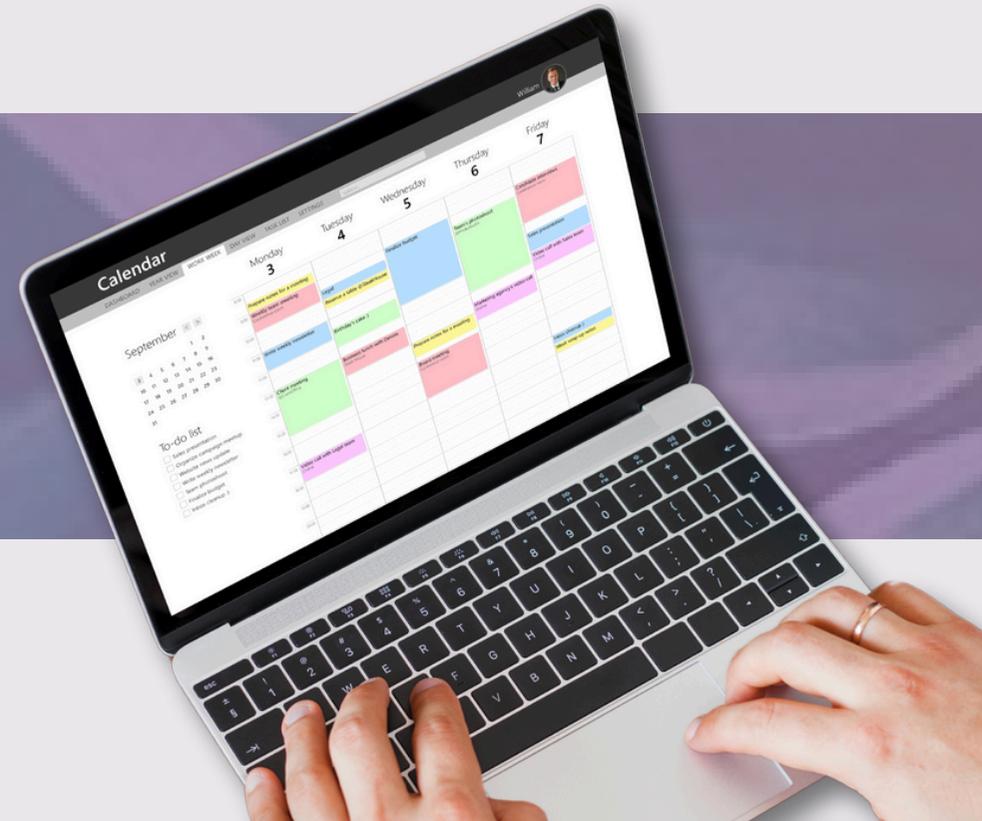
Get everyone on board and excited! Hold a quick team meeting to outline roles and goals. Make sure everyone knows their tasks and how they contribute to the big picture.

- **Organizing Volunteers or Staff to Engage with Donors Throughout the Day**

Assign specific times and tasks to volunteers or staff. Have them ready to answer questions, thank donors, and share updates.

- **Real-Time Updates, a Countdown or Goal-Tracker on Social Media**

Keep your audience in the loop with real-time updates. Use social media to post progress, share stories, and countdowns or goal-trackers to build excitement.



# Post-campaign follow-up

- **Thanking Your Donors and Showing Impact**

Send a heartfelt thank-you message to all donors. Highlight the impact of their contributions with specific examples or stories. **Example**

- **Personalizing Thank-You Emails and Shout-Outs on Social Media**

Personalize your thank-you emails by mentioning the donor's name and their specific contribution. Give shout-outs on social media to publicly acknowledge their support. **Example**

- **Sharing How Donations Will Make a Tangible Difference in Your Organization (Storytelling)**

Use storytelling to show how donations will be used. Share real-life examples and success stories that illustrate the positive impact of their contributions

- **Post-Campaign Analysis – What Worked and What Didn't**

Review your campaign's performance. This will help you to understand what to replicate or improve for future campaigns. **Helpful link**

- **Gathering Insights to Improve Future Giving Tuesday Efforts**

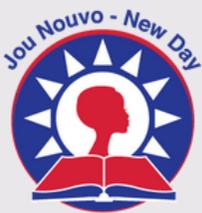
Collect feedback from your team and donors. Use surveys or informal conversations to gather insights. Apply these learnings to refine your strategy for next year.



# Final thoughts: the power of collective giving

As we wrap up, let's remember the incredible power of collective giving. When we come together, our impact multiplies, creating lasting change in our communities. But let's not limit this spirit to just one day—embrace a year-round giving mindset. By making generosity a regular part of our lives, we can continuously support the causes we care about and make a difference every single day. The LRoblInspires team appreciates you and your dedication to improving the world. Thank you for being part of this journey.

A special shout out of support to all the non-profits we have been lucky enough to support. If you are looking for an organization to give to this year, please consider one of our amazing partnerships:



TEACH THE WORLD  
FOUNDATION



## Why Giving Tuesday matters to us

At LRobInspires, **participating in Giving Tuesday each year is a core part of our mission.** It's a special opportunity to rally around nonprofits doing incredible work, and we're honored to be a part of it.

**By joining forces—through donations,** volunteering, or sharing their stories—we can make a meaningful impact together

Let us know if **we can help inspire** your Giving Tuesday campaign!

# Thank you for inspiring us each and every day

For more inspired insights, tips, and checklists on how to reach new audiences, retain your current audience, and amplify your purpose and message, please sign up to receive our monthly newsletter.

Please follow us @lrobinspires

