#GIVINGTUESDAY

2018 Organisation Support Kit

GiveNow

What's inside?

About #GivingTuesday

#GivingTuesday is a global giving movement that's been built by individuals, families, organisations, businesses and communities in countries around the world. Through this movement, millions of people have come together to support and champion the causes they believe in and the communities in which they live.

#GivingTuesday started in the US in 2012 and is now gaining momentum in Australia, partly through the support of GiveNow – Australia's first and best giving platform. GiveNow considers #GivingTuesday the "opening day" of Australia's festive giving season, ahead of Christmas and summer.

For more information about the history of #GivingTuesday, visit www.givingtuesday.org/about.

Why get involved with the #GivingTuesday movement

It's a movement gaining momentum, especially as the international #GivingTuesday team increase their efforts on activities outside of North America.

What the movement has to offer:

- A reason for organisations to ask for support based on a spirit of generosity, rather than cultural / religious events or a pragmatic impetus such as tax time.
- Harnessing the phenomenon of social media activity, with international experts leading the way.
- Fresh to Australia, a communal, free campaign to get involved with. We know Australia will respond.

A word about this support kit

The materials we've prepared below focus on increasing the monetary donations you might receive through GiveNow on, and after, #GivingTuesday.

Remember though, the spirit of the day is about encouraging all forms of generosity. Everyone has something to give and your supporters might be encouraged to give their time or expertise, monetary donations large or small, simple acts of kindness, food or clothing. It all helps!

How your organisation can be involved

As an Australian not for profit registered with GiveNow, we'll support you to make the most of this fundraising opportunity.

Using our services and the promotion we and the global #GivingTuesday movement will be undertaking on social media, we're confident we can help you see a bump in your donations.

Your role is to simply think about how you can engage your supporters to get them behind you on #GivingTuesday. What might this look like?

- **At the most basic level**: You might simply ask your existing donor base to support your updated GiveNow cause on the day, adding #GivingTuesday to your cause text and social media posts you might choose to share.

- **Feeling up to a little more?** As #GivingTuesday is a social media phenomenon, we strongly suggest you consider harnessing the power of our social fundraising tool, CrowdRaiser™, to make the most of the opportunity.

If you opt for the latter, you can use CrowdRaiser to let your current supporters become online fundraising champions on your behalf, securely collecting funds online that will be included in your normal, secure GiveNow remittance.

Your supporters would do this by creating their own CrowdRaiser page (see http://bit.ly/CRGTexample for an example that includes #GivingTuesday) and then asking their friends and family to donate to your organisation on the day. Easy!

Ideally you would have dozens of supporters all asking dozens of their friends and family to donate to your organisation on the 27th of November 2018. Let that be your aim!

What to do for #GivingTuesday

With that aim in mind, we have built this toolkit to support a social fundraising campaign.

We suggest your plan should be a straight-forward, three-step process:

1. **Refresh your ask:** You can either refresh your existing, active GiveNow cause, or you can submit a new, separate #GivingTuesday themed cause.

    We've provided some hints on how to refresh your cause, below.

2. **Send out recruitment emails:** Tried and true, email is a great way to get in touch directly with your support base. While your supporters may hear about #GivingTuesday from social media, emailing your supporters is likely to enrol their help. This is a grassroots campaign, so it's all about getting your board members, volunteers, donors, clients (where appropriate) and community supporters involved with a job to do.

    You should ask all of these supporters to either share a link to your cause before and on Giving Tuesday. Or, even better, ask them to create their own linked CrowdRaiser™ page, so that they can really advocate for your cause amongst their own networks of family, friends and peers.

    We've provided an example email you can adapt, below.

3. **Publish social media posts:** The Giving Tuesday movement is all about social media, so use the #GivingTuesday hashtag as frequently as you can to make your cause travel.

    We've also provided some example social media posts below.

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A timeline to help you get ready

Activity	When	Why
Refresh your ask	As soon as possible	Use #GivingTuesday as an opportunity to refresh your fundraising campaign before the end of 2018. This can be a refresh of your existing GiveNow cause, or the creation of a new cause (remembering that our team needs 1-2 business days to activate a new cause). Either way, include a reference to #GivingTuesday in your cause text.
Send recruitment email #1	Week of 12.11.2018	Ask your supporters to create a CrowdRaiser™ page (like this http://bit.ly/CRGTexample) for your new cause.
(During this time, approach key supporters by phone and personal emails to see if you can encourage someone to set up the first CrowdRaiser linked to your cause. Having one or two CrowdRaiser pages running early will really help in getting things moving along!)		
Send recruitment email #2	Week of 19.11.2018	Ask your supporters again, giving examples of CrowdRaiser pages that might have now been set up in support of your cause.
Social media	Week of 19.11.2018	Start spreading the word across social media and encourage your supporters to do so too.
Send recruitment email #3	26.11.2018	Because creating a CrowdRaiser page will only take your supporters 5 minutes, it's not too late to send a final reminder to your supporters to encourage them to get on board.
Social media	27.11.2018	#GivingTuesday is here!

Refreshing your ask

Having a fresh and relevant cause for your organisation's #GivingTuesday campaign will help in getting donations.

- **Target:** Setting a visible fundraising target is worthwhile as we know donors respond well when they feel that are contributing to something achievable.

- **Text:** Clear language about what your community's needs are and how funds will be spent are the first principles in any fundraising activity. Your supporters need to be confident they know why they are asking their networks for donations. Updating your cause text with simple and short sentences or paragraph that explains where the funds go is vitally important.

- **Images:** Images are incredibly powerful tools for communicating with people quickly. Update the images on your cause page and feel free to include the #GivingTuesday logo as well. This is true for CrowdRaiser™ pages as well, so it is worth considering including images to send in your recruitment emails (see below) so that your supporters can use them when setting up their linked fundraising pages.

- **Video:** Videos are brilliant tools to show potential supporters what goes on behind the scenes. We are not suggesting you need a TV-ready advert. A well put together short amateur video on YouTube still goes a very long way and can be used in different modes. Include the YouTube link in your cause, social media posts and the recruitment email asking for social fundraisers to set up a CrowdRaiser.

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Recruitment email template (#1)

Purpose: To ask your supporters to create a CrowdRaiser™ page of their own, to support your cause.

Subject: Help us raise funds this #GivingTuesday

Email text: Dear [First Name]

#GivingTuesday is a grassroots campaign, built by regular people like you and me who want to see generosity and kindness flourish.

This year, I'd like to ask for your support in an appeal we've timed to coincide with #GivingTuesday. You may already know that we have been asking for funds for [Cause Name]. With #GivingTuesday just around the corner on the 27th of November, we thought we would ask you to get involved by asking you to spread the word.

We invite you to create your own "CrowdRaiser" on GiveNow. This will give you your own fundraising page, linked to our cause, which you can share with friends, family and peers. We know that asking others can be awkward, but in the spirit of #GivingTuesday, we hope that you can channel your fervour for what we do and help us to raise more desperately needed funds for our programs.

To start your fundraising page, click here [Link to your cause page on GiveNow] to see our current cause for which we are seeking donations.

On this page, you will see there is a button labelled "Create CrowdRaiser". Simply click this button and you'll be on your way. From start to finish, it should only take you 5 minutes. Then, you can share your brand new CrowdRaiser page with your own network.

To see an example what you can do with your CrowdRaiser page, visit http://bit.ly/CRGTexample. We've attached some images for you to use if you like, and we are always happy for you to use any of our images (or videos) from our website www.xxxx.org.au for your page too.

Thanks in advance,

Recruitment email template (#2)

Purpose: To reminder your supporters to create a CrowdRaiser™ page in time for #GivingTuesday. One of the most powerful ways that this can be achieved is to show them examples of others in the community who have already done this. As mentioned above, to get your first CrowdRaiser running, you may need to approach your most active supporters directly. It is worth the effort!

Subject: #GivingTuesday is next week – can you help us?

Email text: Dear [First Name]

Next week, on the 27th of November, it's #GivingTuesday - an international day of generosity. Started six years ago, the day has swelled to become a celebration of giving that, when last run, resulted in over $270 million of donations raised around the world in one day.

We know how passionate you are about our work, so we hope that with your help [Organisation Name] might be able to share in some of these funds.

We are asking you to help us by using GiveNow's "CrowdRaiser", a social fundraising tool, to quickly create a fundraising page which you can share before and on the day.

We do have some supporters who have already created CrowdRaiser pages for us, and hope that you too will consider getting onboard. Take a look at [insert URL for any new CR that might have been created to date, you can see a list of these in your organisation's OrgHQ page]

If you can join us too, we would be so grateful!

1. To start your fundraising page, visit [Link to your cause page on GiveNow]. You will see a button to "Create CrowdRaiser". Simply click that button and you're on your way. The whole process should take less than 5 minutes.
2. With your CrowdRaiser lodged, check your inbox immediately for a link to activate it.
3. Share your new CrowdRaiser with your family and friends by email, Facebook, twitter or Instagram. Don't be frightened to use the #GivingTuesday hashtag!

Thanks in advance,

Recruitment email template (#3)

Purpose: Last alert for your people to the fact that today is the last day they can help with #GivingTuesday fundraising.

Subject: Tomorrow is #GivingTuesday – it is not too late to help!

Email text: Dear [First Name]

Tomorrow is #GivingTuesday!

For 24 hours we'll celebrate the generosity that exists in our community – in volunteering, advocacy and acts of kindness.

We hope that you might be able to help us with raising donations, as I am sure you know we at [Organisation Name] are always able to put more funds to good use, particularly for [Cause Name].

We have some supporters who have already created a CrowdRaiser page to coincide with #GivingTuesday and we hope that you too will consider getting onboard. Take a look at [insert URL for any new CR that might have been created to date – you may need to nudge these along!] for inspiration.

#GivingTuesday is tomorrow, so the time to act is now! In three simple steps and in less than 5 minutes, you'll be on your way to making a marvellous contribution:

1.   To start your fundraising page, visit [Link to your cause page on GiveNow]. You will see a button to "Create CrowdRaiser". Simply click that button and you're on your way. The whole process should take less than 5 minutes.
2.   With your CrowdRaiser lodged, check your inbox immediately for a link to activate it.
3.   Share your new CrowdRaiser with your family and friends by email, Facebook, twitter or Instagram. Don't be frightened to use the #GivingTuesday hashtag!

Thanks in advance,

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Social media

Purpose: Social media is a key part of #GivingTuesday communications. It's also one the of the best ways to engage your donors and community, and to share your organisation's mission and values. Specifically, you want to spread the word of your request for donations on #GivingTuesday to your supporters.

Our advice:

- Go big on social media! This is the time to tweet, post, snap, share and do whatever you can to get your cause out there.
- Remember to use the hashtag #GivingTuesday in your messages in general to show you are part of the movement.
- For those that are just beginning to use social media, there is support in Australia for #GivingTuesday, who can be contacted via givingtuesday@connectingup.org. They want to hear your story and to promote it to their network.

Suggested posts:

Posts should be a mixture of the #GivingTuesday movement, as well as your own request for funding. Here are some examples which you can use at different stages of your own campaign:

Twitter:

- #GivingTuesday is soon! Support the community groups of Australia by donating, volunteering, advocating on the 27th of November. #GivingTuesday @GiveNowNews
- Make a difference this #GivingTuesday on the 27th of November by joining [Org Name] raise funds. Create your CrowdRaiser for [Cause Name] #GivingTuesday @GiveNowNews
- Tomorrow/today is #GivingTuesday! Support us by donating now at (insert link to GiveNow Cause) #GivingTuesday @GiveNowNews

Facebook:

- Join the worldwide #GivingTuesday movement and help redefine the giving spirit! Visit www.givingtuesday.org.au to learn how to make a difference"
- Join the worldwide #GivingTuesday movement and help redefine the giving spirit! You can donate (include link to your cause), fundraise, volunteer or

advocate for us.
- Tomorrow/today is #GivingTuesday! Support us by donating now at (insert link to GiveNow Cause) #GivingTuesday @GiveNowNews

Instagram: Post your images (or video) of your community and the work you do with them. Remember to use the hashtag #GivingTuesday

Images and resources

There are a number of images and logos you can freely use in your own promotions of this global movement.

You can download copies of each of the resources below, from http://bit.ly/GTGN_resources.