Leveraging Giving Moments

Who am I?

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India Partnerships Advisor - GivingTuesday | Nonprofit Consultant

Cheerleader for Generosity

Agenda

- **What are Giving Moments? (10 mins)**
- **Getting ready for upcoming giving moments (70 mins)**
  - Setting goals and planning
  - Crafting your ask
  - Network mapping
  - Planning your communication calendar
- **Tips on leveraging giving moments (20 mins)**
- **Q&A (20 mins)**

What are Giving Moments?

GIVING TUESDAY

GIVING TUESDAY

Shared Giving Moments

GIVING TUESDAY

Shared Giving Moments

84% of those aware report GivingTuesday inspired them to be more giving.

52% said they donate on GivingTuesday to be a part of a bigger group of people doing good.

GIVING TUESDAY

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

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

Our Vision:

GivingTuesday reimagines a world built upon shared humanity & radical generosity

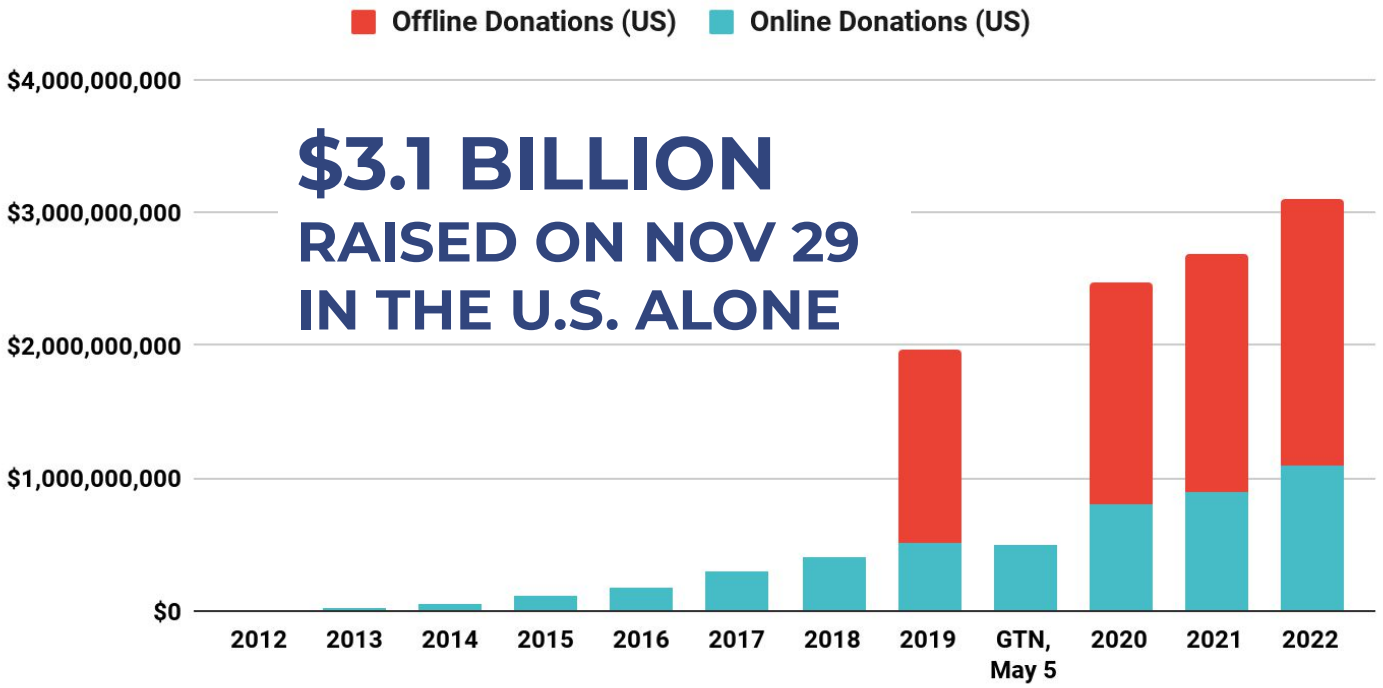
Giving Moments this festive season

Giving Moments

GIVING TUESDAY

Driving giving:

money,
time,
goods,
activism



Total Giving in the U.S.

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

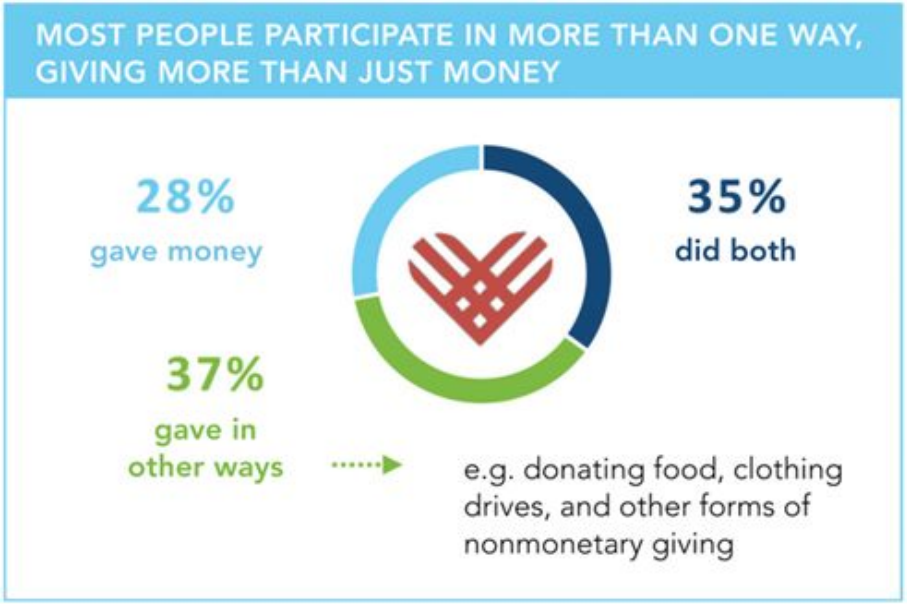
Sparking innovation

82% of participating organizations use GivingTuesday to experiment or try something new

GIVING TUESDAY

What we've seen work with Giving moments

What We've Learned about Giving



Generous people are generous.

People want multiple ways to connect with causes.

Giving ONLY money is smallest group.

2022: What we know

- Givers relate to causes not organization
- People give with heart rather than head
- Givers need simple ways...but engage them on their terms not just ours to build relationships

An Abundance Mindset

Creating your campaign for an upcoming giving moment.

GIVING TUESDAY

Use **Campaigns** to Maintain Engagement

Raising a specific amount of money | specific project/need | specific timeline

What makes a campaign successful?

- Sense of urgency
- Clear goals
- Deadlines
- Relatability
- Incentives

Setting goals

STEP 1

What are you hoping to get out of an upcoming giving moment?

What are your goals?

SMART
is an acronym

Specific
Measurable
Aspirational
Relevant
Time-Bound

INITIAL GOAL

Raise money for our project.

SMART GOAL

Raise Rs.5,00,000 to purchase 200 chairs for a classroom by Dec 31, 2023.

Engage our volunteer network to raise Rs.10,00,000 from 100 donors between Oct 1 and Nov 28, 2023.

Campaign Goals (broad goals)	Campaign objectives (SMART goals)	How we will do this? (activities)	How we will measure success?
To raise funds for our after school program	To raise Rs.10,00,000 in 3 weeks from 70 donors	• Email and call past supporters • Host a movie night • Prepare donation options that volunteers can present	• Amount of money raised • Total number of donors
To increase our individual supporter base	To gain 300 new donors by Diwali	• Engage "fundraising advocates" to reach out to their friends • Host events open to public and encourage newcomers	• Number of new donors
Increase number of volunteers	To activate 100 new volunteers in our after school program during the festive season	• Engage with existing volunteer network to run a bring your friend along event • Write to existing database of donors to engage them non-financially	• Number of new volunteers
To improve our skills in online fundraising	• Raise x% more money online than last year. • Increase team's confidence in online fundraising. • Collect data on what is working and what isn't	• Attend Fundraising trainings • Create/update online giving page • Have an after action analysis plan	• Completed training homework • Amount of money raised • A summary of what has worked and what hasn't + remedial steps for next year

ACTIVITY

What is your SMART goal?

Take time to plan

STEP 2

SUB-GOAL	ACTIVITY	PERSON RESPONSIBLE	TIMELINE
RAISE Rs. 3 LAKHS FROM 5 HNI DONORS	• Reach out to 10 past donors over phone • Create specialized emailer • Have cheque collection facility arranged | Send link for online payment	Leela	NOV 1 - NOV 28
RAISE RS. 3 LAKHS FROM DIASPORA DONORS ON GIVINGTUESDAY	• Segment donor database to identify diaspora donors. • Create specialized emailer • Get payment gateway for international donation set up	Usha	NOV 20 - 28
RAISE 2 LAKHS BY CONVERTING HUNDRED RS.1000 DONORS TO RS.2000 DONORS	• Look through old database of past donors • Create emailers requesting for Rs.2000 • Follow up emails	Karthik	NOV 28 - DEC 31
RAISE RS. 5 LAKHS FROM 5 ADVOCATES RAISING RS.1 LAKH EACH	• Reach out to 5 volunteers/staff who could be potential advocates • Create communication collateral for them	Leela	NOV 1 - NOV 28
RAISE RS.50,000 FROM FIRST TIME DONORS THROUGH SOCIAL MEDIA	• Post on Instagram and Facebook daily for 1 month • Stick to campaign theme • Increase engagement and click rate	Nargis	NOV 1 - NOV 28

ACTIVITY

Take time to plan your campaign!

1. What are your sub-goals?
2. What tasks/actions might you undertake to reach this goal?
3. When would you do these tasks/activities?
4. Who in your team would do them?

Get your story straight!

STEP 3

4.2

seconds

The amount of time most donors review a page before deciding whether to donate.

Specific Action-Oriented Title

Education | *India* | Project #27902

Educate Forty Village Children in Bodhgaya, India

by **Kusala Projects Inc.**

$40,411 raised of $50,000 goal

540 donations **$9,589** to go

DONATE NOW

Donate once | Donate monthly

$10 USD — buys a warm sweater & muffler for one student (Bodhgaya winters are very cold)

$11 USD — provides a meal for 40 students

ng

Specific Action-Oriented Title

give

Find Fundraisers | INR(₹) | Login

Help 400 abandoned grandparents fight hunger and receive medical care. Donate now

Campaign by Share and Care Children's Welfare Society TAX BENEFITS AVAILABLE

₹49,77,062
Raised of ₹60L goal

3506
Supporters

4
Days Left

Give Now

Share

1791 shares! Every share counts.

V Vishal Shah
$251 • RECENT DONOR

Amitabh Garg

Close-Up High-Resolution Photos

- ✓ Positive and empowering imagery
- ✓ Image focus on one individual (or small group)
- ✓ Focal point engaging with the audience

Project description

- Keep it short
- 4 clear paragraphs – summary, challenge, solution and long-term impact
- Summary is key!
- 500 words max per paragraph

Easy to Understand, Jargon-Free Project Summary

Summary

Many women in rural India suffer violence and harassment at the hands of their families. There is a dire need to provide shelter for women who receive no support. Since 2004, Seva Mandir has been running a shelter home for women mainly from Udaipur district (though also for women from all over India) who have suffered abuse. The Shelter offers support and rehabilitation , counselling services, legal aid, medical and psychological care (at home or in hospital), skills development, and more.

Rely on your crowd

STEP 4

Consider this

Crowdfunding/community based resource mobilisation isn't just about finding a **new crowd/new community**,

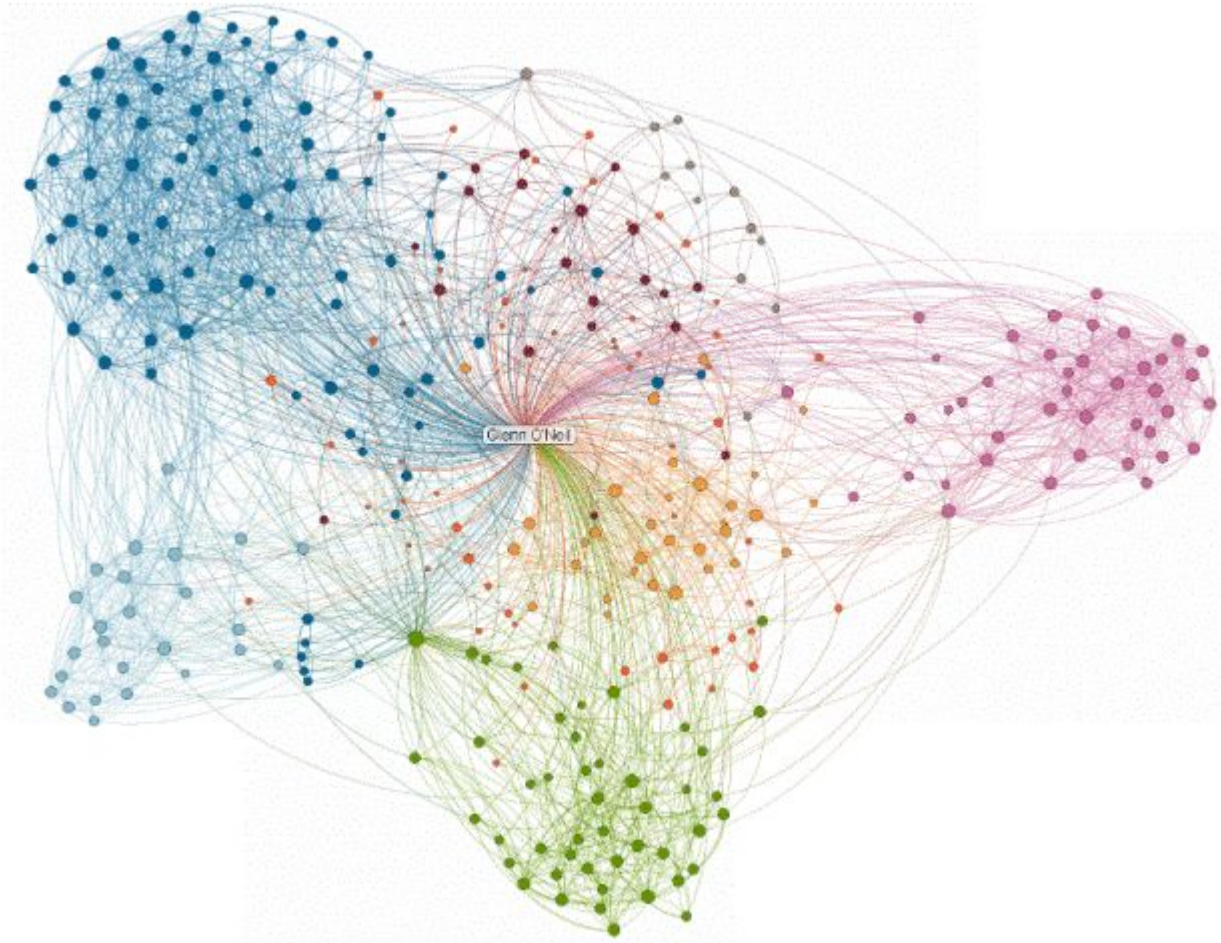
It is about getting **your crowd to work for you!**

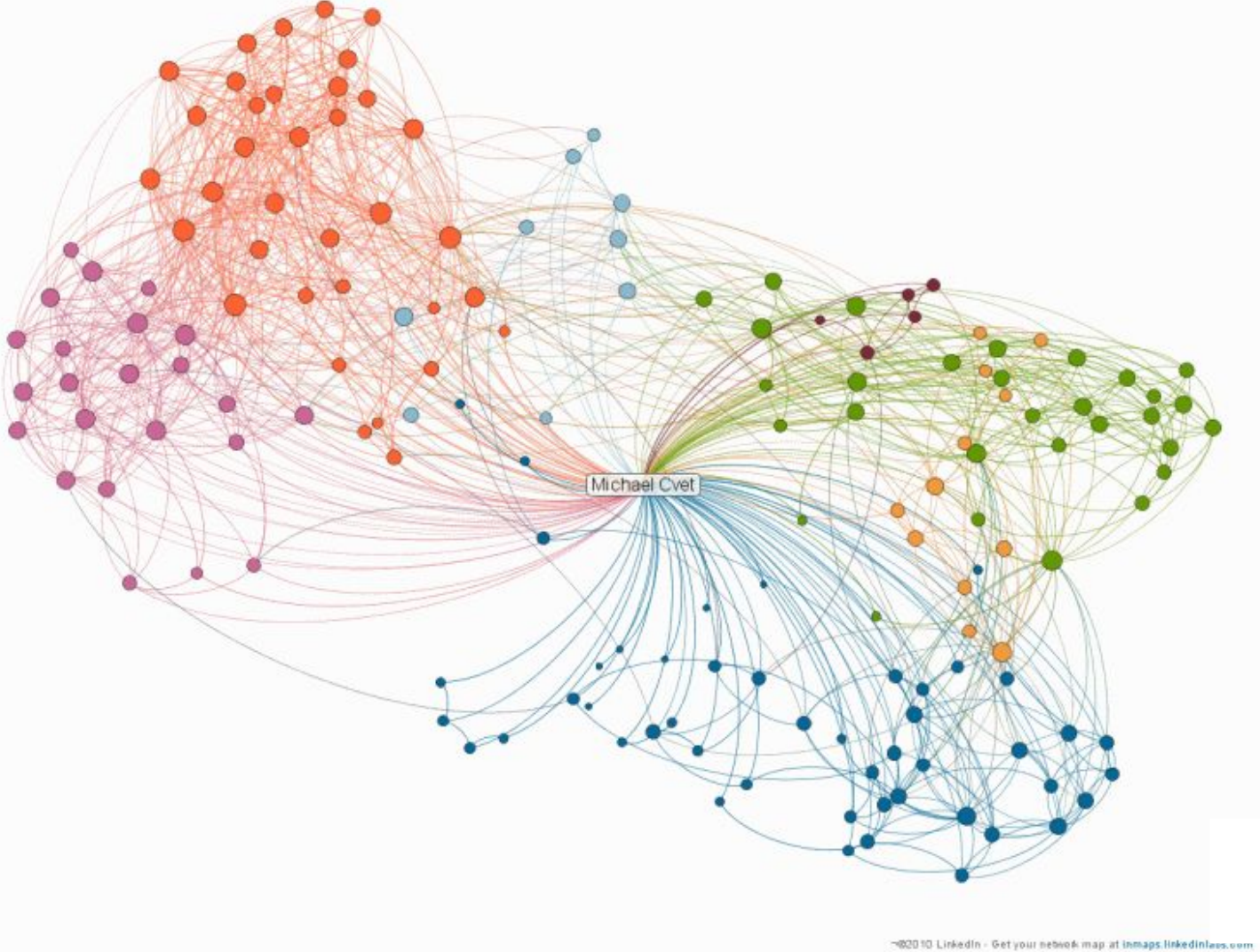
Network

A group or system of interconnected people

Network Mapping

A visualization of your connections in an effort to grow your base of supporters

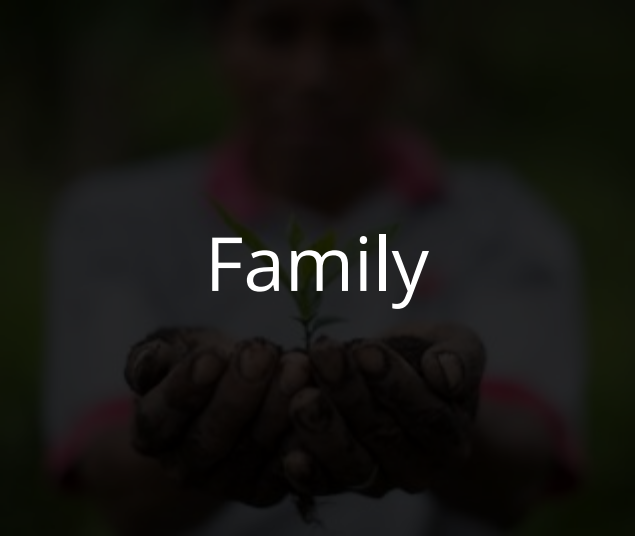

Glenn O'Neil

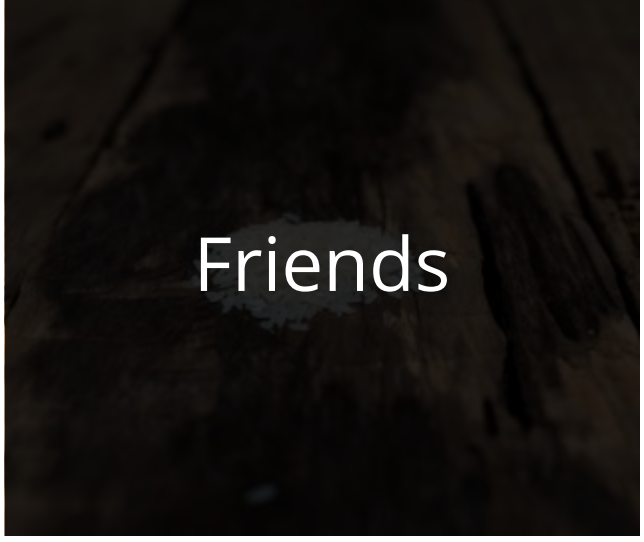

Michael Cvet
©2010 LinkedIn - Get your network map at inmaps.linkedinlabs.com

Identify who is in Your Crowd?

(Hint: It’s MORE than you think!)

(And everyone’s will look different!)


Family


Friends

Colleagues

Neighbors

Community
Leaders

Previous Donors

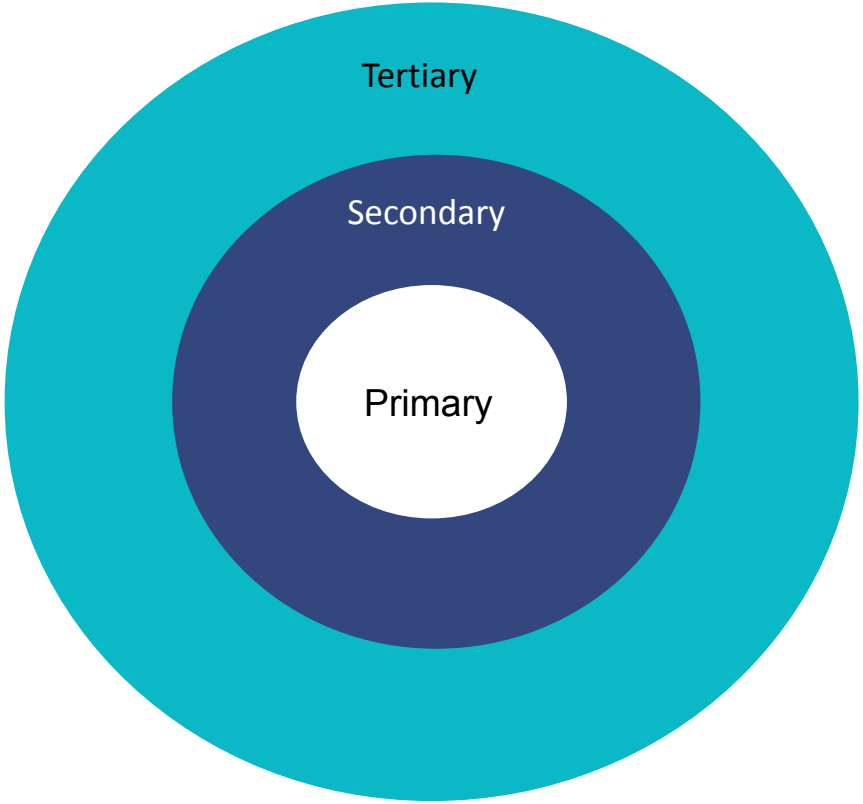
Your network is bigger than you think

- Board members
- Local business owners
- Indian diaspora communities
- Leaders in the sector
- Alumni
- Far flung folks
- Religious institutions

Primary = Your friends, current staff, current board members, volunteers,former employees, current donors, corporate supporters.

Secondary = Friends of friends, volunteer's network, Board members' network.

Tertiary = Instagram influencers, community figures, community foundations, Diaspora networks, local businesses, friends of friends of friends.



Network Map

Key I = Influence | P = Passion | $ = Cash | T = Time | C = Contacts | E = Expertise

Companies

Example: Mark Smith, RPI Corporation, $

Individuals

Example: Lea Wang, P

Media

Example: Sue Pete, CNN, C

Board Members

Example: Amrita Singh, I

Volunteers

Example: Marten Lemma, T

Government Representatives

Example: Yani Jones, City Council, I

Constituents

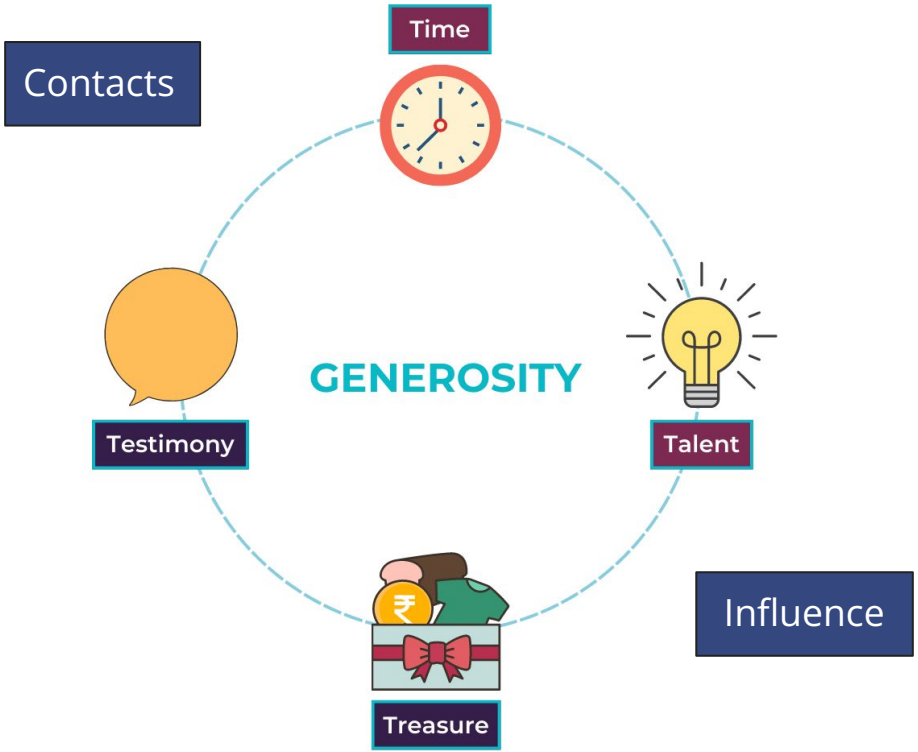
Example: Lawrence Halle, E

Foundations

Example: Sara Paul, Paul Family Foundation, $

Not everyone in your network/crowd will be a donor

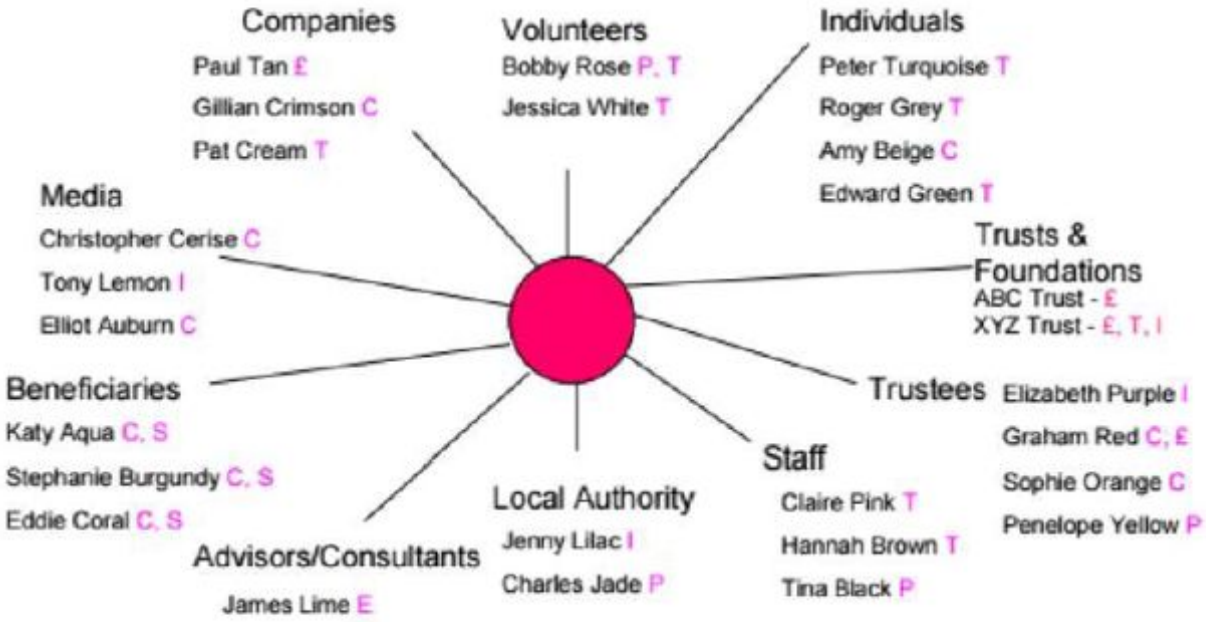
And that's OK.



NEXT STEPS

Part 1: Map your crowd

1. Identify 5 networks to which you belong
2. Write down 5 members of each network



http://www.thefsi.org/

GIVERS

Prospective and current supporter

GETTERS

Advocates for your project

Who are the **Getters in your Crowd?**

People who can join your campaign/team as champions for your cause

An ideal fundraising champion **[getter]** will...

Have a large network
Have the time to commit
Be passionate about your cause
Be an ambassador for your cause and know your story

Age does not matter
Location does not matter

So then what is **your job?**

- BUILD TRUST!
- Help them set goals
- Do the crowd mapping activity with them
- Make the process easy for them
- Provide templates and drafts of emails/social media posts
- Follow up regularly
- **SAY THANK YOU - A LOT!**

NEXT STEPS

Part 2: Find your advocates - your Getters!

1. Identify 5 networks to which you below
2. Write down 5 members of each network
3. Now lets assign them qualities based on what you know about them – Influence, Things, Money Contacts, Time, Influence, Talent.
4. From your 25 contacts, identify 5 potential fundraising advocates

Crafting your ask!

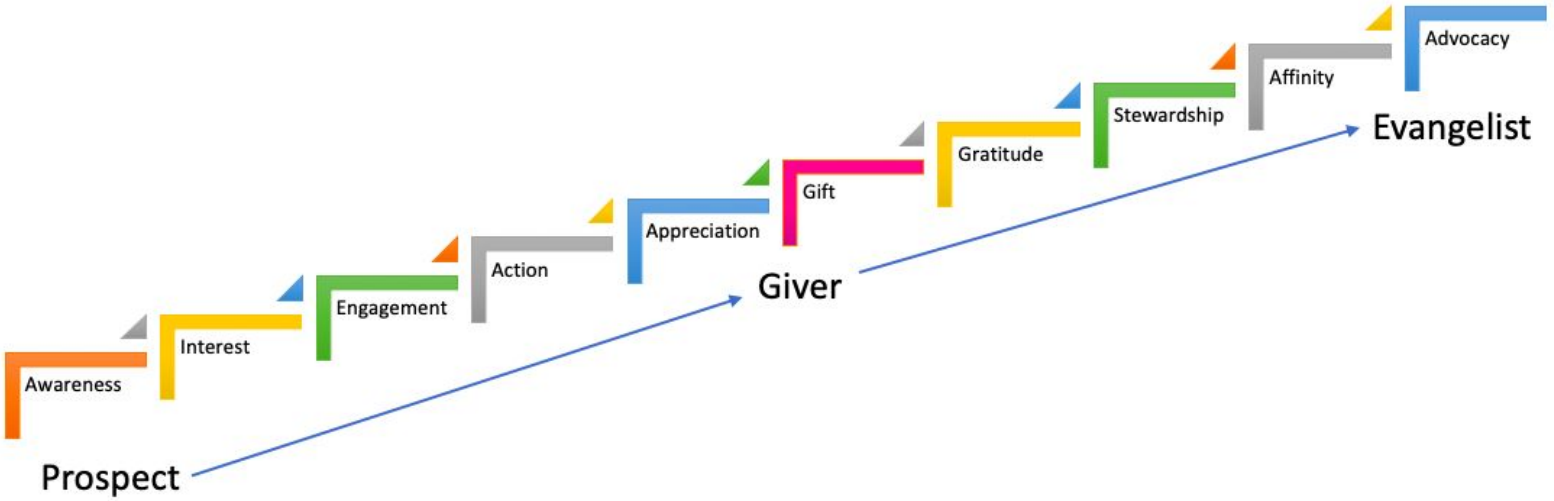
PHASE I:

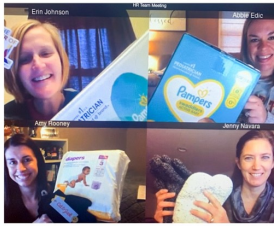
GETTER OUTREACH

PHASE II:

GIVER OUTREACH

Meet your audience where they are





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What we've learned: Great Campaigns

Relevance: Why your work matters in the current moment

Authenticity: Examples of the challenge/ how you're responding

Urgency: We can't do it without you (now)

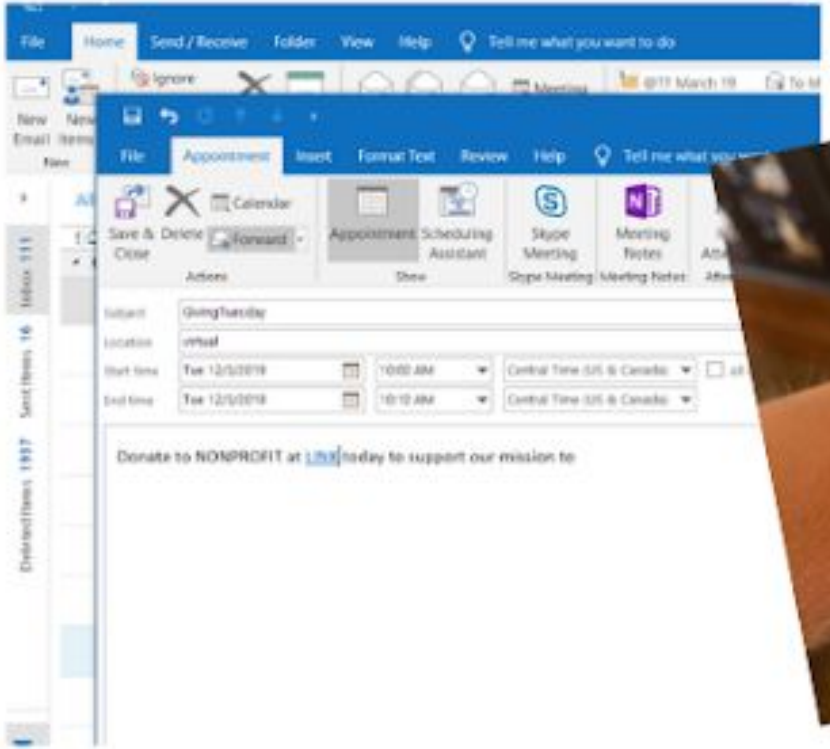
Creativity: Standing out to show your unique value

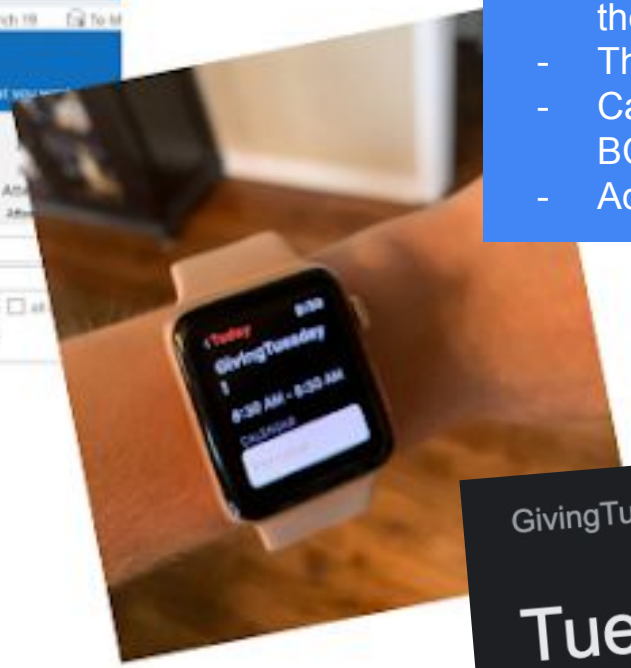
Do Not Sleep on Email!

Sample calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Campaign Starts: **Send Email #1**	Whatsapp broadcast	**Facebook + Twitter Post**		**Facebook + Twitter Post**	
	Facebook + Twitter Post	**Send Email #2**	Whatsapp update	**Facebook + Twitter Post**	**Champion check ins**	**Fundraising Event**
	HNI Donor phone calls	**Facebook + Twitter Post**	**Send Email #3**	**Facebook + Twitter Post**	**Champion check ins** **HNI Donor phone calls**	Update donors
	Facebook + Twitter Post	**Facebook + Twitter Post**	**Send Email #4**	**Facebook + Twitter Post**	**Campaign Ends:** **Send Email #5** **Champion check ins**	Thank you notes

The Secret to GivingTuesday



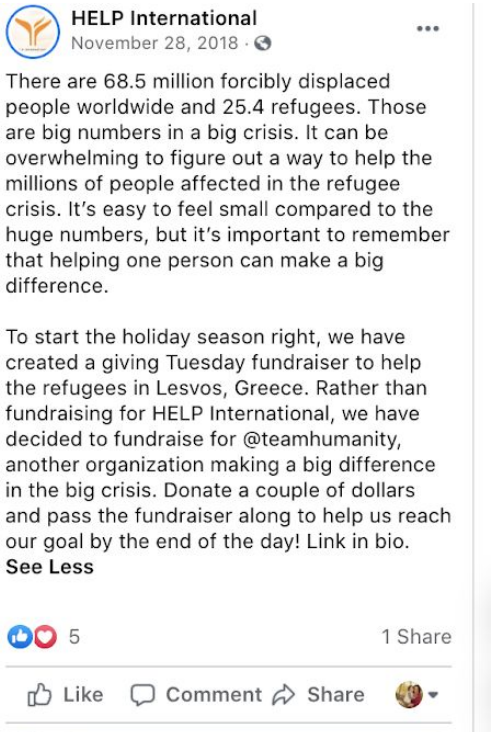


- Reinforces urgency
- Sends a push notification on their phone/watch
- The calendar as a to-do list
- Can use Outlook or Google but BCC invitees
- AddEvent or Calndr.link

GivingTuesday / Date (2023)

Tue, 28 Nov, 2023

Creative ways in which nonprofits have leveraged GivingTuesday



- Collaboration for the win
- Fundraise for/volunteer with another cause
- Host a Thank-a-thon
- Host a challenge with your ambassadors
- Use GivingTuesday as the launch or grand finale of a campaign

Data and learning

Simple ways to learn through data

Set measurable goals and measure it

Organise an ‘After Action Review’ with your team

Add new donors to your database / segment your donors

Anything else?

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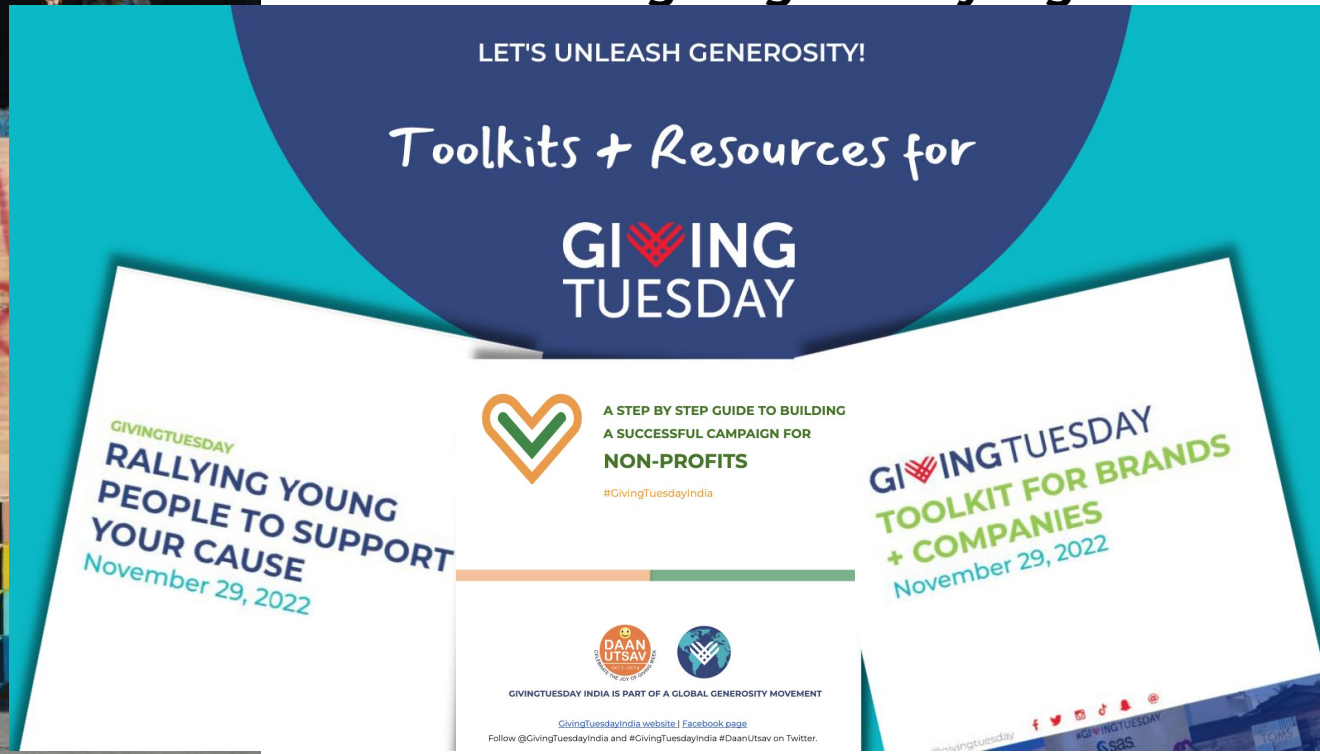
Resources FOR ALL!

www.givingtuesday.org



Are you ready?

1

You have a champion.

You? A board member? A volunteer?

2

You've set some goals.

New donors? Expanded mailing list? Recurring donors? New advocates?

3

You can build a team.

Start with your immediate connection to reach "The crowd"

4

You are willing to try new things (and learn from what doesn't work)!

Can start slowly but pay huge dividends in the long run.

Pick a Great Platform

1)Tools and Features

2)Fee Structure

3)Ongoing Fundraising vs. One-Time Campaign

4)Tax Advantages

5)Reputation, Brand Recognition, & Vetting

6)Reach

7)**The Bigger Picture**

Ketto

gocrowdera
.com

danamojo
experience the magic of giving

Milaap

FUEL A DREAM
THE CROWDFUNDING PLATFORM

IMPACTGURU.COM

give
INDIA

Thank You!

kavita@givingtuesday.org

Human generosity is vast in scale and extraordinarily diverse in its scope. Giving is an important part of every community, and most people of all ages and economic status all around the world regularly and willingly participate in the giving ecosystem.

GivingTuesday Lookback Report 2022