

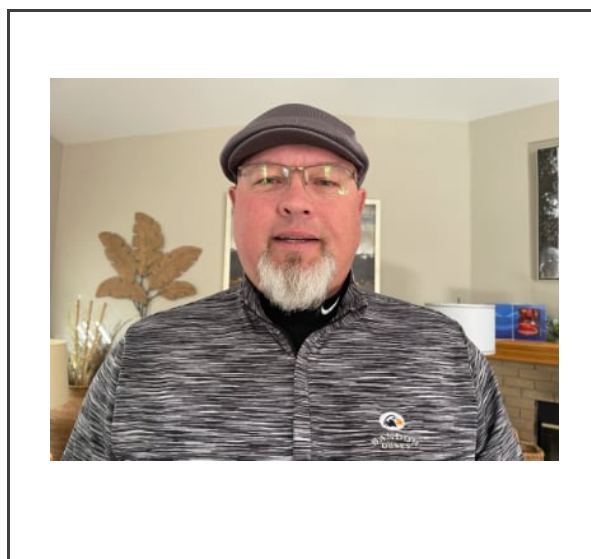


Weekly Tip
September 18-22, 2023

MULTIPLY 417

Passion: The Bridge between People and Purpose

Giving Tuesday is 75 Days away. Are you ready? Part 1



Getting Ready for Giving Tuesday

1.- Set your goals for \$'s and participation #'s, NOW!

Maybe you have already done this because it is in your budget. But sit down with your Board, or your leadership team and evaluate (again?) what you really want to accomplish. Make sure your plan or strategy is truly aligned with both of these goals or at a minimum at least take both of them into consideration. **Remember**, Giving Tuesday is an incredible opportunity for NEW donor acquisition (#), in addition to the obvious potential to raise more funds (\$).

2.- Start sharing the brand & "hinting" at your story, your campaign, & your goals, NOW!

Do you like going to the movies and watching the trailers? Do you know how much money they spend on those? Most of them are no longer just clips straight from the movie reel, but instead, they are specifically crafted vignettes meant to whet your appetite for the real thing.

So how will you give your readers a sneak preview, quick look, brief glance at what is coming? Whet their appetite! Yes, this might even be called a tease, in the best sense of the word and concept.

3.- Make sure materials, GIVING PAGE, and social media elements are ready to go, NOW!

You MUST have a dedicated landing page and giving page specifically tied to your GT campaign. Why? Cognitive Alignment! Not sure what that is? Click on the email me button below and just ask.

Get all printed (analog) materials written and designed well in advance. Make sure all e-materials are ready to go for email, web, and social media channels.

4.- Do a "sharing" campaign, NOW!

One aspect of the strength of social media is the SHARE button. Sure your organization's Facebook page has 1500 followers. But do the math, if each of them averages 400 friends (the Facebook norm), that means a potential audience of $1500 \times 400 = 600,000$ views. Create an entire campaign, NOW, whose sole purpose is to get people to agree to share your GT Facebook, X, Instagram, and LinkedIn posts with their connections/followers/circle of influence.

Blessings,

Rick

P.S. More get-ready Giving Tuesday tips, next week!

[Email me and let me help!](#)

[Want more tips? Check out my website](#)

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

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