

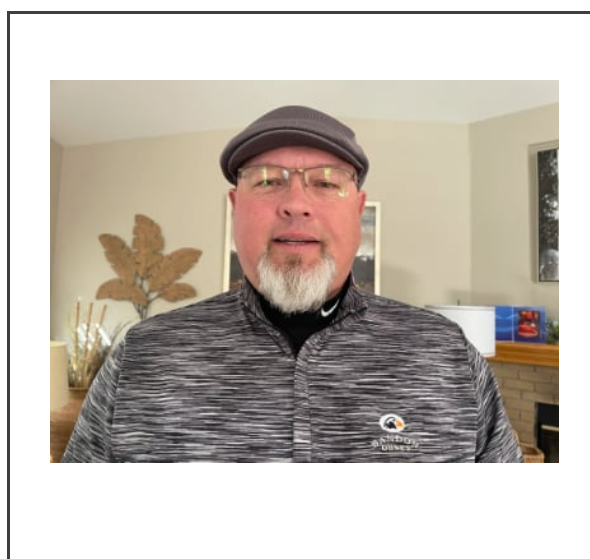


MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip
October 2-6, 2023

Giving Tuesday is 53 Days away. Wrap-up Part 3



Getting Ready for Giving Tuesday (GT)

Here are some final thoughts and/or ideas as you get prepped and ready for your Giving Tuesday (and End of Year) campaign.

1.- Create Separation

Seriously, I know you love your work, but why should a donor love it and more importantly give to it? Remember some of our previous tips talking about your **Value Proposition (VP)**? Pull those thoughts and phrases back to the forefront and make sure you answer them. Giving Tuesday literally has become a global phenomenon. How will you clarify the "distinctiveness" of your mission, solutions, and impact/results?

2.- Gratitude and Updates

As critical as all of the previous tips are; what stories to use, how to tell them, effective branding, etc., **DO NOT FORGET TO SHARE THE RESULTS AND PROFUSELY THANK ALL WHO GAVE.** In fact, if you aren't already worn out, think about a gratitude (thank you) strategy that involves more than just one communication piece.

When I use the word "results" from the previous paragraph, I'm primarily talking about the financial results, but do not ever let those \$\$'s get detached from mission goals.

"Because we were able to raise our goal of \$200,000, we will be able to "fill in the blanks here of the great stuff your ministry did/will accomplish"!

3.- Order your End of Year Gifts now!

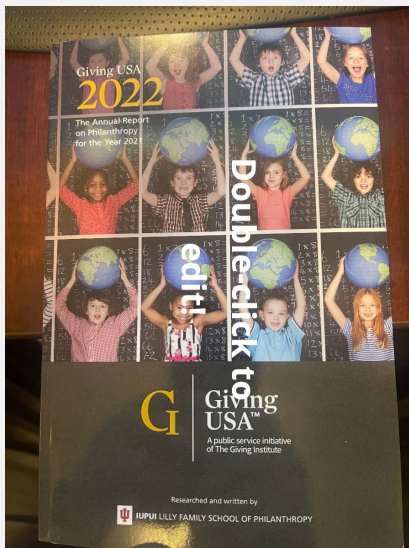
Per your giving partner's "culture" and your organization's style, plan your end-of-year gift purchase now. Some branded or even customized items, especially if you want good pricing, take time to order and have shipped to you. Depending on budgeting issues, you should have a reasonable gift for every board member and at least every major donor.

In an ideal scenario, parallel to your GT and EOY campaign, you will hand-deliver these gifts to each individual. These deliveries can be "on the fly", or as a basis for arranging the appointment. Don't do a bait and switch, but if properly worded and handled, you might be able to combine the purpose of an appointment like this to be both a thank you (dropping off the gift) and also an update on your GT-EOY goal, including (possibly) inquiring if they plan or hope to be involved.

Blessings,

Rick

P.S. Tips coming soon: Boomers, Gen Y, Millenials, and Gen Z. How do generational differences affect our fundraising strategy?



Giving USA 2022 Annual Report

I ended up with an extra one of these books. The membership for Giving USA is \$140, so I guess that makes the value of this book \$140. Want it?

Let me know by email, text, or phone. I'm making a list.

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

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

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