

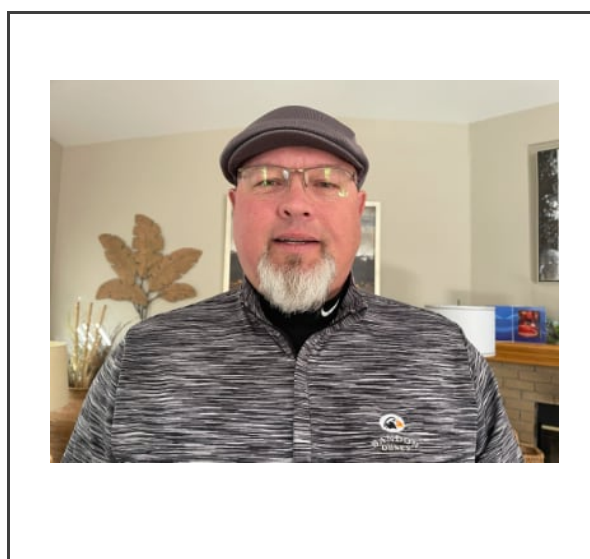


# MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip  
September 25-29, 2023

## Giving Tuesday is 63 Days away. Are you ready? Part 2



### Getting Ready for Giving Tuesday (GT)

As I mentioned last week, on average non-profits receive upwards of 30% of their donations between GT and End of Year. Being well-prepared is critical and in addition to the tips from last week, here are a few more thoughts about getting ready.

\*Note - none of these are rocket science, but it is amazing how steps or pointers like these are not in the wheelhouse of a lot of Executive Directors/Development officers.

There are many factors that drive **end-of-year donations** including; a donor's desire to help others during the holidays, the desire to feel like they are making a difference, and to take advantage of charitable deductions allowable by law. A strategic year-end giving campaign can help you take advantage of this surge in partner investments and reach your annual fundraising goal.

### 1. Find A Matching Gift

The idea that I can have an impact is a substantial motivational factor in people's giving and generosity. Now you double or triple that impact when you can legitimately tell them that for every \$1 they give, they create \$2 of impact (or whatever % parameters work with the details of your match) and you've implemented a very successful strategy.

Of course, that motivation works with the ask of the matching gift as well and you should make sure and include it in your letter and/or potential follow-up appointment.

But do not forget the other great and unique motivating factor for giving a matching gift. It helps call people to action on behalf of the mission. It empowers and helps lift others up to greater generosity. "Sure, I want to give my money, but wow, I actually get to have a substantial role in calling others to do the same".

## 2. Brand Your Giving Campaign

Yes, it is GT don't lose that, but you may still want to add your own theme, slogan, bumper sticker, etc., to the mix. Good branding can help to create motivation, inspiration, and clarity as to how their gifts will have an impact. Honestly for me, sometimes the word brand starts to seem a bit over the top when I'm just meaning a theme, concept, or direction.

But regardless of what term or concept you use, make sure and stick with it, such as; printed material, web pages, and social media posts. Everything needs to be aligned to your "brand" or in this instance "sub-brand" for this event or communication series.

If you need help with branding ideas call me and if you do, I'll gladly help. But honestly what you need are three creative people in a room who know your ministry. Just make sure to include lots of caffeine, whiteboards, lots of black Sharpies, and a minimum of 60-90 minutes (or more).

## 3. Make Sure and Plan for a Strong Social Media Presence.

The very reason Giving Tuesday has reached the degree of impact it has is as a result of social media. I just don't think the old days of print-only and good old USPS would have begun to create the reach that social media has allowed.

So, make sure you plan out your social media strategy well. Which channels make the most sense for you to use? What is the best (meaning most effective) way to share your goal and create the opportunity for a response from readers (i.e. click-throughs, or conversions)? Don't assume you have to hit every channel. So be wise about which ones tend to be where your current partners exist since that's likely a demographic where you will find more partners.

Keep in mind social media conversion is usually a three to four-step conversion process and isn't usually as direct to a gift conversion as other types of strategies. That's okay, just keep in mind what those steps are and what your expectations or metrics are for each of those steps (how many new emails did we capture, how many shares did we get, how many click-throughs to our web page did we get?). All of those become legitimate numbers or set goals for, to track, and then analyze if they lead to new or increased gifts.

## 4. A Solid Giving Tuesday Campaign is More than Just One Communication Piece.

Create a series around GT that prepares people for GT, makes the ask (two asks on GT day), reports the results, and communicates gratitude.

## 5. Don't Think of Giving Tuesday as just One Hill to Climb.

Think of Giving Tuesday as the start of your end-of-year campaign. Whether your GT monetary goal is a portion of your bigger end-of-year goal or the entire goal, consider making GT just the start of an even more detailed and aggressive plan to reach your real target, vision, gap, and financial goal.

FYI, I have a very detailed email and written communication series (as many as 16 pieces if you are that aggressive) I'd love to help you with, if you are interested. Just click the email button below and let me know when we can connect.

Blessings,

Rick

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

# Giving USA 2023 Annual Giving Report

Giving USA has finally released its huge 2023 Annual Report, detailing massive amounts of data related to non-profit giving. For example, 2021 was the first year ever where all charitable giving exceeded \$.5 trillion. Whereas 2022 saw a drop back to \$499.33 billion.

I will be facilitating a Zoom "webinar" focused on discussing the trends in the report that may have the most impact of effective on the small to mid-size Christian non-profit (under \$10M).

If you are interested in joining the discussion just let me know by email. The date and time will be set once I have heard back from attendees as to the best options.

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