



November 29, 2016

#GivingTuesdayNM

Together we can do more

2016 Participant Toolkit



#GivingTuesdayNM Timeline

July-August: Ready, set, plan!

- Have a staff meeting and select the team that will work on your #GivingTuesdayNM campaign.
- Assign roles and start floating ideas for how your organization can get involved. If you need inspiration, check out our ideas and case studies to see what other organizations have done in the past.
- Set a goal. Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- Find a match. There can be a lot of success with matching campaigns. Start as early as you can with your outreach.
- Decide how you will track and evaluate activity on November 29th. Find a staff member to oversee this process at your nonprofit. This person may be the contact person for the #GivingTuesdayNM coalition.
 - Online donations
 - Social media activity

September

- Share your plan and goal with a staff or community launch party, and start spreading the word about your plans for #GivingTuesdayNM on social media.
- Share your story. Write a news article about your campaign and share it on the [Center for Nonprofit Excellence website](#).
- Schedule regular social media posts and send a newsletter or e-blast to make sure your constituents have November 29th marked on their calendars.
- Have fun on social media!
 - Post often, use the hashtag #GivingTuesdayNM, and get creative.
 - Use the #GivingTuesdayNM logo freely!
 - [\(1000px - turquoise\)](#) [\(200px - turquoise\)](#) [\(500px - red\)](#)

October

- Decide if you are going to [use @Pay on #GivingTuesdayNM and sign up](#).
- Schedule regular social media posts (2-3 times a week or more) to talk about your #GivingTuesdayNM campaign.
- Use the #UNselfie hashtag to talk about how you are giving and why.
 - [Use the #GivingTuesdayNM customized #UnSelfie sign](#).
- The week of October 24th, send “one month to go” emails, newsletters, social media messages to make sure your board and staff know we are in the final countdown to #GivingTuesdayNM.
- Think about planning an in-person event or celebration on November 29th.
- Finalize your tracking and evaluation activities.



#GivingTuesdayNM Timeline

November

- Decide who will be dedicating time to social media activities at your organization.
 - Tool for creating professional-looking social media images is www.canva.com.
- Go big on social media!
 - Tweet, post, share and whatever else you can – get your campaign out there!
 - Tag #GivingTuesdayNM in ALL your social media posts so that the coalition can share, favorite, like and retweet you.
- Get your donation tracking system ready.
 - Sample spreadsheet available at www.GivingTuesdayNM.org.
- Check your donate link!!**
 - Make sure it works.
 - Make sure it's prominent on your homepage.
 - NOTE: if you use PayPal, your homepage should have a donate button that is prominent and/or a donate page where the link is available.
 - PayPal links are often time-limited which means if you share a PayPal link, it will “die” after a few minutes and donors will be unable to make their gift.
 - If you use PayPal, promote the donate page on your website or your homepage where the donate button is prominent.
 - Send the link you want promoted to the [#GivingTuesdayNM co-directors](#) by November 28th.
- November 28th:** Send the link you want promoted to the [#GivingTuesdayNM co-directors](#)
- November 29th: #GivingTuesdayNM!**
 - **Flood social media!**
 - Post updates to your goals.
 - Like, comment and share other #GivingTuesdayNM posts.
 - Have fun with it. Be creative. Use the hashtag.
 - **Track your donations** – cash, check, online, UW and Community Foundation - ask donors to inform you if they are contributing offline or give via UW or CF.
- November 30th**
 - Say thank you on social media and tag with #GratefulWednesday.
 - Tally your donations

December

- December 2nd:** Report totals (\$ raised and # of donations) to [#GivingTuesdayNM co-directors](#)
- Say thank you to your staff, donors, volunteers, partners, faculty and community.
- Leverage the momentum from #GivingTuesdayNM to boost your end-of-year campaign.



#GivingTuesdayNM

Ideas for Nonprofits

- **Get matching grants.**
 - Many donors work at companies that will match donations made by their employees. Encourage your donors to submit matching gift requests.
 - Ask a board member or sponsor to put up a matching gift. You can use this to incentivize new or larger donations or to kick off your end-of-year campaign.
- **Solicit a local business.**
 - Some ideas for how a business can give back:
 - Donate a percentage of proceeds from the day's total sales.
 - Donate proceeds from the sales of a particular item.
 - Host your organization on #GivingTuesdayNM for a fundraising event.
 - Their staff can do a volunteer project with your organization.
 - Their staff can collectively contribute to your organization.
 - Let us know if you secure a partnership with a local business so we can promote on www.GivingTuesdayNM.org and social media!
- **Make sure that your constituents know your nonprofit is part of this movement.**
 - Use social media to leverage your #GivingTuesdayNM campaign. Use the hashtag often on Twitter, Facebook and Instagram.
- **Integrate #GivingTuesdayNM into your end-of-year fundraising campaign.**
 - Use this day as an experiment/opportunity to try a new strategy to close end of year gifts.
- **Consider mobile or online giving.**
 - #GivingTuesdayNM is a great day to engage your online community and transform followers and fans into donors.
 - This year New Mexico-based technology company @Pay is partnering with #GivingTuesdayNM. @Pay is a gift processing platform that has been making it possible for hundreds of organizations to raise money easily via mobile, web, text and email. Learn more about @Pay and the benefits to the #GivingTuesdayNM coalition at www.GivingTuesdayNM.org.
- **Organize a volunteer project for your organization.**
 - Invite donors, employees and your neighbors to get together to celebrate giving by creating a day of service.
 - Obtain skilled volunteers through New Mexico Volunteer Connection.
- **Share your story!**
 - While #GivingTuesdayNM is doing press for the entire coalition, consider reaching out to media outlets to spread the word about your nonprofit.
 - Remember, we are leveraging the power of collaboration, so be sure to say that your nonprofit is part of the statewide coalition #GivingTuesdayNM!



#GivingTuesdayNM

Ideas for Schools

- **Launch a school-wide giving day.**
 - UNM launched #LobosGiveDay in 2015.
 - The University of Michigan has #GivingBlueDay, also launched in 2015.
- **Seek a matching grant.**
 - In 2015, New Mexico State University (NMSU) partnered with the Hunt Family Foundation on a matching campaign for scholarship funds. The one-day #GivingTuesday campaign added a total of \$5.7 million to the university's scholarship fund.
- **Utilize social media leading up to and on #GivingTuesdayNM.**
 - Encourage students to take action on November 29th by supporting a cause they care about.
- **Appoint #GivingTuesdayNM student ambassadors.**
 - They can help bring together existing groups to promote #GivingTuesdayNM on campus.
- **Host an on-campus volunteer fair on #GivingTuesdayNM** for student groups and potential nonprofit employers.
- **Announce a new fundraising initiative.**
 - For example, Northwood University used #GivingTuesday to announce their capital campaign.
- **Engage parents and alumni.**
 - For example, Arizona State University had great success by securing a matching grant from a proud mom.
- **Engage professors.**
 - Start a discussion about philanthropy and volunteerism, and what students would like to see more of on campus related to giving.
- **Present an award to a student leader on #GivingTuesdayNM.**
- **Contact your department dean and ask about pro bono projects for students.**



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Ideas for Grantmakers

Why Support #GivingTuesdayNM

- To assist grantees in gaining more support.
- To leverage opportunities to partner with grantees.
- To collaborate with other funders and community partners.
- Grantmakers have the power to speak with volume in the community; use your voice to promote philanthropy!

Ways for Grantmakers to Participate in #GivingTuesdayNM

- Sign up to stay informed about #GivingTuesdayNM at www.GivingTuesdayNM.org.
- Share information about #GivingTuesdayNM with your grantees.
- Encourage staff and trustees to participate in #GivingTuesdayNM.
- Share information about #GivingTuesdayNM with your local New Mexico community. Include information on your website, newsletter and social media.
- Encourage your grantees to participate in the coalition; share resources and ideas with them for running a great campaign.
- Announce surprise grants to existing or new grantees.
- Provide matching funds to grantees that raise money from sources outside of your grantmaking entity.
- Provide challenge grants to grantees for achieving particular strategic goals, like new or recurring donors.
- Provide monetary support for marketing efforts of the overall #GivingTuesdayNM coalition campaign.
- Community Foundations – plan a campaign to encourage new donations to your donor advised funds.
- Corporate funders – consider an employee volunteering day in addition to potential monetary giving and/or an employee matching campaign.
- Work with grantmaking partners to provide a community matching fund for #GivingTuesdayNM coalition participants.
- Share information about your efforts via a press release, your website and social media.
- Contribute to the growth of the #GivingTuesdayNM coalition by supporting its efforts through the [Center for Nonprofit Excellence](#).



#GivingTuesdayNM

Social Media Tips & Ideas

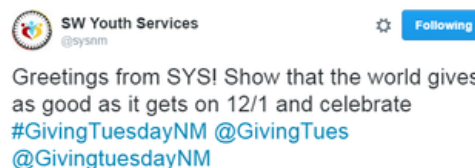
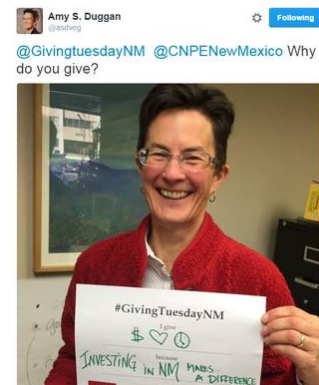
- **Schedule it!** Schedule out your giving reminders across all major platforms using HootSuite, Facebook scheduled posts, and your email scheduler. Try to analyze peak times your followers are active – we like FollowerWonk for analyzing followers on Twitter.
- **Blitz your message!** Have super supporters schedule tweets that say “I gave to @{YourCharity} #GivingTuesdayNM” for November 29th. ThunderClap is a great tool for this.
- **Matching Gifts are to #GivingTuesdayNM as deals are to #CyberMonday.** Create urgency by creating 24-48 hour period where donations will be matched. Use Double the Donation’s #GivingTuesday Matching Gift Pages for free.
- **Don’t cannibalize your holiday messaging.** This is just the start of the race – not the final sprint. Think about positioning this as participating in a social movement to combat the commercialism that has taken over one of best excuses to eat turkey with in-laws.
- **Test your Donate page.** This should happen well before #GivingTuesdayNM. We have had increases of 20% and higher for every page we have A/B Tested for our Whole Whale clients.
- **First Tuesday giving.** Offer an option for donors to repeat their donations on the first Tuesday of every month.
- **Be a part of the social media conversation.** Be hyperactive on social media and consider running ads in the afternoon 1-4pm when donation activity peaked on #GivingTuesday in 2013 (Blackbaud).
- **Prepare a landing page.** Promote your #GivingTuesdayNM campaign on your site’s home page, and across subpages so that all visitors will know about it. Create a focused giving page just for #GivingTuesdayNM and promote that exact page, don’t make people click to find your donate button please.
- **Say thanks!** Show a feed of Twitter users who have donated and try to thank each one that donates with #GivingTuesdayNM.
- **Make donations tangible.** Will the money go toward a new program or needed equipment? Giving transparency can help your story when getting ‘fence-sitters’ to convert.
- **Be unselfish with #UnSelfie.** Encourage your staff and donors and community partners to share their #UnSelfie on Twitter, FB, and Instagram. Ask them to use #GivingTuesdayNM and #UnSelfie in their posts. [Use this #GivingTuesdayNM customized #UnSelfie sign!](#)
- **Don’t stress about graphics.** If you don’t have a graphic designer and the idea of creating a slew of visual posts causes you stress, we have good news: your visual #GivingTuesdayNM posts don’t need to be professionally produced videos or images. In



fact, some of the most popular images you post on #GivingTuesdayNM could be quick shots you snap on your phone.

- However, a great tool for creating professional-looking social media images is www.canva.com.
- Here are a few ideas of great visual posts that will carry your message far:
 - Behind-the-scenes photos of your staff getting ready for #GivingTuesdayNM
 - Photos or video from an in-person event you hold on the day
 - A video collage of your supporters talking about why they give #unselfies of you and/or your supporters
- Bottom line, post on social media, post often, and make have fun with it!
- Don't forget to use the hashtag so we can find you!

#GivingTuesdayNM Social Media Examples





#GivingTuesdayNM

Sample Email Language

Challenge or Matching Grant Request

Dear _____,

We are excited to participate in #GivingTuesdayNM to help kick-start [ORGANIZATION NAME]'s giving season. This year #GivingTuesdayNM will be on Tuesday, November 29, 2016, and as you may be aware, is part of the global day of giving known as #GivingTuesday.

Last year was the first statewide initiative in New Mexico, and more than 100 nonprofits in 11 communities came together on #GivingTuesdayNM and raised close to \$300,000 for their work!

I am writing to ask for your help as we are thinking about strategies to leverage donations. Research shows that even a small matching or challenge grant makes a big difference with new, lapsed, and younger donor. Among our key goals on #GivingTuesdayNM is growing our base of constituents for our important work.

As a generous supporter, you know how important our work is to the community. Will you help us spur additional engagement and attract new supporters with a matching or challenge grant?

I would appreciate an opportunity to share with you our specific #GivingTuesdayNM goals that a matching gift would help us to achieve.

Thank you for being one a dedicated supporter. Your giving has a significant impact on our mission to [INSERT PHRASE ABOUT YOUR WORK]. I'll follow up with you to discuss this exciting campaign.

Thank you so much for your commitment to our work!

Sincerely,

[Your Name]

[Your Nonprofit]



#GivingTuesdayNM

Sample Email Language

Communicating participation in #GivingTuesdayNM

Dear _____,

This year, on Tuesday, November 29, 2016, [ORGANIZATION NAME] is participating in #GivingTuesdayNM, part of the global day of giving known as #GivingTuesday.

Last year was the first statewide initiative in New Mexico, and more than 100 nonprofits in 11 communities came together on #GivingTuesdayNM and raised close to \$300,000 for their work!

We are excited to be part of the #GivingTuesdayNM coalition this year and invite you to join the movement. You can help by letting your friends, family, and colleagues that #GivingTuesdayNM is coming on November 29.

Also, make sure to give on November 29. You can find the list of participating organizations at www.GivingTuesdayNM.org.

Here are some ideas for on helping to spread the word:

1. Let local elected officials, partner nonprofits, and small businesses know about #GivingTuesdayNM. Encourage them to sign up at www.GivingTuesdayNM.org.
2. Use the hashtag #GivingTuesdayNM to talk about the New Mexico nonprofits and causes you care about and support.

The best way to give back to the community in which we live is by coming together to support one another. This can be through dollars, time, or other ways that feels meaningful.

#GivingTuesdayNM is not about just one sector, cause, or community. #GivingTuesdayNM is about New Mexico. Together we can do more.

Thank you,

[Your Name]

[Your Nonprofit]