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# GivingTuesday and Beyond: Lessons for 2021





# Housekeeping

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**This is being recorded.** Our webinars are all recorded for future reference.

2

**This is very interactive!** Not only can you ask questions, answer polls, and use chat but you can message and connect with fellow attendees with similar interests as your organization. Let's network!

3

**Data is nice but what to do?** Too much of our industry focuses on shaming organizations for not paying attention to data. We're going to use the data to help inform practical strategy today.

4

**This deck is resource rich.** We wanted to ensure that practical questions and resources were provided on where to focus your efforts on in your 2021 planning.

# Welcome!

Introductions

Further Resources

GivingTuesday - What Happened?

How to think about 2021

Breakout Time!



Asha Curran (CEO - GivingTuesday)

This groundswell of giving reaffirms that generosity is universal and powerful, and that it acts as an antidote to fear, division, and isolation.

# Your guides today

Tim Sarrantonio

Director of Strategic Partnerships

- Started with NeonCRM in 2011
- Helped raise over \$3 million for various nonprofits
- Helped start two nonprofits
- Has done TEDx talks on the role of technology in philanthropy and re-envisioning galas
- Ran a GivingTuesday livestream fundraiser!
- Named NonprofitPRO's Technology Professional of the Year





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# GivingTuesday - what happened?

# GivingTuesday 2020

By all accounts, GivingTuesday this year was an absolute success and furthered the goals of the movement. GivingTuesday is not just about obtaining money but focuses on creating a focused moment around generosity, kindness, and support.

Some high level stats:

- 01 | Donors in the United States gave \$2.47 billion
- 02 | 34.8 million people participated, an increase of 29% from 2019
- 03 | Hundreds of campaigns were launched from 145 countries
- 04 | Revenue from 2020 showed an astounding 25% increase from 2019

SAVE THE DATE

## Together we give.

Whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts, and each means more when we give together.

### Did you know?

Neon One partner The Giving Block ran a campaign called Bitcoin Tuesday that generated over \$500,000 in crypto donations



# 2020 vs. 2019

In many ways, GivingTuesday validated some trends that Neon One was seeing throughout 2020 as a whole. All products running campaigns on the day saw healthy increases in online giving and average sized gifts also grew regardless of tender type.

A clear picture of engagement starts to form when reviewing the ways that donors give - no matter what, stewardship and treating donors as humans and not channels is key to overall growth in any revenue program.

Community Giving Days

**118%**

Revenue increase from 2019

CRM Campaigns

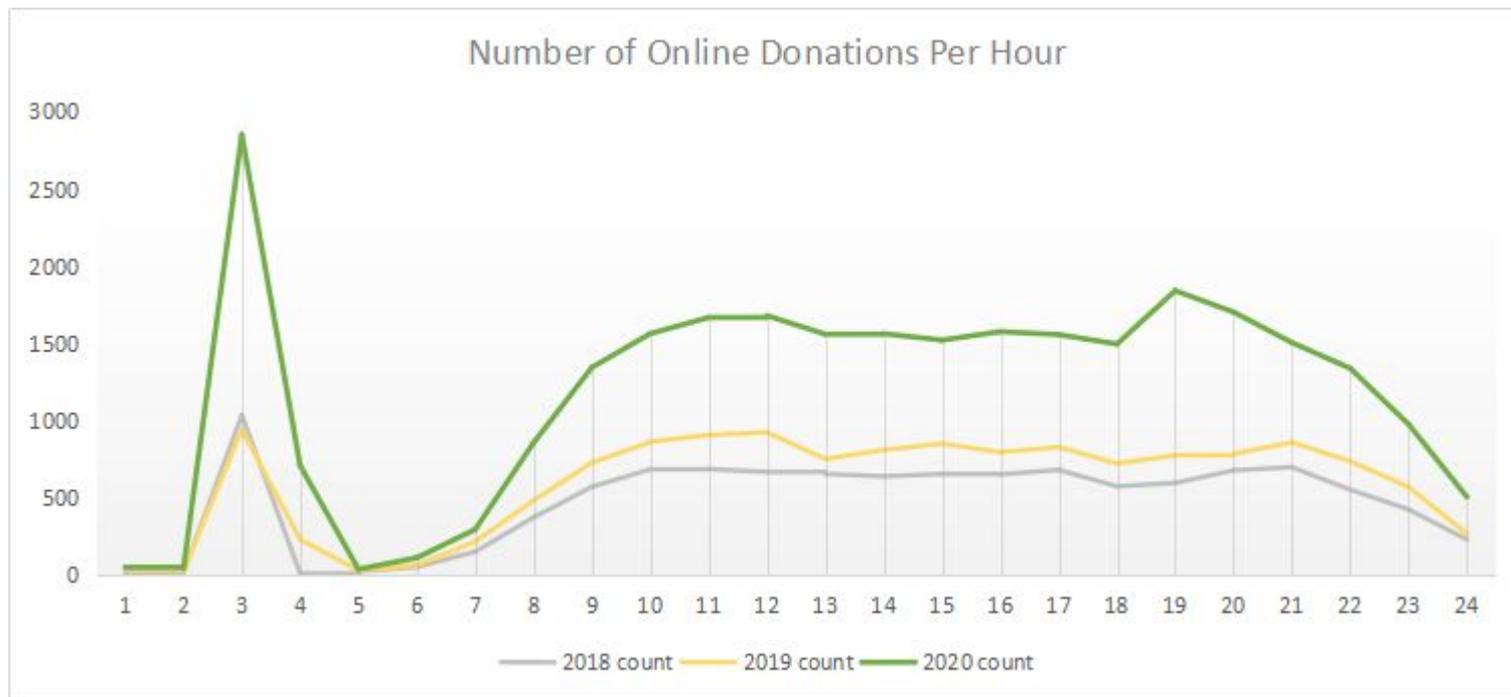
**58%**

Number of retained donors

Digital Platform Campaigns

**90**

Average number of donations  
to each organization

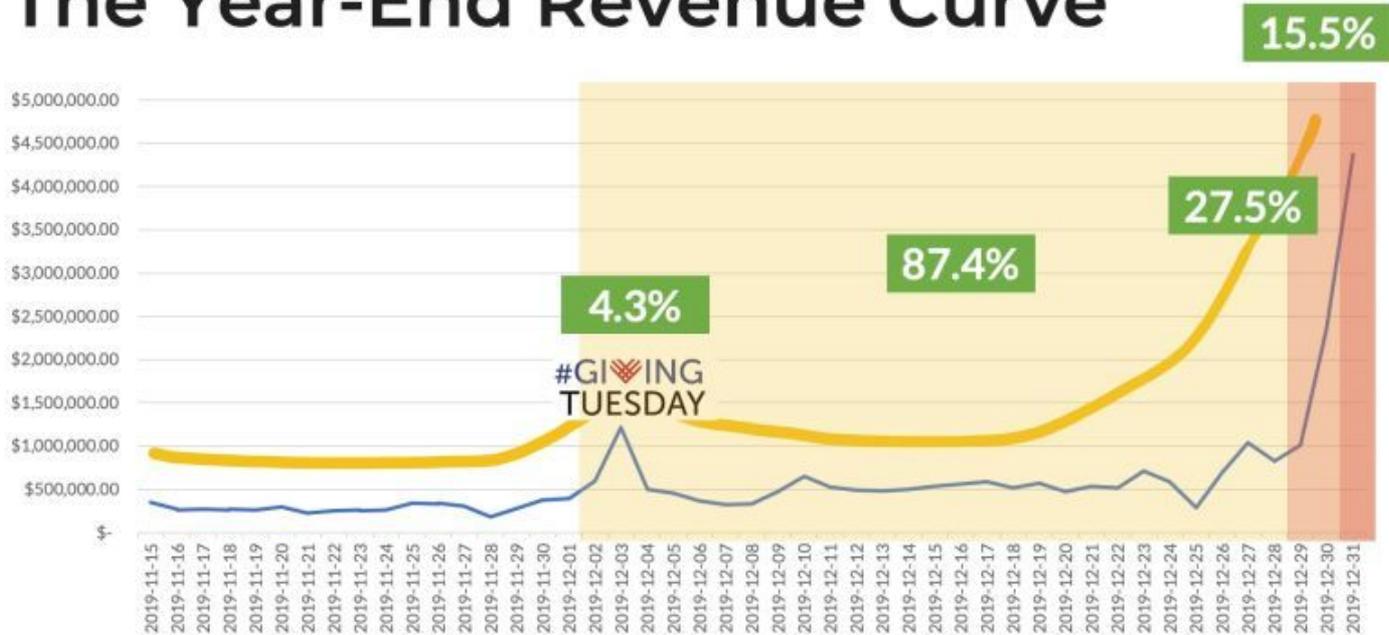


**Source:** Neon CRM transactions per hour during GivingTuesday, 2018 – 2020



# How to think about 2021

# The Year-End Revenue Curve



Source: NextAfter



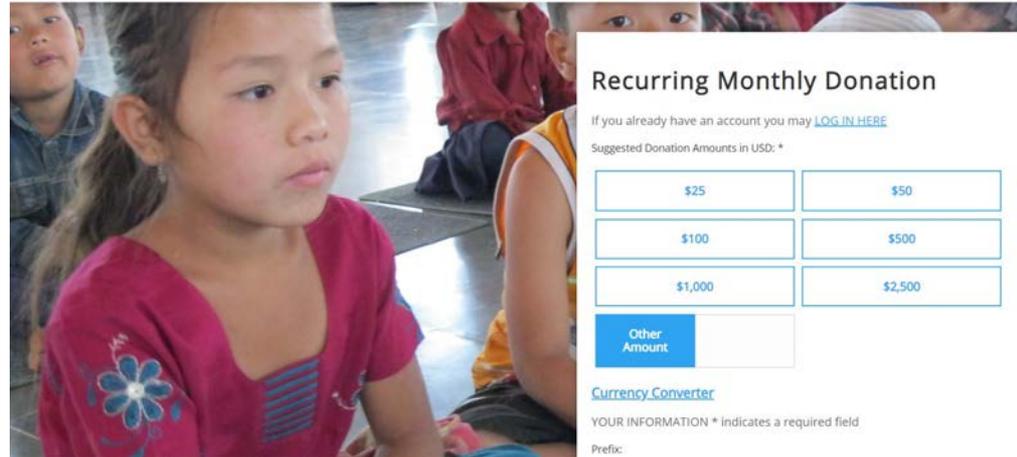
# Recurring Gifts

Meet donors where they are. When it comes to monthly gifts, the data is clear that credit cards and ACH donations are the way to go. Give donors clear paths to make these types of gifts.

## The Prem Rawat Foundation

When navigating their website, TPRF has a dedicated drop down for Monthly Giving in their primary navigation. They structure the page to only do recurring gifts, make that clear on the form, and give people options to manage their account.

TPRF is a powerhouse of recurring gifts in the Neon One ecosystem, logging thousands monthly because of strategies like this.



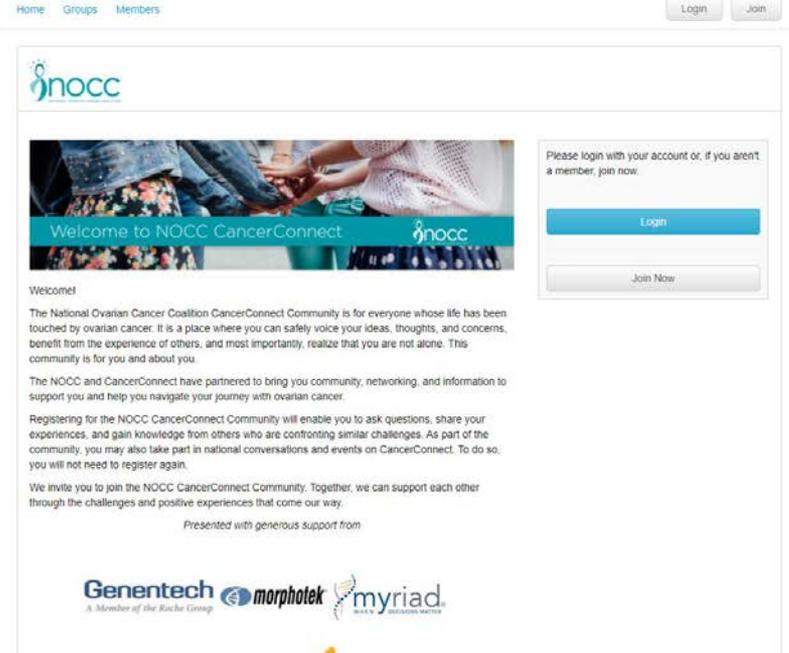
# Retention

Campaigns like GivingTuesday can bring in new donors but with industry retention rates for this segment around 20%, investments need to be made on welcoming them to your organization as well as creating reasons for your other donors to come back again too. Invest heavily into retention.

## National Ovarian Cancer Coalition

One of the more powerful campaigns on GivingTuesday was NOCC's end of year appeal that brought together stories from individuals effected by ovarian cancer.

Creating a community is key for retention and NOCC has even created their own community portal for people impacted by their mission's focus.



The screenshot shows the homepage of the NOCC CancerConnect community portal. At the top, there are navigation links for 'Home', 'Groups', and 'Members', along with 'Login' and 'Join' buttons. The main content area features the NOCC logo, a banner image of people holding hands, and a 'Welcome to NOCC CancerConnect' message. Below the banner, there is a 'Welcome!' section followed by a paragraph explaining the community's purpose: 'The National Ovarian Cancer Coalition CancerConnect Community is for everyone whose life has been touched by ovarian cancer. It is a place where you can safely voice your ideas, thoughts, and concerns, benefit from the experience of others, and most importantly, realize that you are not alone. This community is for you and about you.' This is followed by another paragraph: 'The NOCC and CancerConnect have partnered to bring you community, networking, and information to support you and help you navigate your journey with ovarian cancer.' A third paragraph states: 'Registering for the NOCC CancerConnect Community will enable you to ask questions, share your experiences, and gain knowledge from others who are confronting similar challenges. As part of the community, you may also take part in national conversations and events on CancerConnect. To do so, you will not need to register again.' A final paragraph invites users to join: 'We invite you to join the NOCC CancerConnect Community. Together, we can support each other through the challenges and positive experiences that come our way.' Below this, it says 'Presented with generous support from' and lists logos for Genentech (A Member of the Roche Group), morphotek, and myriad.

Home Groups Members Login Join

nocc

Welcome to NOCC CancerConnect nocc

Welcome!

The National Ovarian Cancer Coalition CancerConnect Community is for everyone whose life has been touched by ovarian cancer. It is a place where you can safely voice your ideas, thoughts, and concerns, benefit from the experience of others, and most importantly, realize that you are not alone. This community is for you and about you.

The NOCC and CancerConnect have partnered to bring you community, networking, and information to support you and help you navigate your journey with ovarian cancer.

Registering for the NOCC CancerConnect Community will enable you to ask questions, share your experiences, and gain knowledge from others who are confronting similar challenges. As part of the community, you may also take part in national conversations and events on CancerConnect. To do so, you will not need to register again.

We invite you to join the NOCC CancerConnect Community. Together, we can support each other through the challenges and positive experiences that come our way.

Presented with generous support from

Genentech A Member of the Roche Group morphotek myriad

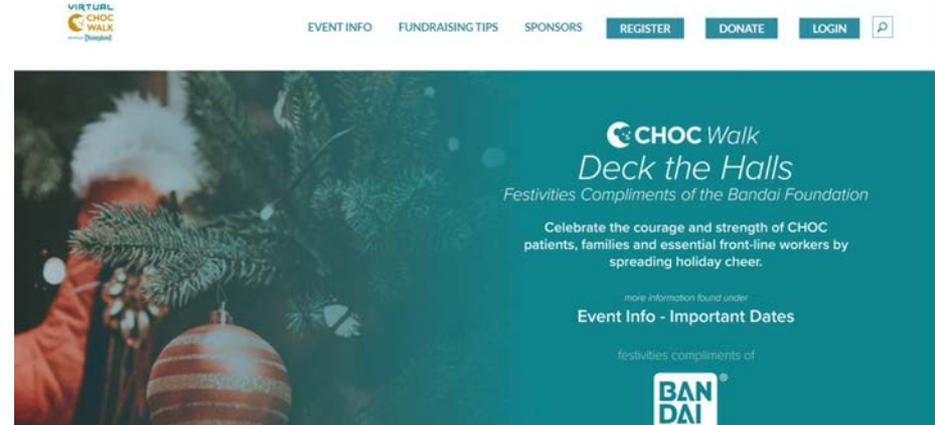
# Peer to Peer Fundraising

Peer to peer fundraising has become one of the most effective channels to acquire new donors and give opportunities for existing champions in the organization to take things to the next level.

## Children's Hospital of Orange County

CHOC Foundation has been providing amazing opportunities for members of their community to fundraise. Yet the pandemic has shown them that new types of events and resources were needed.

Virtual walks and livestream events are just some of the ways they're continuing to encourage P2P fundraising.



# Hybrid Events

The reality is that in-person events will be slow to return in 2021, regardless of vaccine rollout. Focus on creating interactive experiences that lean into both digital and physical interaction where possible.

## Bike4Chai

Even during the first wave of the pandemic, organizations were putting large amounts of thought into creating hybrid events and Chai Lifeline was one of the best. Their Bike4Chai race included Strava integrated endurance challenges, livestreaming, and a socially distanced race with hundreds of bicyclists.

This event raised over \$7 million!

Distance	Longest Ride	Climbing
Ben G.	Ben G.	Sholom I.
Sholom I.	Rider T.	Ben G.
David F.	Avi L.	Rider T.

# Giving Day Participation

While GivingTuesday is known as a worldwide day of giving, there are hundreds of community giving days that generate local excitement for causes of all types and sizes. These are cost effective campaigns that your organization should join if given the chance.

## ColoradoGives

December 8 was the biggest ColoradoGives Day ever recorded, raising over \$50 million for 2,828 nonprofits in the state!

Giving days have the backing of a host that will ensure that a spotlight is given on day and Communities First Foundation and FirstBank have led the way in creating the gold standard for the sector.





# Breakout Rooms



# Events



# Recurring Gifts



# Peer to Peer Fundraising



# Major Donor Cultivation

# Further resources

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## You Need Your Donors To Succeed

Neon One consultant Michael Buckley just published an excellent round up on how to think about your donor retention strategy as we close out 2020. [Read it here.](#)

## Learning from GivingTuesday

Neon One consultants Charity Dynamics posted an excellent roundup on specific things to think about when doing a review of your own GivingTuesday campaign. [Read it here.](#)

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## 6 Nonprofit Resolutions for 2021

Nonprofits have gone through a lot this year and it is key to head into 2021 with a clear plan. Our team put together 6 core resolutions that you should commit to. [Unpack them here.](#)

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