NEON ONE

Nonprofit Tech Circle

Last-Minute GivingTuesday Ideas

Who Am I?

- 12+ years in the nonprofit tech industry
- Passionate about understanding what people want from the nonprofits they support (and what orgs can do about it)
- Researcher, writer, and speaker with Neon One

NEON ONE

PCI Compliance
Support
SSO
NEON Fundraise
NEON CRM
NEON Pay
NEON ONE Academy

Housekeeping 🧹

1. **Ask questions.** This should be as useful as possible for you and for your organization, so please use the Q&A box!

2. **Please talk to me!** I love seeing what you have to say during the session. Use the chat box to talk to me and each other.

3. **Yes, we are recording this webinar!** You'll receive an email tomorrow containing a link to this session, the slides, and a transcript. It'll also include links to some helpful resources!

How Are You Feeling About Your GivingTuesday Campaign?

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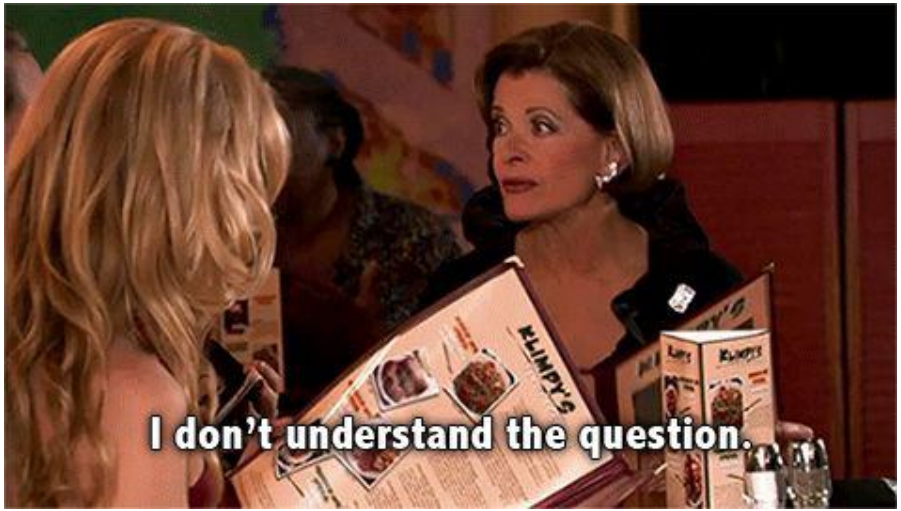


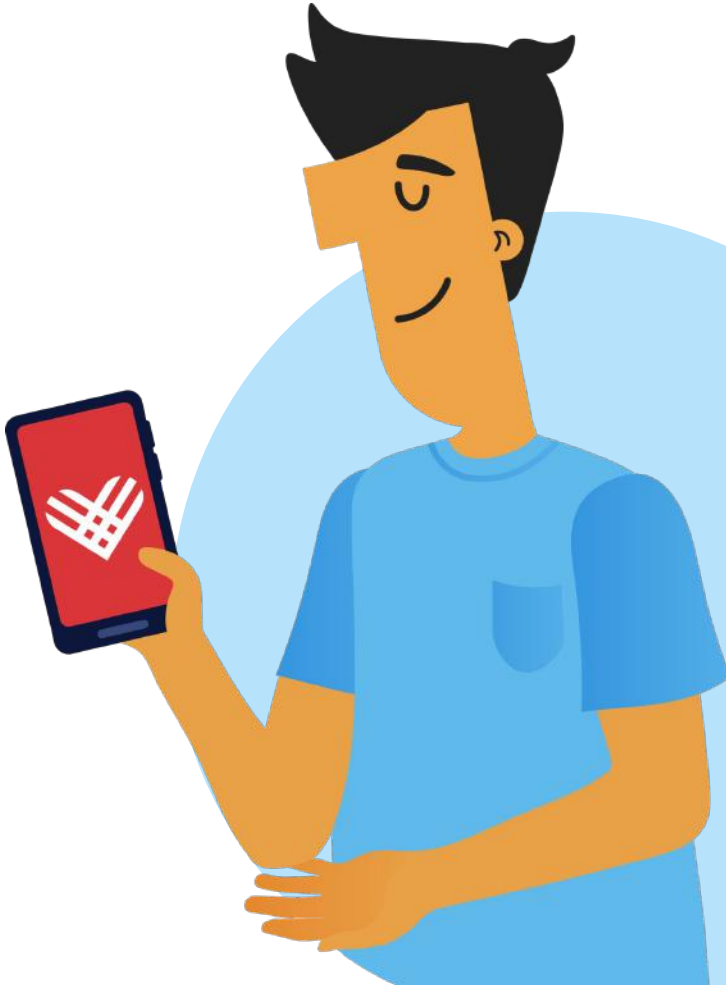
Don't talk to me about it

I'm already done

Is GivingTuesday Worth The Work?

GivingTuesday is a fantastic opportunity for lots of reasons!

Customers who participate in both GivingTuesday AND end-of-year fundraising **raise more overall** than those who don’t participate in GivingTuesday.



It’s Not Too Late to Do It!

If you haven't started planning your campaign yet, here's what to do:

Your campaign doesn't have to be elaborate to be successful.

Here's what to do:

1. Set your goal
2. Decide who does what
3. Build your form(s)
4. Schedule what you can
5. Plan for December

We're gonna go through each one.

Set Your Goal

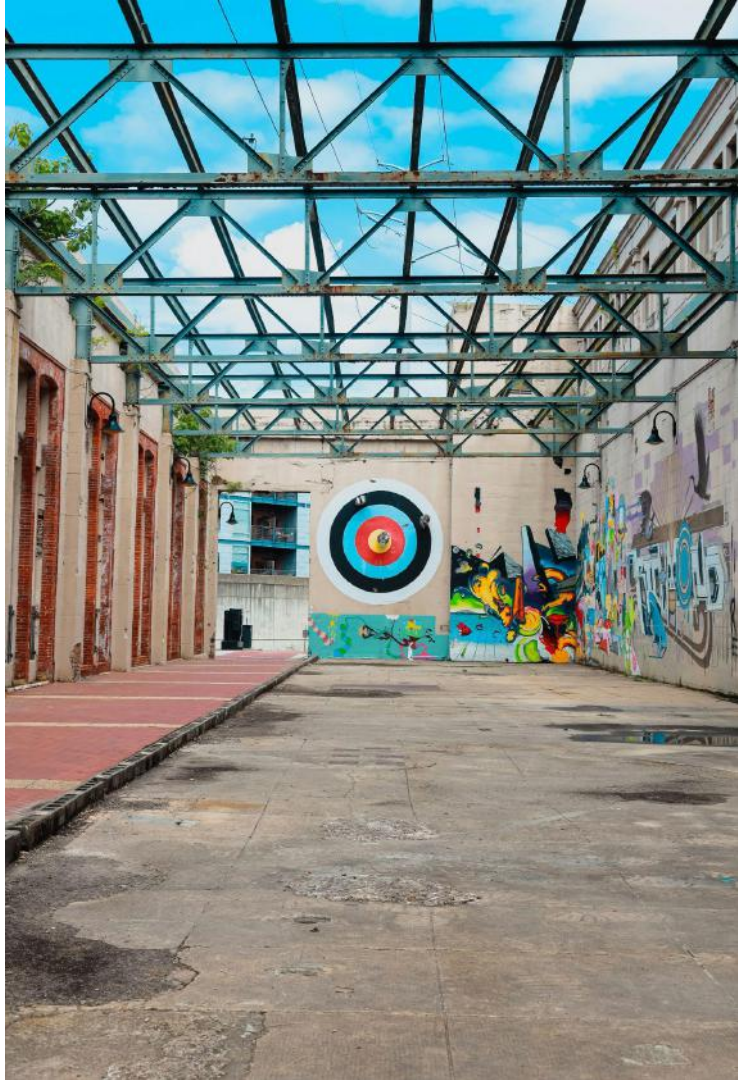
Set Your Goal

Your goal can be a fundraising goal, but it doesn't have to be. Generosity takes lots of forms!

Goal ideas:

1. Raise $XX,XXX
2. Reach new people
3. Gain new recurring donors
4. Recruit new volunteers
5. Collect items
6. Build awareness

Whatever you do, **make sure your goal is specific**.



Set Your Goal

Once you have your goal, you'll want to decide **how you're going to track it** and **how you'll share your progress**.

Decide Who Does What

Decide Who Does What

Everyone should understand **what they need to do** to meet the goal you've set.

Talk through who's responsible for:

1. Designing assets
2. Building forms
3. Sending emails
4. Posting on social
5. Monitoring feedback
6. Tracking + sharing progress

Build Your Form(s)

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Regardless of what your goals are, you'll probably need **some kind of form** that people will use to take action.

- Focused on fundraising? Build a GivingTuesday donation form.
- Working on volunteer recruitment? Create a sign-up form.
- Community-focused? You might need a newsletter subscription form.
- Accepting in-kind gifts? Come up with a plan for cataloguing them.

Schedule What You Can

Schedule What You Can

Keep your GivingTuesday as calm as possible by scheduling some things in advance. You can schedule (or automate) things like:

1. Email appeals
2. Email updates
3. Social media posts
4. Receipts
5. Thank-you emails
6. Welcome emails for new donors

Plan for December

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While you're planning for GivingTuesday, make sure you consider how you'll engage your supporters after the big day.

People are willing to give after GivingTuesday, but it's important to have a plan for how you'll inspire them to do that.

Plan for December

Last year's GivingTuesday donors often gave **more than once**.

Around half of this cohort gave **during other times of the month**. A small number even made gifts during all three periods.

	GivingTuesday	End of Year	Rest of December
There were **1,178** people who donated on GivingTuesday in 2024	**614** gave exclusively to GivingTuesday. That's **52.12%** of all GivingTuesday donors	**36** also gave during year-end. That's **3.06%** of all GivingTuesday donors	**562** gave during off-peak days. That's **47.71%** of all GivingTuesday donors
There were **2,161** people who donated during the end of the year in 2024	**36** also gave on GivingTuesday. That's **3.06%** of all end-of-year donors.	**1,333** gave exclusively during year-end. That's **61.68%** of all end-of-year donors	**848** gave during off-peak days. That's **39.24%** of all end-of-year donors
There were **36,187** people who donated during the rest of December in 2024	**562** also gave on GivingTuesday. That's **1.55%** of all off-peak donors	**848** also gave during year-end. That's **2.34%** of all off-peak donors	**34,731** gave exclusively during off-peak days. That's **95.98%** of all off-peak donors

Questions?

Want GivingTuesday Resources?

These templates, planning worksheets, and other resources will get you started.