



# **Social Media Fundraising Guide**

for #GivingTuesday

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# About #GivingTuesday

In 2016, #GivingTuesday is estimated to reach **over \$250 million** in donations.

#GivingTuesday is on Tuesday, November 29 this year and is a global day of giving fueled by the power of social media and collaboration.

Celebrated on the Tuesday following Thanksgiving in the United States and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many people focus on their holiday and end-of-year giving.



## #GivingTuesday By The Numbers (2016)

<b>1.5 million</b>	Donations
<b>\$168 million</b>	Donated (+44% vs. 2015)
<b>\$154</b>	Average gift

Sources: [Wikipedia](#), [Blackbaud](#), [Giving USA](#), [Whole Whale](#), [Neon](#)

# Social media engagement and fundraising best practices & pitfalls

The key to any successful fundraising effort is having an audience that is engaged, receptive and up-to-date with the work your organization is doing.

The unfortunate truth to fundraising online is that many things you do to engage your audience and give them the tools to support you actually get in the way of their generosity. Links to donation pages, lengthy updates on the work you're doing and any added clicks will result in donor drop-off and incomplete donations. This amounts to significant fundraising dollars left on the table.

Below, we show you how to make sure you're engaging those donors and avoiding common pitfalls, making it as easy as possible for them to support you.

## 1. Tell your story to your audience

All of your followers are there for a reason – they're passionate about your cause. Be absolutely sure you're updating them once a day on success stories and how their support has helped your team achieve your goals.

However, keep in mind that you don't want to overshare. Audiences can definitely get too many updates. As we mentioned, keep it to once a day with a big update on your work or something important that happened in your nonprofit sector.

## 2. Engage your audience directly

Facebook and Twitter are two amazing venues for instant, direct interaction with your supporters. Be sure you're asking your audience questions and definitely be sure to answer theirs!

When it comes time to asking for donations, you don't want it to feel like it's out of the blue – make them feel as if they've been a part of your efforts all along and need to lend a hand.

## Why #donate?

#donate allows supporters to donate to you just by commenting on your posts. Incorporating #donate into your social fundraising strategy allows you to engage directly with your audience in a personal way while soliciting donations. Use a call to action to #donate in your social posts for a fun way to engage and fundraise!

How it works ([learn more](#)):

1. You ask followers to #donate on Facebook and Twitter
2. They #donate just by commenting on your posts or replying to your tweets
3. GoodWorld processes the donation to your organization
4. The donation is deposited into your organization's bank account within 2-3 business days

# Social media engagement and fundraising best practices & pitfalls

## 3. Keep your audience where they are

The average person spends nearly an hour a day on Facebook. Go meet them where they are and keep them there! If you start to link to external pages and blog posts, you will begin to lose their interest. Users absorb information in tiny chunks so give them a small update each day to keep your work on their mind. #donate is a great tool to help you fundraise from your social audience and reach them where they are.

Yes, you'll want to share updates from partners or industry leaders and that is totally fine, but do not do it more than two times a week. Get your audience used to getting their information directly from you.

## 4. Keep your content fresh

You'll find what your audience tends to like and share more but don't get stuck in a repetitive rhythm of posts. If your posts look the same everyday, your audience will get bored. Use images, gifs and videos - [use Facebook Live](#) once a week to give an in-person update on what your team is working on!

## 5. Give, Give, Give, Ask

Set a regular pattern of giving information and asking your audience to do something. Think three days of updates and post on the fourth day with an ask - it can be a donation ask, encouraging your audience to share or maybe asking them to sign a petition or volunteer!

## 6. Lean on your team

Encourage your staff, board and volunteers to reshare your posts and retweet your tweets. Be sure you're engaging at least that first circle of personal networks. This can go a long way when you shift to a donation ask.

## GoodWorld Credit

GoodWorld Credit allows your team, personal networks and even donors to refer friends from the dashboard to give and receive \$5 in donation credit.

After a donor signs up from GoodWorld they have the ability to refer others through the Credit section at the top of their donor dashboard.

# Best practices: social fundraising

*Social fundraising during a giving day requires a strategy so you can expand your reach as much as possible and as early as possible. Here are some key tactics you can use to get the best results on #GivingTuesday.*

## Knock #GivingTuesday out of the park

#GivingTuesday is a critical piece of your end-of-year fundraising efforts; this is the time to kick off an awesome campaign to exceed your revenue goals and bring in as many new donors as possible. Below, we'll tell you how you can create a great campaign or boost your existing plans.

### 1. Create a great campaign

It's time to start thinking about your end-of-year fundraising strategy and #GivingTuesday is the perfect opportunity to launch your campaign with your supporters to build momentum early. Given the national focus on giving on November 29, you should also set aggressive goals for the day. Think about what your organization needs and set a high bar for #GivingTuesday. Social fundraising is a great way to amplify your fundraising during the end of the year. Take advantage of the viral reach opportunity without extra work by incorporating tools like #donate into your strategy.

### 2. Set specific goals

Externally, be sure you let your followers know exactly how much you would like to raise on #GivingTuesday. This makes it easy to give updates throughout the day and provide clear messaging in the weeks leading up to the big day.



**Animal Rescue Corps** June 5 · 🌐

**URGENT HELP NEEDED FOR BONAPARTE!**

Operation Dire Straits, Morgan County Tennessee. We found Bonaparte unconscious with lacerations and rushed him from the scene to an emergency vet. It took over 24 hours to get him stabilized at which point he received emergency surgery. He is still in critical condition and we're doing everything we can for him! Our medical costs have already exceeded \$5000 for Operation Dire Straits. Please help us [#SaveBonaparte](#) and provide medical treatment to all those rescued!

Comment "[#donate](#)" + any amount (ex: [#donate \\$20](#)) and we will reply with a short one-time registration form for you to complete.



Animal Rescue Corps  
Photo: Amiee Stubbs

👍👎❤️ 8K 697 Comments 2.3K Shares



**Amy Walker** I love your organization and give to you guys on a monthly donation. This, unfortunately, happened in a neighboring county to where I grew up. It's heartbreaking. Thank you for stepping in and helping. [#donate \\$50](#)

Like · Reply · 📌 46 · June 5 at 5:47pm

**Animal Rescue Corps** Thanks for pledging to [#donate \\$50.00](#), Amy Walker! Click here to complete your donation: <https://goodworld.me/social-login/facebook/92/8658b8>



Complete your donation with [#donate](#)

GOODWORLD.ME | BY GOODWORLD

Like · Reply · 📌 1 · June 5 at 5:47pm

**Animal Rescue Corps** Registration confirmed. Thanks for donating, Amy Walker! Now you can give instantly with [#donate](#). We've raised \$2,231.00 of our \$7,500.00 fundraising goal!

Like · Reply · 📌 12 · June 5 at 5:57pm

# Best practices: social fundraising

The #donate Campaign Hashtag tool allows you to set a specific goal for your campaign and automatically communicate it back to your donors in the replies they receive when donating. Ask yourself:

- How many donors do you want to attract? How many new donors? How many recurring donors?
- How involved do you want your board to be? Will they be actively raising funds on your behalf?
- Social reach: how much would you like to expand your social following? How many impressions do you want for your social campaign?

### 3. Give your goal a story

Your followers and supporters will be more prepared to give if you can show them the impact of their generosity. Set a tangible goal that equals the financial one. For example: help us raise \$5,000 so we can build five wells in rural areas.

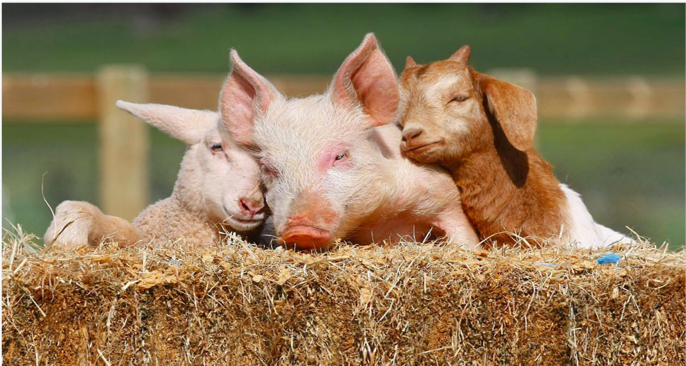
As you hit each \$1,000 milestone, you can update that you're one well closer to your goal. Be sure to share your update using Facebook, Twitter and email to keep everyone engaged and giving.



**Farm Sanctuary**  
December 1, 2015 · 🌐

It costs Farm Sanctuary \$26,833 to rescue, care for, and advocate on behalf of farm animals FOR JUST ONE DAY. Please help us raise that amount this Giving Tuesday.

To make a donation, comment **#DONATE** + any USD amount.  
We will reply with a one-time form to confirm your donation!



**#GivingTuesday for Farm Sanctuary**

It's Giving Tuesday and Farm Sanctuary has set a goal of raising \$26,833 from friends like you. Join now to help us meet it.

[SECURE2.CONVIO.NET](https://secure2.convio.net)

👍 Like    💬 Comment    ➦ Share

# Best practices: social fundraising

## 4. Have your resources ready

This will be your biggest fundraising day of the year other than December 31. Be sure you're doing what you can to make yourself visible to followers and their friends.

Boost your posts. Set aside advertising budget to get the word out. Target your followers and their friends. These are the people most likely to engage with your posts.

Take the time to build content and imagery. If you have the capability, make a video or two. Posts with compelling images perform much better than others.

## 5. Stand out and be loud

Make your #GivingTuesday message stand out and don't just send out one appeal for the day. Don't miss an opportunity to bring on a new donor or engage someone who hasn't donated in years by being underwhelming.

Do something different! Try [Facebook Live](#), make a video, hold a contest. Whatever you do, get creative and engage your donors!



**Woodstock Farm Sanctuary**  
December 1, 2015 · 🌐

Exciting news for #GivingTuesday! Every gift to Woodstock Sanctuary from now until 12/31 will be matched up to \$150,000! Give today at [donate.woodstocksanctuary.org/wintermatch2015](https://donate.woodstocksanctuary.org/wintermatch2015) -- OR just comment #donate \$25 (or any amount) below and we will reply with a one time link to confirm your donation.

Join us in rescuing amazing animals like best buddies Caesar and Yoyo!



Like Comment Share

1K Top Comments



**Beagle Freedom Project**  
November 30, 2015 · 🌐

Please support our efforts today for #GivingTuesday with a generous donation! We have a BIG MATCHING GIFT so ALL DONATIONS will be DOUBLED today! Donate here: [bfp.org/donate](https://bfp.org/donate)

Or simply comment #donate and the dollar amount (ex. #donate \$20) and we will reply with a short one-time form for you to complete.



#GIVINGTUESDAY



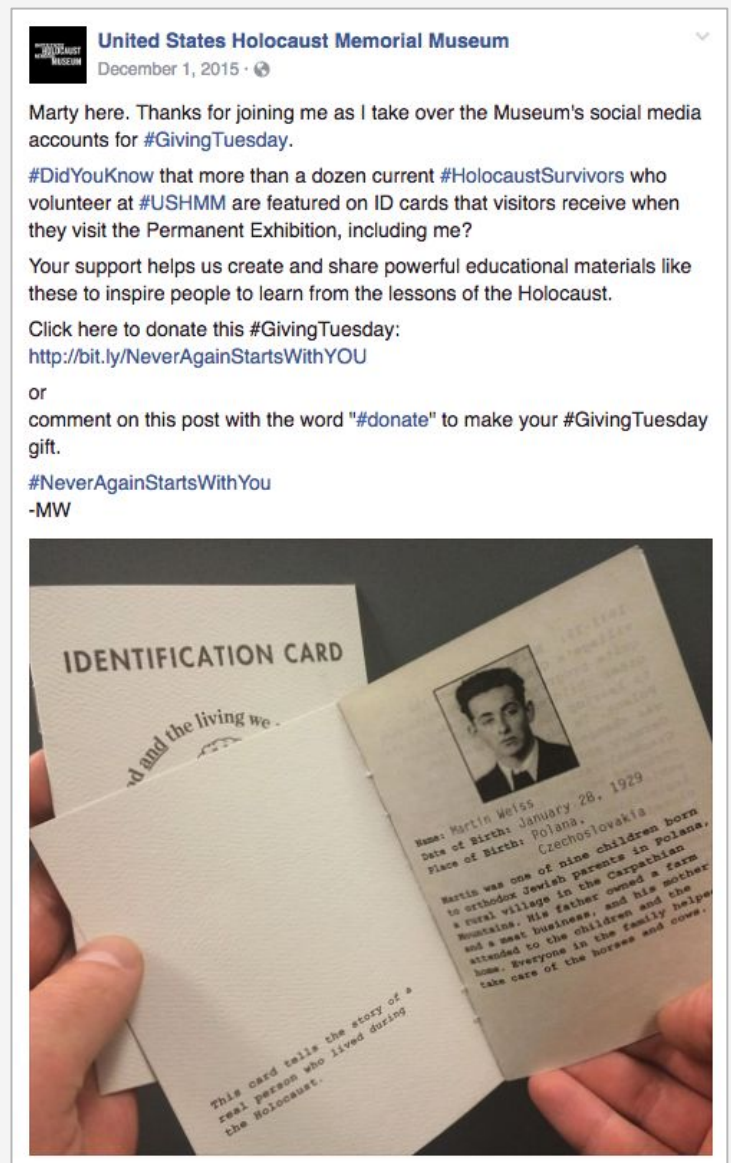
# Best practices: social fundraising

## 6. Recruit supporters

Recruit your biggest donors, volunteers, friends and family to help spread awareness on #GivingTuesday. Turn the people that care most about your cause into ambassadors for a day. Prepare them in advance and have them share posts, refer friends to earn GoodWorld Credit and send emails to their own networks.

### GoodWorld Credit

GoodWorld Credit allows your fans to share a referral link to invite friends to sign up for GoodWorld. They both get \$5 in donation Credit for each new friend that signs up.



**United States Holocaust Memorial Museum**  
December 1, 2015 · 🌐

Marty here. Thanks for joining me as I take over the Museum's social media accounts for #GivingTuesday.

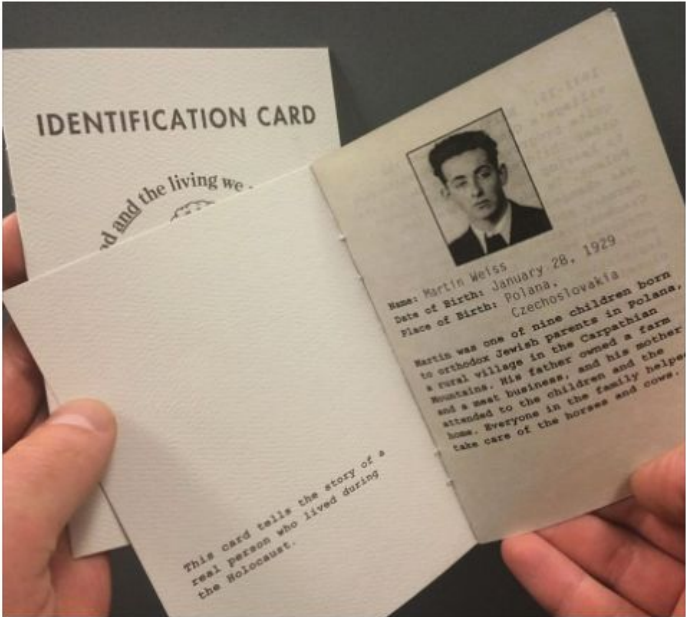
#DidYouKnow that more than a dozen current #HolocaustSurvivors who volunteer at #USHMM are featured on ID cards that visitors receive when they visit the Permanent Exhibition, including me?

Your support helps us create and share powerful educational materials like these to inspire people to learn from the lessons of the Holocaust.

Click here to donate this #GivingTuesday:  
<http://bit.ly/NeverAgainStartsWithYOU>

or  
comment on this post with the word "#donate" to make your #GivingTuesday gift.

#NeverAgainStartsWithYou  
-MW



*US Holocaust Museum staff interacting with their followers on #GivingTuesday*

# Best practices: social fundraising

## 7. Recruit partners

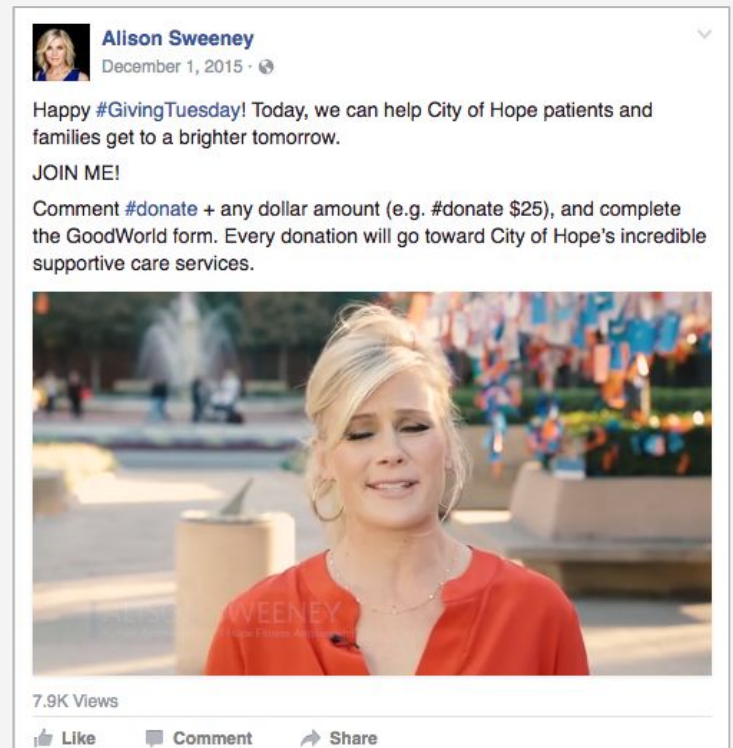
Reach out to friendly local businesses or corporations that have worked with you in the past. Ask if they will provide a matching gift or some budget to boost your campaign or leverage any existing or previously pledged gift for greater impact and awareness.

Matching gifts are strong incentives for donors. When a business or corporation pledges a match, donors feel like their donation has a double impact and are therefore more likely to give. It's a great way to drive engagement and donations at once!

Don't hesitate to reach out to the local media for a #GivingTuesday promo – a TV commercial or radio ad can go a long way in getting new donors and spreading awareness to your cause.

If you know any influencers like celebrities or athletes that have a public Facebook page, they can connect their pages to GoodWorld to raise money on your behalf:

*Remember:* Businesses can use their own Facebook pages to raise funds on your behalf; this will help expand your network and reach. Learn how [GoodWorld Fundraiser technology](#) can get your business partners directly involved with your fundraising.



*Actress Alison Sweeney using #donate on behalf of City of Hope*

# Best practices: social fundraising

## 8. Don't stop until the day is done

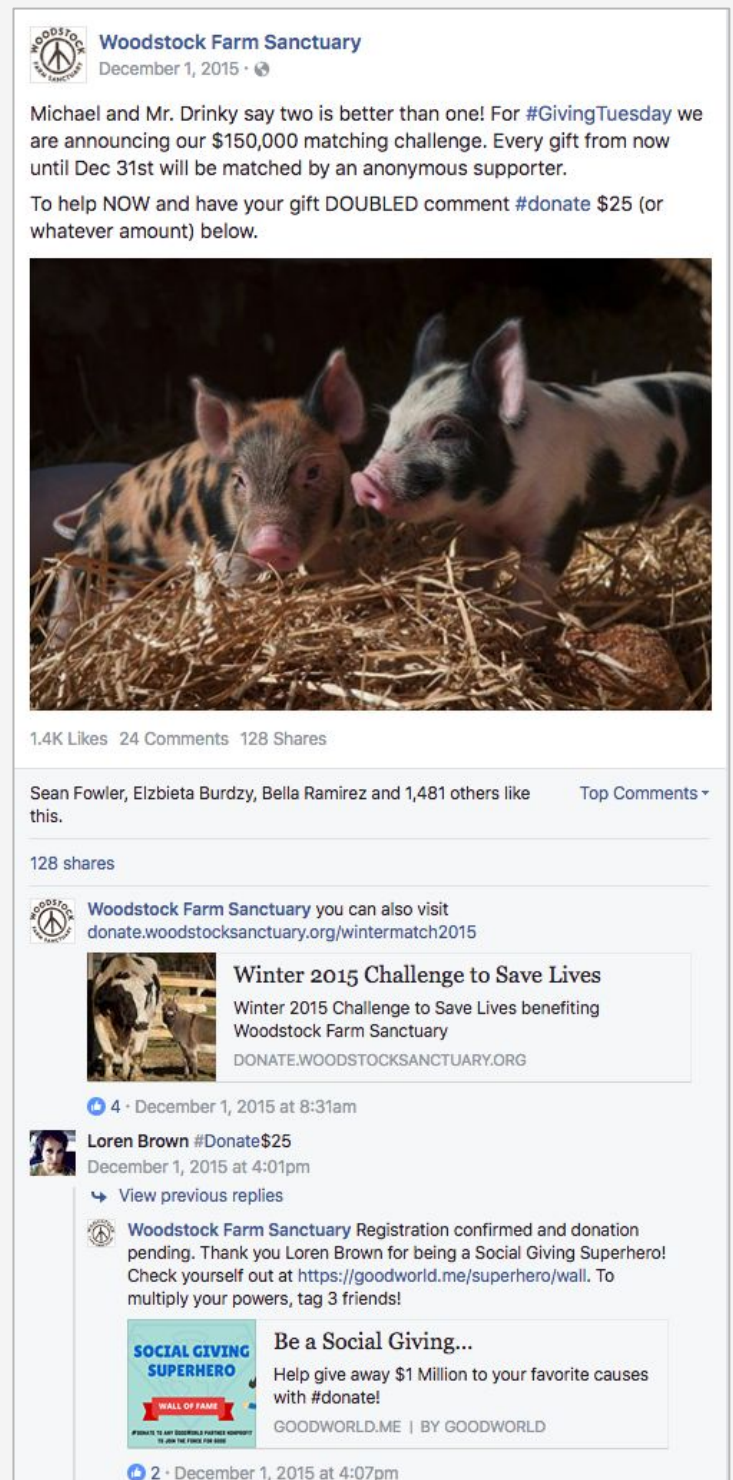
If you surpass your goals, set a stretch goal and keep going. Keep your donors and followers in the loop and let them know you plan on extending your goal.

## 9. Thank your donors

This is a critical piece of your year-end fundraising. If you are kicking off a month long campaign on #GivingTuesday, be sure you are thanking your donors.

#donate gives your donors the feel of one-to-one interaction with your organization with our automated #donate replies and thank yous.


*Bonus:* You can customize your tax receipts in your [GoodWorld dashboard](#) to detail the impact your donors are having and encourage them to refer their friends to donate as well.



**Woodstock Farm Sanctuary**  
December 1, 2015 · 🌐

Michael and Mr. Drinky say two is better than one! For #GivingTuesday we are announcing our \$150,000 matching challenge. Every gift from now until Dec 31st will be matched by an anonymous supporter.

To help NOW and have your gift DOUBLED comment #donate \$25 (or whatever amount) below.




1.4K Likes 24 Comments 128 Shares

Sean Fowler, Elzbieta Burdzy, Bella Ramirez and 1,481 others like this. [Top Comments ▾](#)

128 shares

**Woodstock Farm Sanctuary** you can also visit [donate.woodstocksanctuary.org/wintermatch2015](https://donate.woodstocksanctuary.org/wintermatch2015)




**Winter 2015 Challenge to Save Lives**  
Winter 2015 Challenge to Save Lives benefiting Woodstock Farm Sanctuary  
[DONATE.WOODSTOCKSANCTUARY.ORG](https://DONATE.WOODSTOCKSANCTUARY.ORG)

4 · December 1, 2015 at 8:31am

**Loren Brown** #Donate\$25  
December 1, 2015 at 4:01pm  
[View previous replies](#)

**Woodstock Farm Sanctuary** Registration confirmed and donation pending. Thank you Loren Brown for being a Social Giving Superhero! Check yourself out at <https://goodworld.me/superhero/wall>. To multiply your powers, tag 3 friends!



**Be a Social Giving...**  
Help give away \$1 Million to your favorite causes with #donate!  
[GOODWORLD.ME](https://GOODWORLD.ME) | BY GOODWORLD

2 · December 1, 2015 at 4:07pm

*Woodstock Animal Sanctuary matching gift campaign for #GivingTuesday*

# Best practices: social fundraising

## Make your Facebook posts as effective as possible:

- 1. Have a clear call to action in your posts:** Make sure your followers know how much you need them to give and how that gift will make an impact.
- 2. Keep your posts short:** Keep your posts no longer than 10 lines. You want to engage the reader and easily let them know how to #donate.
- 3. Make yourself heard:** Start out with an attention grabbing sentence and hook your supporters right away.
- 4. Use strong images:** It's just as critical to have properly formatted images for your Facebook posts as it is to have a good story. (Facebook: 1200 x 630 pixels, Twitter: 440 x 220 pixels)
- 5. Use the right language for #donate:** Be sure to use the language below.



Comment #donate + any amount (Ex: #donate \$50) and we'll reply with a quick, one-time link to confirm your donation.



Feeding America using #donate

# Best practices: fundraising on #GivingTuesday

## Start early

Don't be afraid to mention #GivingTuesday two weeks out (be specific about the date) and prepare your supporters for your upcoming campaign. By now, your donors have most likely heard of #GivingTuesday so let them know you'll need all the help they can give on the big day.

## Set a specific goal

Have a goal in mind, don't hesitate to reach high to engage your donors. For example, "We need to raise \$10,000 to build a school in Uganda" or "We need to raise \$25,000 to cover the winter costs of our dog shelters."

## Use #GivingTuesday to kick off your end of year fundraising

#GivingTuesday is the opening day of the giving season. Use it to kick off your end of year fundraising plans and make it relevant so your donors don't get mixed messages through the end of the year.

## Emailing your list

Email your donors two weeks in advance with a heads up about your #GivingTuesday plans. Tell them exactly how you want them to support you.

## Posting on social

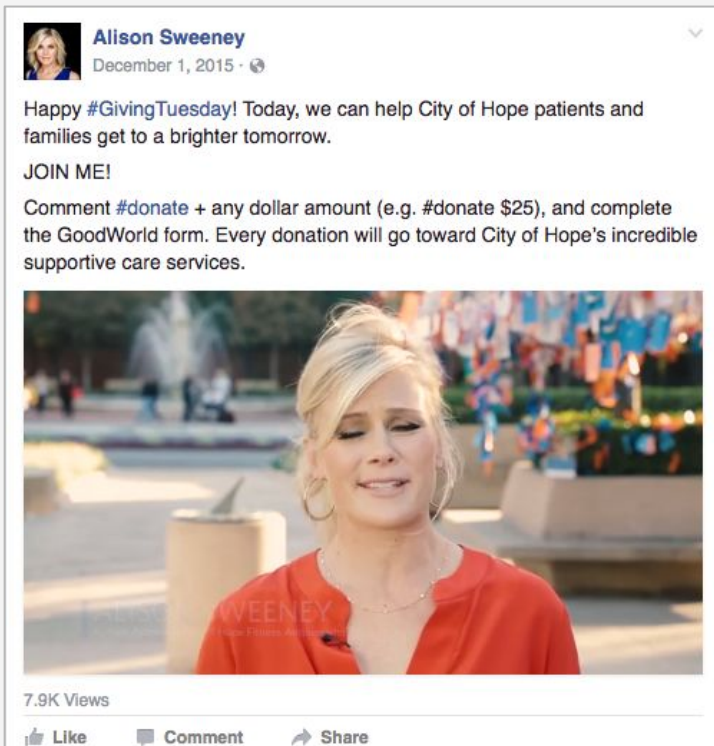
Post every other day starting 10 days in advance with tidbits about your goals and hint at the story you plan to tell. Target effective post times such as 10 minutes to the hour, lunch time in your local time zone, and even after dinner time.



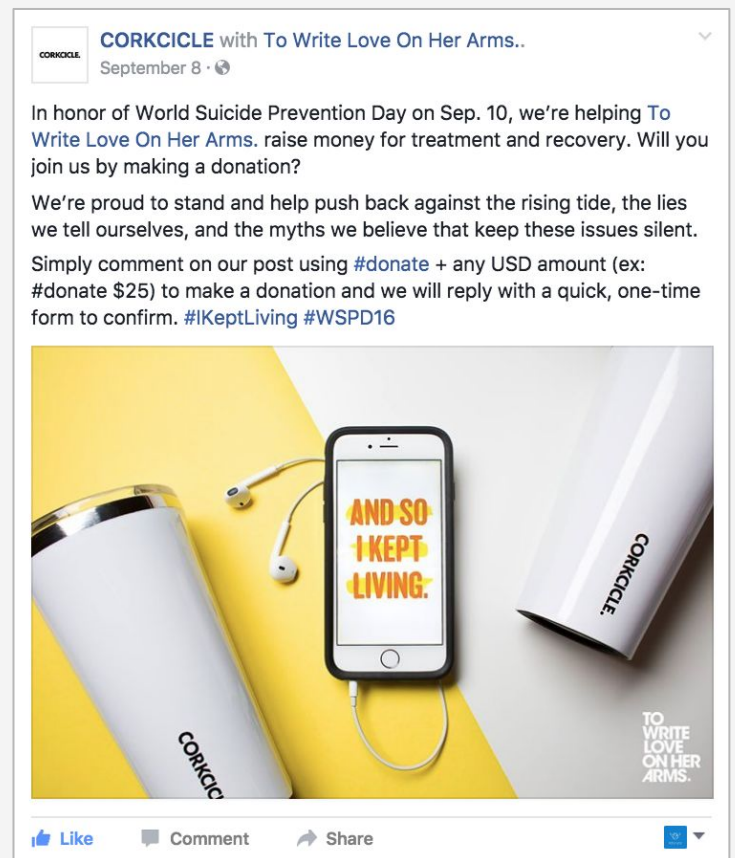
# Influencer & corporate strategy

Celebrities and businesses can raise funds on your behalf! All it takes is 90 seconds to connect their Facebook page and they can become your ambassador for GivingTuesday!

Reach out to your partners to see if they will fundraise using #donate.



Actress Alison Sweeney using #donate on behalf of City of Hope



CORKCICLE using #donate on behalf of To Write Love On Her Arms

[Download the Celebrity Guide](#)

[Download the Corporate Guide](#)

**Still not sure where to start?**  
Talk to a fundraising expert.

[Request a one-on-one consultation](#)