

# CORPORATE PARTNERS, ACTIVATE!



How to use your corporate super powers for good  
and give your marketing ideas heart on Giving Tuesday

[www.formomentum.com](http://www.formomentum.com)



*A free cause marketing resource from*

**ForMomentum**  
CREATIVE CAUSE CONNECTIONS



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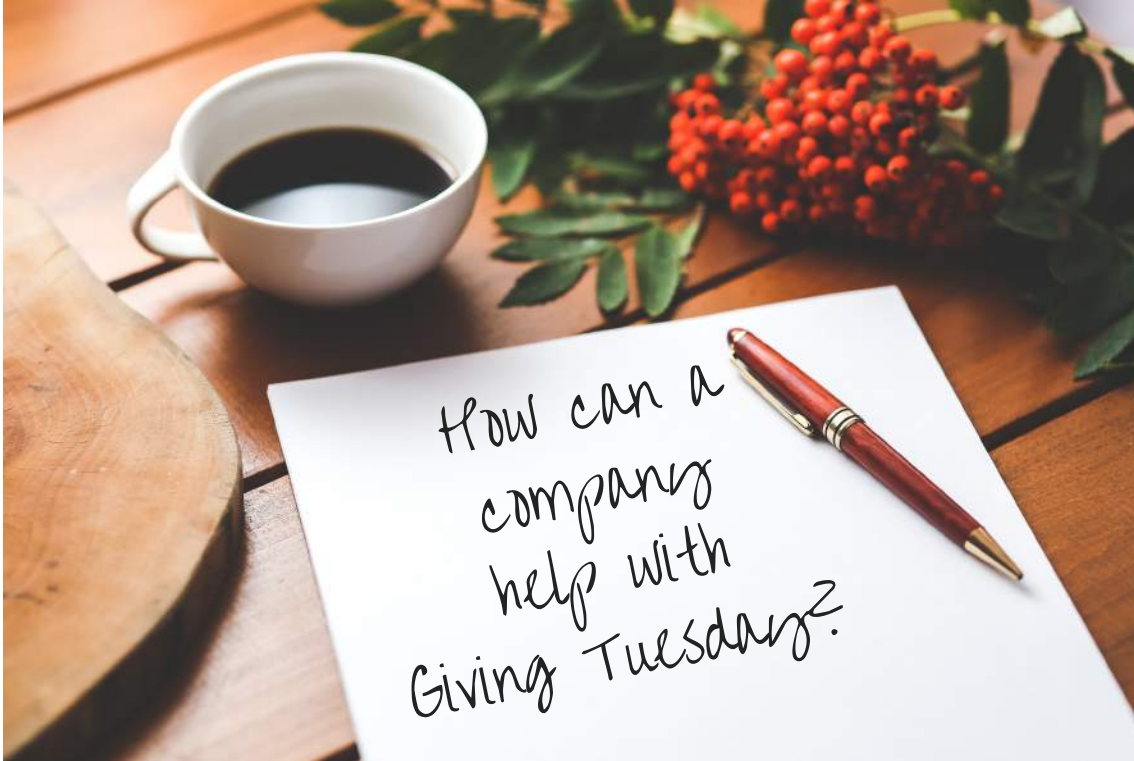
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For Momentum is a nationally recognized cause marketing agency. Focused exclusively on cause alliance strategy and support, For Momentum represents leading nonprofit organizations, corporations and agencies to form and strengthen strategic corporate partnerships. Founded in 2003 by advertising and nonprofit executive Mollye Rhea, For Momentum has been recognized by *Corporate Responsibility Magazine* as one of the top five cause marketing firms in the United States.

[Download additional copies of this Giving Tuesday e-book and other free cause marketing resources at www.formomentum.com.](http://www.formomentum.com)

## Introduction for the Corporate Partner



Here's the scenario:

Your nonprofit partner has decided to participate in Giving Tuesday, a global day of charitable giving set to take place this year on Tuesday, December 1st.

They ask, "Can you help us promote Giving Tuesday?" You answer, "Of course!"

But in the moment that follows, you wonder, "How can a company help with Giving Tuesday?" You spend the better part of an afternoon posing this question to the Internet, but the resulting information pertains only to nonprofit organizations and individual donors. It doesn't tell you how companies can fulfill their side of a cause marketing alliance.

That's where this e-book comes in. Our professionals have made it their mission to help companies maximize corporate partnerships with nonprofits. Let us help you step into the phone booth to don your super hero cape. We know that corporate partners can become super heroes when they know how to ACTIVATE!

## Introduction for the Nonprofit Partner



Here's the scenario:

Your nonprofit organization is prepping for Giving Tuesday and overall year-end fundraising strategies. You have a wonderful relationship with a corporate partner that has a super-human ability to amplify your powerful message to customers, employees and friends.

Before you approach your corporate partner for help with Giving Tuesday, you need a plan--one that benefits both your organization and theirs while staying true to your mission. You wonder, "How can I empower my corporate partner in the most efficient and effective way for both of us?"

That's where this e-book comes in. Our mission is to help nonprofits turn on their bat signals and summon the powers of the right corporate partners. Let us help you demonstrate that you're no damsel in distress in need of saving, but an equal partner with solid goals and bionic business savvy. We know that nonprofit partners can become super heroes when they share their ideas on how to ACTIVATE!

## What Is Giving Tuesday?

### Tuesday, December



In the United States, we have a day for giving thanks. We have Black Friday and Cyber Monday for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back.

On Tuesday, December 1, 2015, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

#GivingTuesday was founded in 2012 by New York's 92nd Street Y in partnership with the United Nations Foundation. Together with a team of influencers and founding partners, they launched a global movement that has engaged over 30,000 organizations worldwide.



Source: [GivingTuesday.org](http://GivingTuesday.org)

## What Is Cause Marketing?



**The Right Business**

**The Right Cause**

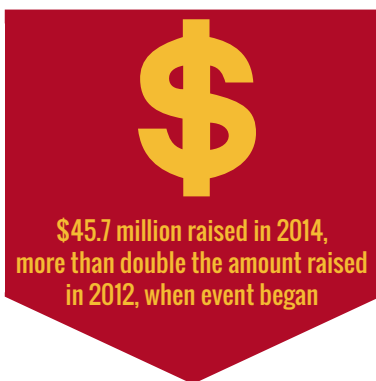
**Success and Growth**

Cause Marketing: A business relationship in which a corporation and a nonprofit form a partnership that results in increased business for the corporation and a financial or marketing return for the nonprofit. Also referred to as Cause Alliances, Cause Branding, Cause Partnership, Strategic Alliances, Strategic Philanthropy.

 Source: For Momentum's Cause Marketing Terminology Guide

## Data That Matters

Although Giving Tuesday is only in its fourth year, event fundraising, participation and awareness continue to grow by leaps and bounds.



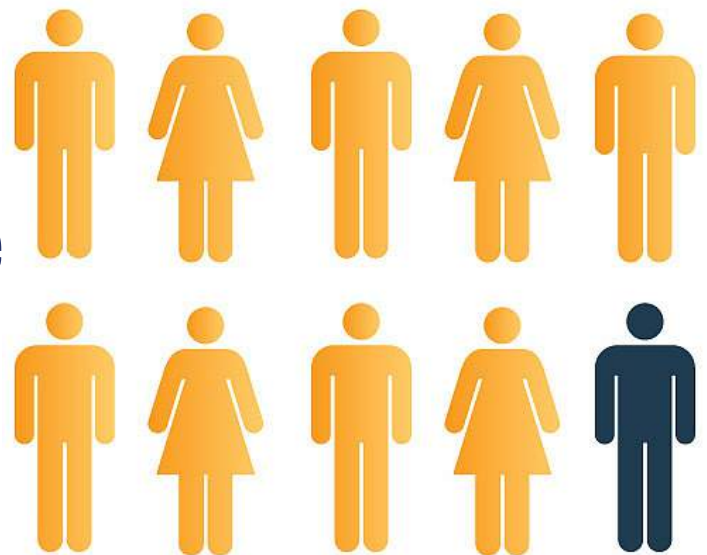
 Source: "Giving Tuesday Tally Surges to \$46-Million"

## Benefits of a Giving Tuesday Partnership

Just as different retailers benefit from combining forces to offer sales on Black Friday and Cyber Monday, nonprofits and their corporate partners will join 30,000 other organizations who are organizing worldwide around the hashtag #GivingTuesday. Your participation in this growing movement may introduce your brand to new audiences.

As opposed to starting from scratch and bearing all the costs of building awareness and resources around an individual campaign, Giving Tuesday lends its global platform and customizable resources for free.

**9 out of 10 consumers (91%) expect companies to do more than make a profit. They believe companies must operate responsibly to address social and environmental issues.**



 Source: 2015 Cone Communications/Ebiquity Global CSR Study



In an increasingly noisy marketplace, companies differentiate themselves by strategically aligning with causes. Where quality and price are the same, social good is the most important factor in a purchasing decision.

 Source: Edelman goodpurpose® 2012 Global Consumer Survey

## Setting Goals

Both nonprofits and their corporate partners want to save the day by raising heroic amounts of money on Giving Tuesday. Network for Good, an organization that provides fundraising software and coaching for nonprofits, recommends using the donor pyramid found below to break down your fundraising goal and the number of donors.

However, be careful not to overlook other goals, especially if this is your first year participating in Giving Tuesday. Other ideas for goal-setting include measuring:

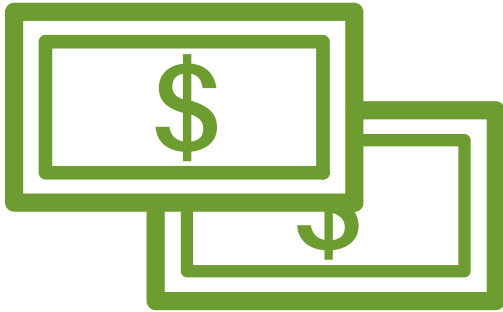
- Number of donors
- Number of *new* donors
- Number of employee volunteers
- % Participation among key groups
- Number of new email addresses
- Number of Likes, Tweets, etc.



Source: Network for Good Nonprofit Guide to a Successful Giving Day



## Activation Ideas



### Corporate Matching

Corporate matching is a bold and effective way to support your cause. You may decide to match the nonprofit's Giving Tuesday donations up to a certain dollar amount, or if you launch an internal fundraiser, you can match your employees' individual donations up to a specified amount.



Donate a portion of your business's proceeds to your cause on Giving Tuesday or allow your employees, customers and other members of your community to make a point-of-purchase or online donation. Even small amounts add up.

### Donation of Proceeds or Charity Checkout



### Employee or Volunteer Initiative

Organize a volunteer initiative. Launch an employee-driven fundraiser such as a wear jeans to work day or a bake sale to raise money for your cause. Take photos of participants and tag them on Twitter, Instagram or Facebook with the #Unselfie hashtag to raise awareness.



### Communication Assets

Lend your organization's "megaphone" to your cause on Giving Tuesday. Use the #GivingTuesday hashtag and send targeted messages via social media. Change your cover photos and avatars to let people know you are participating and why. Visuals are best.

## Best Practices

Create a theme and carry it through all of your messaging. Add a special landing page or DONATE button to your website. Design and post themed images for your Facebook, LinkedIn and other social media platforms. Research and establish your own hashtag to accompany all your #GivingTuesday communications.

Get specific. Tell your audiences what you're trying to accomplish and give them clear-cut ways in which to help. For example: ask your employees to give up their latte for a day and donate that \$4 to a workplace fundraiser. Detail how that \$4 will impact your cause.

Get up early and beat the crowds. Just as some stores open early for Black Friday, feel free to start your Giving Tuesday campaign early or extend it beyond December 1st. A third of all donations come in during December, so make Giving Tuesday just one special day in your year-end plans.

Craft ways to thank the people who participate in your Giving Tuesday plans. Promptly follow up with a sincere thank you message that reports your successes and invites participants to stay in touch, making them more likely to give again.

 Source: [MobileCause Giving Tuesday Infographic](#)



## Two-Page Planner

Sometimes the best ninja move for activating a cause marketing campaign is to keep things simple. That's why we've created this two-page planner that corporate and nonprofit partners can complete together to get started.

- Download Microsoft Word (.docx) version of the For Momentum Giving Tuesday Two-Page Planner.
- Download Adobe Acrobat PDF (.pdf) version of the For Momentum Giving Tuesday Two-Page Planner.

**FOR MOMENTUM GIVING TUESDAY TWO-PAGE PLANNER**

DECEMBER 1

CORPORATE PARTNER: \_\_\_\_\_

NONPROFIT PARTNER: \_\_\_\_\_

START DATE: \_\_\_\_\_ END DATE: \_\_\_\_\_

CAMPAIGN THEME: \_\_\_\_\_

CAMPAIGN GOALS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

CAMPAIGN METRICS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

CORPORATE PARTNER ASSETS/DELIVERABLES: \_\_\_\_\_

NONPROFIT PARTNER ASSETS/DELIVERABLES: \_\_\_\_\_

COMMUNICATION ASSETS	CORPORATE PARTNER	NONPROFIT PARTNER
<b>AUDIENCES</b>		
Internal Audiences		
Message 1		
Message 2		
Message 3		
External Audiences		
Message 1		
Message 2		
Message 3		
<b>DIGITAL CHANNELS</b>		
Website URL		
Website #s		
Fundraising Website URL		
Fundraising Website #s		
Blog URL		
Blog #s		
Email Marketing / Newsletter		
Email Marketing #s		
Intranet		
Intranet #s		
Facebook Page URL		
Facebook #s		
Twitter URL/Handle		
Twitter #s		
Instagram Page URL		
Instagram #s		
Pinterest Page URL		
Pinterest #s		
YouTube Channel URL		
YouTube #s		
Other		
Other #s		



## The Big Finish

By now, you realize that you don't need a cape, a mask or any secret identity at all to be a super hero on this Giving Tuesday. Armed with the right cause, the right corporate partner and some sound planning, you've got all the super powers you need.

Now...get out there and make the world ready for giving on December 1st!



Have a Giving Tuesday success story? Share it with us. We might feature you in a future blog post or case study. Email [Marketing@ForMomentum.com](mailto:Marketing@ForMomentum.com) with details.

## Resources Consulted (clickable if viewing electronically)

*Giving Tuesday Website.* [GivingTuesday.org](http://GivingTuesday.org).

"Corporate Case Studies."

"Nonprofit Case Studies."

"Cause Marketing Terminology Guide." *For Momentum Website.* [www.ForMomentum.com](http://www.ForMomentum.com).

Stiffman, Eden. "Giving Tuesday Tally Surges to 46-Million, Report Says." *The Chronicle of Philanthropy*. 16 Jan. 2015.

*2015 Cone Communications/Ebiquity Global CSR Study.*

*Edelman goodpurpose® 2012 Global Consumer Survey.*

"Nonprofit Guide to a Successful Giving Day." *Network for Good Website.* [www.NetworkforGood.com](http://www.NetworkforGood.com).

"Giving Tuesday Infographic." *MobileCause Website.* [www.MobileCause.com](http://www.MobileCause.com).

## Other Cause Marketing Resources from For Momentum

Like this Giving Tuesday e-book? Find other cause marketing resources on our website: [www.ForMomentum.com](http://www.ForMomentum.com).

