

CORPORATE PARTNERS, ACTIVATE!

**2016
Edition**



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

www.formomentum.com



A free cause marketing resource from

ForMomentum
CREATIVE CAUSE CONNECTIONS



Contents

What Is Giving Tuesday?	1
Introduction for the Corporate Partner	2
Introduction for the Nonprofit Partner	3
What Is Cause Marketing?	4
Data That Matters	4
Benefits of a Giving Tuesday Partnership	5
Setting Goals	6
Activation Ideas	7
Best Practices	8
Two-Page Planner	9
The Big Finish	10
Resources Consulted	11
Other Cause Marketing Resources from For Momentum	11



For Momentum is a nationally recognized cause marketing agency that 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 U.S.

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

What Is Giving Tuesday?

November 2016



Coming soon

November 2017



Next year

#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 now engages more than 40,000 organizations in 71 countries.



Source: GivingTuesday.org

On the Tuesday following Thanksgiving (in the U.S.), charities, businesses, families, community centers and students around the world come together for one common purpose: to celebrate generosity and encourage giving. The day has grown by connecting a diverse range of players who are now a community.

For Momentum sees this celebration of giving as an opportunity to leverage a powerful, open-sourced platform to deepen engagement with corporate partners and your shared communities.

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, November 29th.

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 mostly to nonprofit organizations and individual donors. It doesn't tell you how companies can fulfill their side of a cause marketing alliance and benefit from Giving Tuesday.

That's where this e-book comes in. Our professionals have made it their mission to help companies maximize cause marketing 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 Cause Marketing?



The Right Business

The Right Cause

Success and Growth

Cause marketing is 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.

Data That Matters

In 2015, Giving Tuesday partners focused on measuring collective impact, starting with an estimate of total dollars donated online to nonprofits during the 24-hour period. Findings show that fundraising, participation and awareness continue to grow by leaps and bounds.



\$116.7 million raised in 2015,
more than double the amount
raised in 2014



1.08 million total number of gifts
698,961 total number of donors
\$107.47 mean gift size



1.3 million social media
mentions related to
#GivingTuesday, evidencing
increased awareness



Source: "116.7 Million Reasons to Celebrate #GivingTuesday"

Benefits of a Giving Tuesday Partnership

Just as different retailers benefit from combining forces to offer sales on Black Friday and Cyber Monday, more than 40,000 nonprofits and their corporate partners will organize worldwide around the hashtag #GivingTuesday. Your participation in this growing global 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.

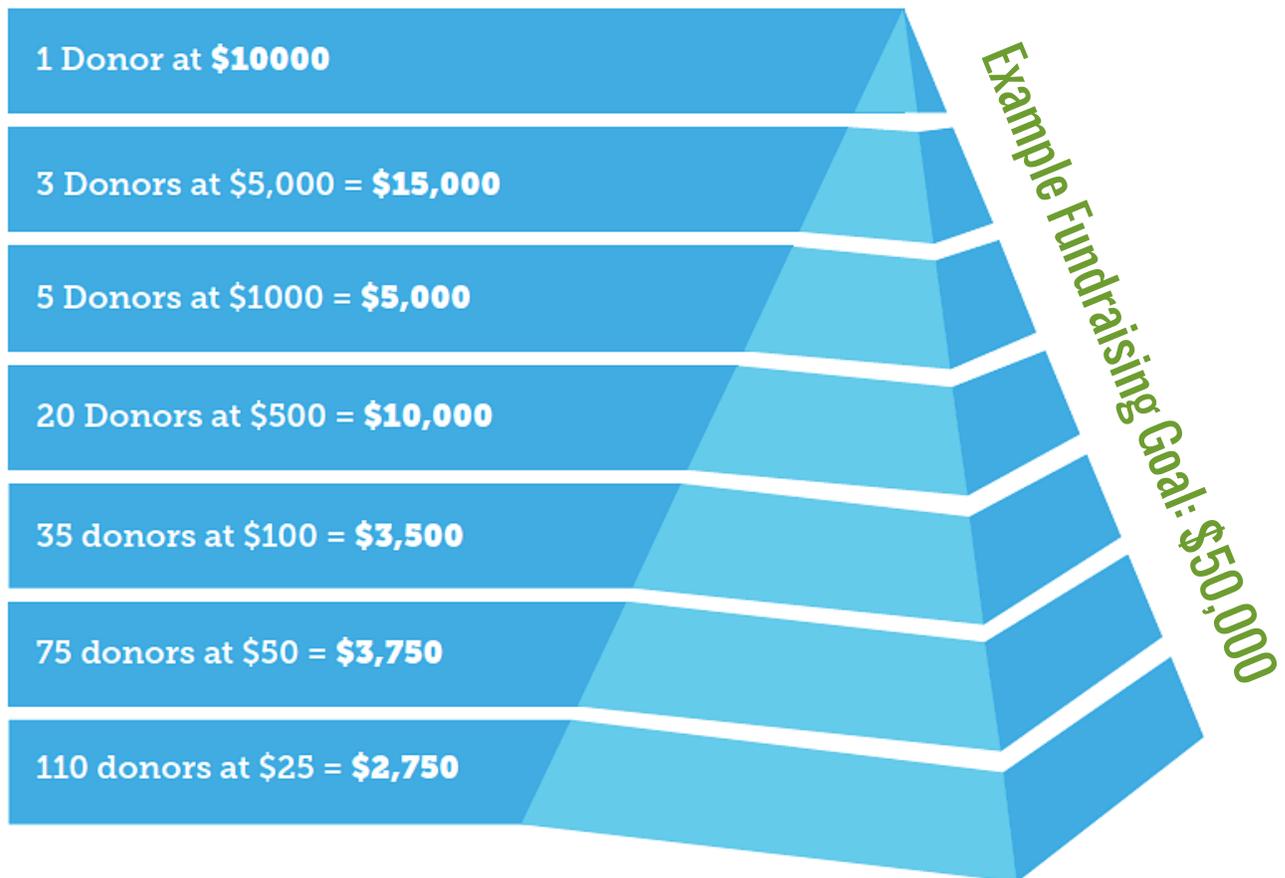
 Source: Edelman goodpurpose® 2012 Global Consumer Survey

Setting Goals

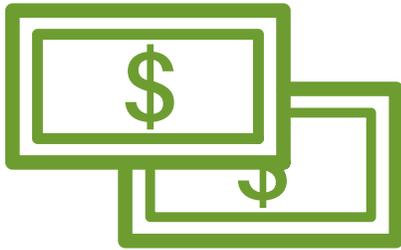
Both nonprofits and their corporate partners want to save the day on Giving Tuesday. Network for Good, an organization that provides fundraising software and coaching for nonprofits, recommends using the donor pyramid found below to break down your fundraising goal and the number of donors.

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



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



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 match your employees' individual donations up to a specified amount.



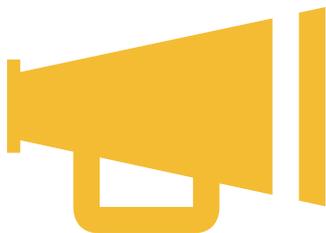
Donation of Proceeds or Charity Checkout

Donate a portion of 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.



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 channels. Change your photos and avatars to let people know you are participating and why. Visuals are best.



Find numerous case studies and campaign ideas at [GivingTuesday.org](https://givingtuesday.org).
Ideas for Corporations Ideas for Nonprofits

Best Practices

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

Craft ways to thank those 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 sure they feel welcome and appreciated.

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.



 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 created this two-page planner that corporate and nonprofit partners can complete together to get started.

If you didn't see the planner when you downloaded this e-book, you'll find a link to both a Microsoft Word (.docx) version and an Adobe Acrobat PDF (.pdf) version below.



[Download the For Momentum Giving Tuesday Two-Page Planner.](#)

The image shows two pages of a planner. The left page is titled "FOR MOMENTUM GIVING TUESDAY TWO-PAGE PLANNER CORPORATE" and includes sections for "CAMPAIGN THEME", "CAMPAIGN GOALS", "CAMPAIGN METRICS", "CORPORATE PARTNER ASSETS/DELIVERABLES", and "NONPROFIT PARTNER ASSETS/DELIVERABLES". It also has fields for "PARTNER:", "NONPROFIT PARTNER:", "START DATE:", and "END DATE:". The right page is a table with columns for "COMMUNICATION ASSETS", "CORPORATE PARTNER", and "NONPROFIT PARTNER". The table lists various communication assets such as "Internal Audiences", "Message 1", "Message 2", "Message 3", "External Audiences", "Website URL", "Fundraising Website URL", "Blog URL", "Email Marketing / Newsletter", "Intranet", "Press Releases / Media Page", "Media Contact #s", "Facebook Page URL", "Twitter URL/Handle", "Instagram Page URL", "Instagram #s", "Pinterest Page URL", "Pinterest #s", "YouTube Channel URL", "YouTube #s", "Snapchat Account", and "Snapchat #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 to activate your shared community.

Get out there and make the world ready for giving!



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 with details.

Resources Consulted (clickable if viewing electronically)

Giving Tuesday Website. GivingTuesday.org.

"Ideas for Corporations." GivingTuesday.org.

"Ideas for Nonprofits." GivingTuesday.org.

The Case Foundation. "116.7 Million Reasons to Celebrate #GivingTuesday." 2 Dec. 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.

"Giving Tuesday Infographic." *MobileCause Website.* 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.

