

2017 NONPROFIT PLAYBOOK

HOW TO WIN #GIVINGTUESDAY

Are you ready for some giving?

Preseason Planning | Game Day Execution | Postgame Analysis



GAMEDAY PROGRAM



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GIVING # TUESDAY

the Super Bowl of
Charitable Giving

GAME DAY
NOV. 28, 2017



#GivingTuesday Formation

#GivingTuesday is becoming the Super Bowl of Charitable Giving! Don't sit on the sidelines. NOW is the perfect time to start planning for the big day, November 28th.

#GivingTuesday was founded in 2012 by New York's 92nd Street Y in partnership with the United Nations Foundation. Held annually on the Tuesday after Thanksgiving (in the U.S.A.), #GivingTuesday follows the buying frenzy of Black Friday and Cyber Monday to kick off the holiday giving season. The purpose of #GivingTuesday is to inspire people to collaborate to improve their local communities and to give back in impactful ways to charities and causes they support.

The goal of this playbook is to help you understand the basics of #GivingTuesday, cover the Xs and Os of recruiting corporate partners to advance your campaign and provide useful coaching tips from the Pro Bowl Roster at For Momentum.

Coaching Tip

Don't sit on the sidelines. Set a goal. Make a specific ask. Show impact. You can't win if you don't play!

New Game Changing Research

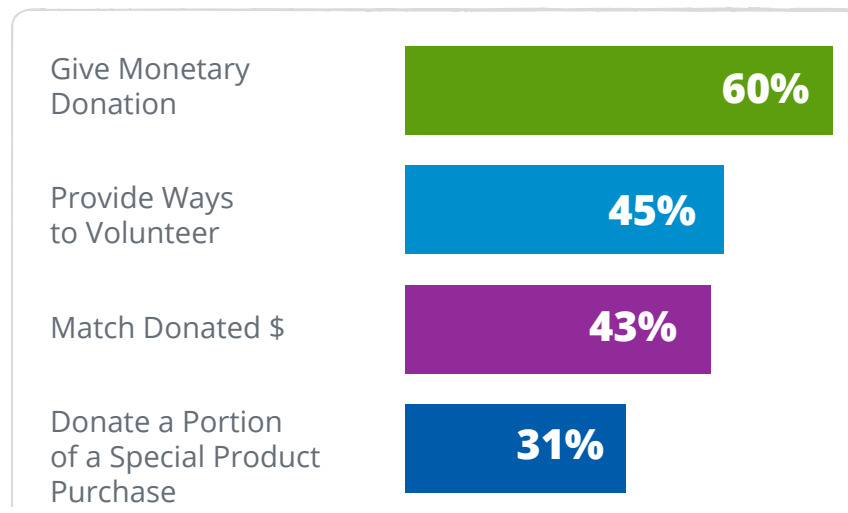
Your fan base just got larger. New research by For Momentum and The PARAGRAPH Project reveals that consumers, especially millennials, expect companies to participate in #GivingTuesday. **53% of people surveyed who are aware of #GivingTuesday, want companies to participate in #GivingTuesday.** The percentage is even higher among millennials, of whom 61% want companies that they purchase from to participate.

#GIVINGTUESDAY SCOREBOARD



*For Momentum & The PARAGRAPH Project survey, August 2017

Consumers Expect Corporations to Get in the #GivingTuesday Game in Multiple Ways:



*For Momentum & The PARAGRAPH Project survey, August 2017



Preseason Planning

Draft a quarterback in the first round to serve as the main contact person on #GivingTuesday. A good quarterback will be ready to call an audible or respond to trending news.

Build a strong team by recruiting employee playmakers with special skills. Your starting line-up should include leaders from Marketing, Human Resources and IT. Get buy-in from top management to ensure that everyone knows where the goal line is and recruit cheerleaders from every department.



BASIC PLAYBOOK

The most important factor to your success will be an effective game plan. Here are our top 10 basic formations for your #GivingTuesday playbook:

- 1. Identify your Goal(s):** These might include some or all of the following - increased social activity, attracting new followers and reaching a defined fundraising goal.
- 2. Recruit Some Extra Players:** Corporate partners can help you achieve all your #GivingTuesday goals by engaging their customers and employees in your campaign.
- 3. Create a Theme:** Create a catchy or emotional hook that will help your message break through the clutter. Something creative like "Help us feed grandma" will get the attention you are seeking.
- 4. Establish a Fundraising Goal:** Identify a specific dollar amount so everyone knows where the goal line is. Think about the compelling difference you can make with your #GivingTuesday campaign and create relevant goals and social math illustrations. For example "More than 5M seniors in the US face hunger. Help us raise \$10,000 to provide meals for a month for 250 seniors."



Coaching Tip

Stick to simple plays. Carefully select a few key plays that you can successfully execute.

BASIC PLAYBOOK CONT.

- 5. Promote a Clear Call to Action:** Make sure your audience knows how to join in. Keeping with the example goal above, clear call to action language might be: Click this link to “Charity Name” feed a senior citizen for a week”. Other effective activations include “Text ‘FEED’ to xxx-xxx-xxxx to donate...” or “for every \$1 donated, company will match” or “company will donate \$5 for each xyz product sold today.”
- 6. Establish a Donation Process for Your Partners:** If fundraising is new to your corporate partner, teach them how to collect and protect the dollars they raise for you. These include linking to your donation pages or creating turnkey solutions like text to give, FB fundraising pages or a campaign microsite.
- 7. Develop Campaign Content:** Create a variety of messages that can be featured via your channels throughout the day. Be sure to share with your corporate partners for outreach to their employees and consumers. Include photos or videos to embed in their messages. Promote through all your available communications channels as outlined in play #9.
- 8. Integrate Essential Hashtags:** At a minimum, tag all your messages with #GivingTuesday and your organization’s #. Your partner should also include these #'s in their posts along with their company #. Consider other hashtags as appropriate, but don’t draw a penalty by using too many.
- 9. Prepare a Communications Plan:** #GivingTuesday takes place primarily online, so be sure to establish a plan for all of your social media channels. Also leverage any email databases possible – donors, participants, volunteers, etc. Bottom line, the more ways you can get the message out, the more points you will score!
- 10. Plan for Tracking:** Be sure to track progress throughout the day and communicate milestones along the way. Images such as a thermometer or a scoreboard will help everyone see the ball moving towards the goal line.



Advanced Plays

- **Triple Option: Use Multi-Channel**

- **Communications to Reach Broad Audience Base**

- Build excitement and awareness through emails, social media posts, and text messages. With a 98% open rate, text messages are more likely to be seen than other forms of communication (Dynmark Mobile Intelligence Review).

- **Special Teams: Build It for Mobile**

- Nearly 92% of all social activity happens on a smartphone. Your game plan should include user-friendly ways to make donations and share your campaign from a mobile device.

- **Fan Spirit: Create Emotion Via Video**

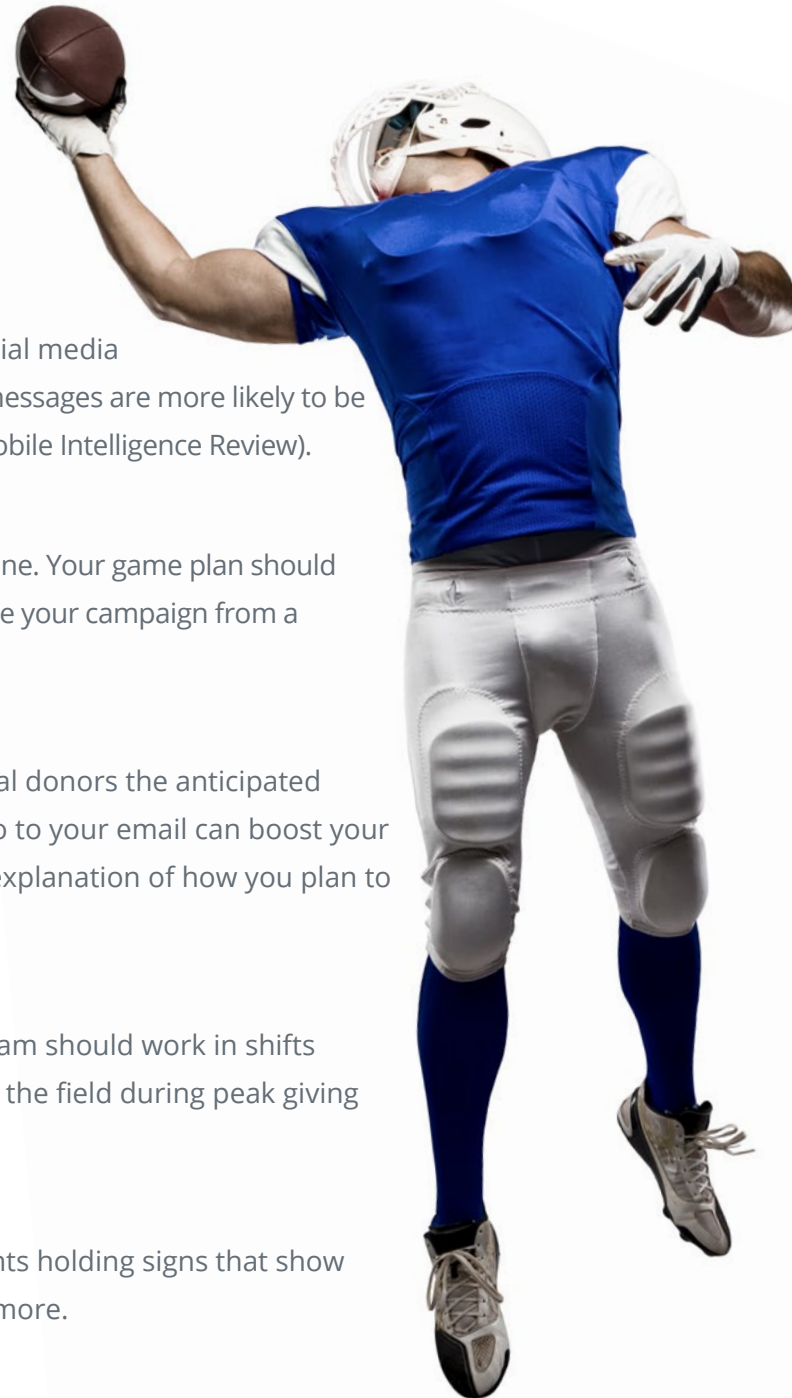
- Embed an emotion-packed video that shows potential donors the anticipated impact of their gifts. Bonus coverage- Adding a video to your email can boost your click rates as much as 300% (Wistia). Include a brief explanation of how you plan to use their #GivingTuesday donations.

- **Kickoff Early: Extend your Play Time**

- If you can, start at midnight. Your #GivingTuesday team should work in shifts during off-peak hours. The entire team should be on the field during peak giving hours from 8:00 am through 8:00 pm.

- **Drive Up the Score with #UNselfies**

- #UNselfies are pictures of #GivingTuesday participants holding signs that show why they gave to a particular cause. See sidebar for more.



Encourage your #GivingTuesday participants to take and post an “unselfie.” Here’s what you should encourage them to do:

- 1) Take a piece of paper and write our charity’s name on it.
- 2) Take your picture holding up the piece of paper.
- 3) Upload the photo to Facebook, Instagram, Twitter, Pinterest and other social media channels and remember to include the hashtags #GivingTuesday and #Unselfie

Keeping Score

- **Create a Scoreboard:**
Display a real-time fundraising thermometer to track donations and create a sense of urgency. Proactively share campaign progress throughout the day and promote the final score to motivate ambassadors and inspire donors.
- **Postgame Analysis:**
Learn from your performance on Game Day. What worked and what didn't? Evaluate your campaign reach using social metrics. Evaluate your fundraising performance to inform next year's goal. The only way you can lose on #GivingTuesday is if you don't measure your results.
- **Announce MVPs:**
Remember to thank everyone for their participation. Broadcast results in ways that engage all your donors and makes them feel good about their generosity. Make an extra effort to recognize the support of your partners.



Technology drives #GivingTuesday's success. Online giving has increased by 20% since 2015. In 2016 the average online gift exceeded \$126 and 22% of online donations were made on a mobile device. (Blackbaud)

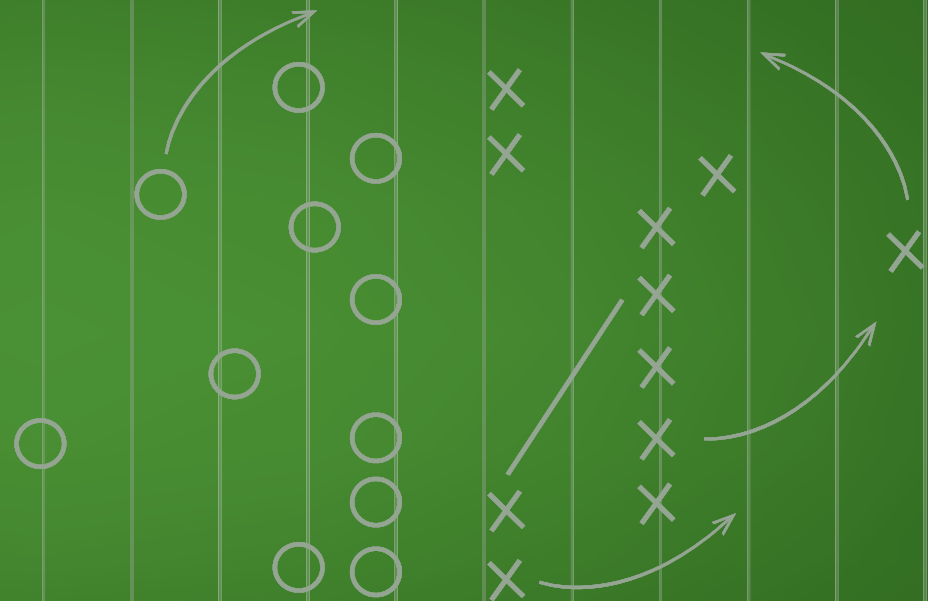


Team For Momentum

For Momentum's Pro Bowl team is a nationally recognized cause marketing agency that unites leading nonprofit organizations, corporations and agencies to form and strengthen strategic social impact partnerships. Founded in 2003 by innovative 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 For Momentum's #GivingTuesday Playbook and additional resources.](#)

STATS:

For Momentum has helped hundreds of nonprofits and companies raise millions for their communities since 2003.



#GivingTuesday Game Plan

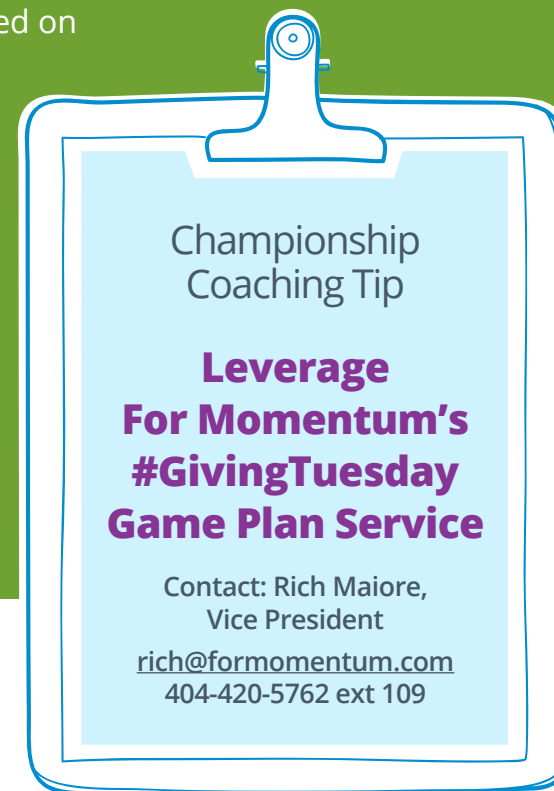
Powered by For Momentum

Don't be forced to throw a Hail Mary. It almost never works. For Momentum's Pro Bowl roster is made up of experienced cause coaches who focus solely on cause marketing and corporate social responsibility.

*Let us help create your **#GivingTuesday Game Plan** Whether you're just starting out or looking to improve, we'll deliver a customized game plan to enable you to take the ball and run with it. It's a cost effective and quick way to get you in the game.*

Your Custom Game Plan will include recommendations for:

- Tailored #GivingTuesday strategy that aligns with current CSR efforts
- #GivingTuesday theme concept and supporting key messages
- Recommended activations based on your assets and audiences
- Communication and promotional plan
- Donation mechanism recommendations
- Implementation timeline
- Measurement tracking scoreboard



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