



#TappSocial, October 16, 2018

Our Guest Speakers Today...



Canine Partners *for* Life

#GIVINGTUESDAY™



#GIVINGTUESDAY 2018

Tuesday, November 27, 2018

HISTORY OF #GIVINGTUESDAY

- Celebrated the Tuesday following Thanksgiving, Black Friday, and Cyber Monday kicking off the charitable season
- Started in 2012 by the team at the Belfer Center for Innovation & Social Impact at the 92nd Street Y—a cultural center in New York City
- A movement that celebrates and supports giving and philanthropy



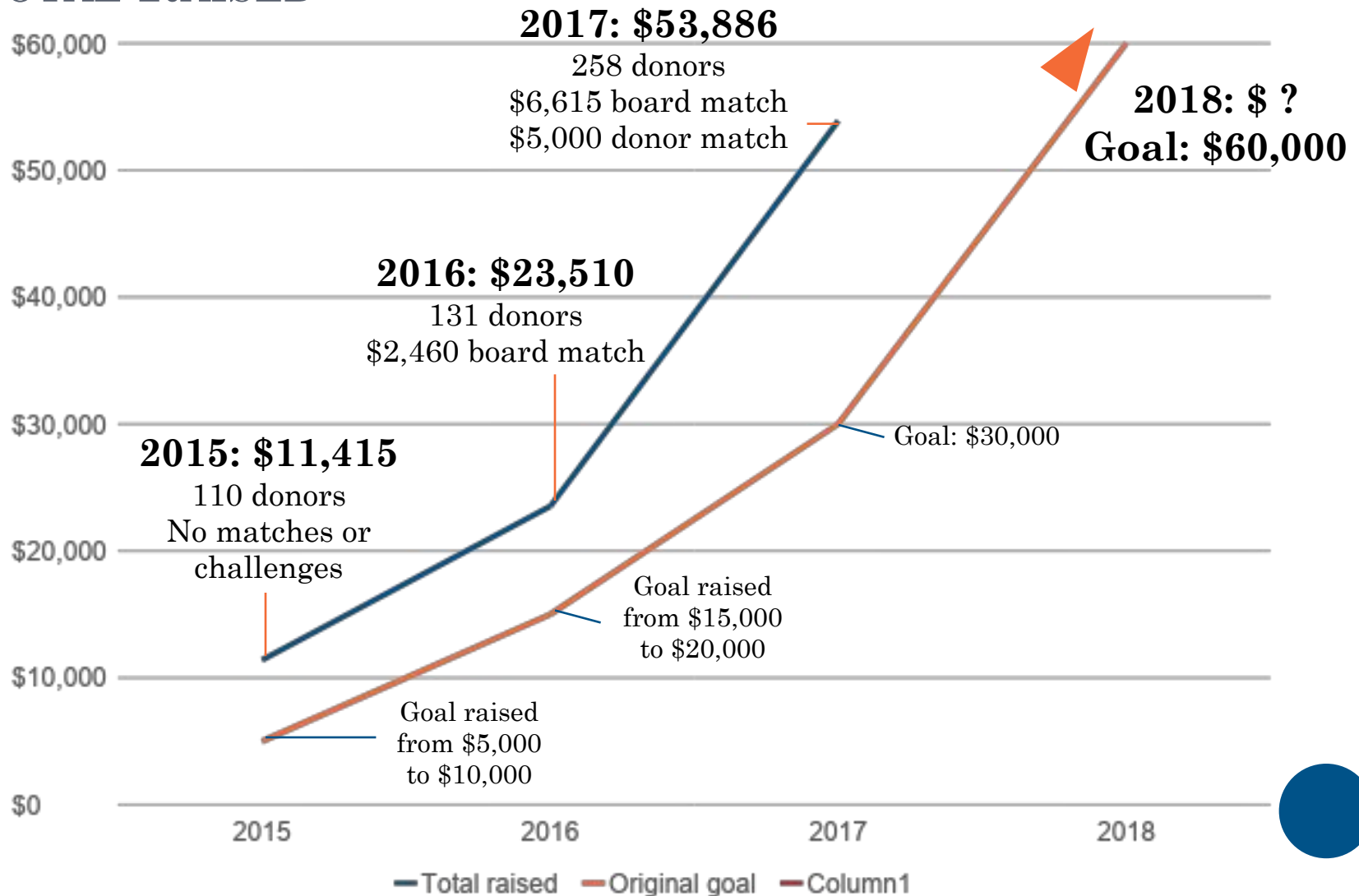
HISTORY OF #GIVINGTUESDAY (CONT'D)

- Primarily an online campaign harnessing the power of social media to raise awareness and funds
- In 2017 –
 - 150 countries participated
 - Approximately \$300M raised online
 - 2.5M gifts
 - 21.7B social media impressions



CPL #GIVINGTUESDAY 2015, 2016, & 2017

TOTAL RAISED



CPL #GIVINGTUESDAY 2015, 2016, & 2017

DONOR ACTIVITY

Three year average

- 18% new donors
- 47% already made a gift since July 1 (current FY)
- **59.3%** of gifts under \$100

	<u>2015</u>	<u>2016</u>	<u>2017</u>
New donors	23%	11%	19%
Current FY donors	44%	55%	43%
Gifts under \$100	67.2%	51.5%	59.3%



CPL #GIVINGTUESDAY 2015, 2016, & 2017 BUDGET

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Spent	\$84	\$145	\$5,163
Raised	\$11,415	\$23,510	\$53,886
Net	\$11,331	\$23,365	\$48,723



#GivingTuesday does not need to be expensive. Small things can still make a big difference.

Tip: Focus on costs that make donors feel good about their participation. It will bring them back next year. (Ex: puppy photo with acknowledgement letter specific to #GivingTuesday)

Note: 2017 budget does not include calendar expense or income



CPL #GIVINGTUESDAY 2018

GOALS

- \$60,000 total raised
- Challenges (at least one of each)
 - Corporate challenge
 - Board challenge
 - Match after goal challenge



CPL #GIVINGTUESDAY 2018

CHALLENGES



- Corporate and Individual
 - Custom based on donor interest
- Match after goal
 - In place of increasing the goal
 - A donor will pledge to match (in full or part) of all donations made after we reach \$60,000
 - For example: Donor A will match 10% of all donations made after \$60,000 up to \$2,000.
- Board
 - Collective pledge for each \$2,000 raised.
 - Currently have 100% Board participation with challenge pledges and one-time donation pledges. Current challenge pledge is \$400 for every \$2,000 raised.



CPL #GIVINGTUESDAY 2018

MARKETING

Canine Partners *for* Life



- Keeping it consistent
 - Using last year's redesigned logo
 - More color
 - More photos/videos
- Continuing Share Our Stories but not connected to #GivingTuesday
- Save the Date postcard mailed to approx. 10,000 households, corporations, etc.
 - Mailed to approx. 20,000 in 2017 with several people responding because of the postcard



CPL #GIVINGTUESDAY 2018 CALENDAR CONTEST



- Bringing back the CPL calendar!
 - With a 30th anniversary theme
- Graduates will submit photos
- #GivingTuesday donors will vote on their favorites to be included in the 2019 calendar
- Sponsors to cover cost of calendar and postage



CPL #GIVINGTUESDAY 2018

EVENT

- Evening of #GivingTuesday, November 27, 2018!
- Special event at CPL recognizing donors
- Tentative invitation list includes
Board, leadership donors, 2017
#GivingTuesday donors
- #GivingTuesday theme/information
 - Possible interactive games/activities
 - Recognizing #GivingTuesday donors



CPL #GIVINGTUESDAY

LESSONS LEARNED

- Plan in advance
- People need reminders (email, mail, social media, etc.)
- Keep donors updated on progress toward goal, they will check in
- Mail works as a reminder, but target specific people to save money
- Reduce messaging
 - If there are too many things going on, donors may get confused and give up on a donation.
- Allow donors to pay the credit card fee for online donations if possible (Network for Good)



CPL #GIVINGTUESDAY 2018

SIMPLE STEPS



#GI♥INGTUESDAY™

- Register your org at givingtuesday.org
- Send at least one email and/or social media post (on all available platforms) about #GivingTuesday
 - Use the templates and marketing materials available on givingtuesday.org
- Make a personal donation to your org on #GivingTuesday
- Set an attainable goal
 - Donors or dollars



CPL #GIVINGTUESDAY 2018

SIMPLE STEPS (CONT'D)



- Get your Board on board
- Make thank you calls to previous donors and let them know about #GivingTuesday
 - Call donors who make a gift on #GivingTuesday to thank them for participating
 - Have Board members make calls
- Share your org's message with your friends and family
 - Social media, email, mail, in-person, etc.



QUESTIONS?

Canine Partners *for* Life

#GIVINGTUESDAY™



Tuesday, November 27, 2018

www.k94life.org/cplgivingtuesday

43 days and counting...



Giving Tuesday Participation by State

**1 GT project
for every 2,000
residents**

District of Columbia
Vermont
Washington

1 in 4,000

Kansas
Montana
Maine
Massachusetts
New Hampshire
Maryland
Connecticut
Virginia
Arkansas

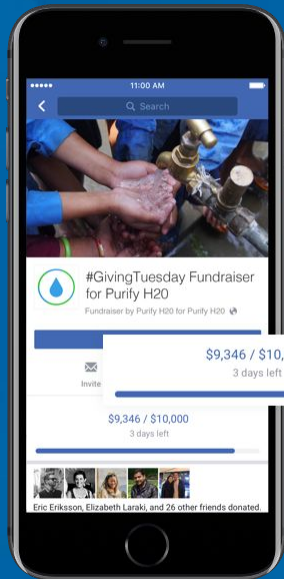
1 in 6,000

Oregon	Delaware (#20)
Rhode Island	Wisconsin
Missouri	Alaska
New York	Colorado
Penn. (#17)	New Mexico
Wyoming	California
Illinois	Nebraska
	Indiana

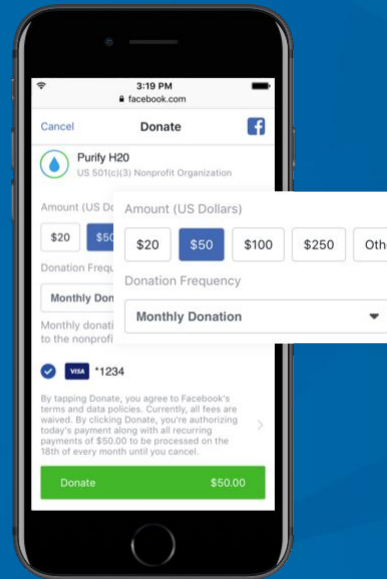
Facebook Tools

\$7 million match

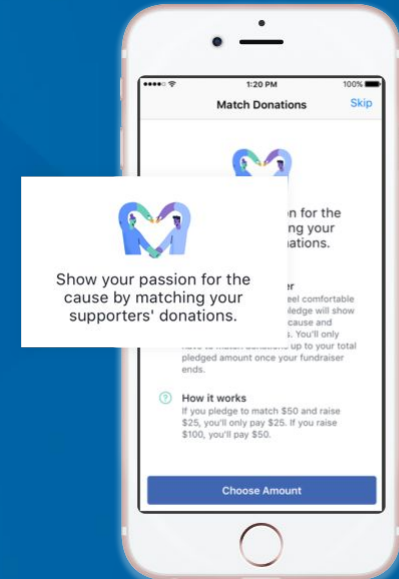
Starting at 8 am ET, will certainly run out almost instantly



Set up fundraisers



New: Recurring donations



New: Matching donations

Facebook

Heads-up: Very little donor information shared

Only first name and last name; email if public on Facebook profile

May include fundraiser source


Donation Amount	Charge Date	First Name	Last Name	Email Address	Fundraiser Title	Source Name	Permalink	Charity ID	Campaign Owner Name
20	2018-01-20					fundraiser		10155263750288137	
50	2018-01-20					fundraiser		10155263750288137	
10	2018-02-02					fundraiser		10155263750288137	
20	2018-04-19					donate_button_user_posts		10155263750288137	
20	2018-04-22					fundraiser		10155263750288137	
20	2018-06-03					fundraiser		10155263750288137	
10	2018-06-05					fundraiser		10155263750288137	
20	2018-06-06					fundraiser		10155263750288137	
50	2018-06-08					fundraiser		10155263750288137	
25	2018-06-08					fundraiser		10155263750288137	
15	2018-06-08					fundraiser		10155263750288137	
25	2018-06-26					fundraiser		10155263750288137	
20	2018-07-17					donate_button_user_posts		10155263750288137	
50	2018-07-17					donate_button_user_posts		10155263750288137	
10	2018-07-17					fundraiser		10155263750288137	
100	2018-07-17					donate_button_user_posts		10155263750288137	
50	2018-07-17					fundraiser		10155263750288137	
20	2018-07-17					fundraiser		10155263750288137	
20	2018-07-18					donate_button_user_posts		10155263750288137	
50	2018-07-18					donate_button_user_posts		10155263750288137	
25	2018-07-19					donate_button_user_posts		10155263750288137	
50	2018-07-19					donate_button_user_posts		10155263750288137	
50	2018-07-20					donate_button_user_posts		10155263750288137	
50	2018-07-21					donate_button_user_posts		10155263750288137	
130	2018-07-22				Family Promise of Northern New Castle County	donate_button_charity_page	https://www.facebook.com/	10155263750288137	
30	2018-07-22					donate_button_user_posts		10155263750288137	
20	2018-07-23					donate_button_user_posts		10155263750288137	
50	2018-07-27					donate_button_user_posts		10155263750288137	
30	2018-07-29					donate_button_user_posts		10155263750288137	

Facebook

Tools

Heads-up: Ads related to “issues of national importance”

- Now requires verification of individual posting ad
- Issues include: abortion, budget, civil rights, crime, economy, education, energy, environment, foreign policy, government reform, guns, health, immigration, infrastructure, military, poverty, social security, taxes, terrorism, values



Become Authorized to Run This Type of Ad

We require Pages to be authorized to run ads related to politics and issues of national importance. You can read about [how we define this group of ads](#) to understand why your ad falls into this category.


To continue, please complete the one-time authorization process.


If you've read our policies and think that we made a mistake, you can request a second review by our team.

Request Review

DESKTOP NEWS FEED

MOBILE NEWS FEED



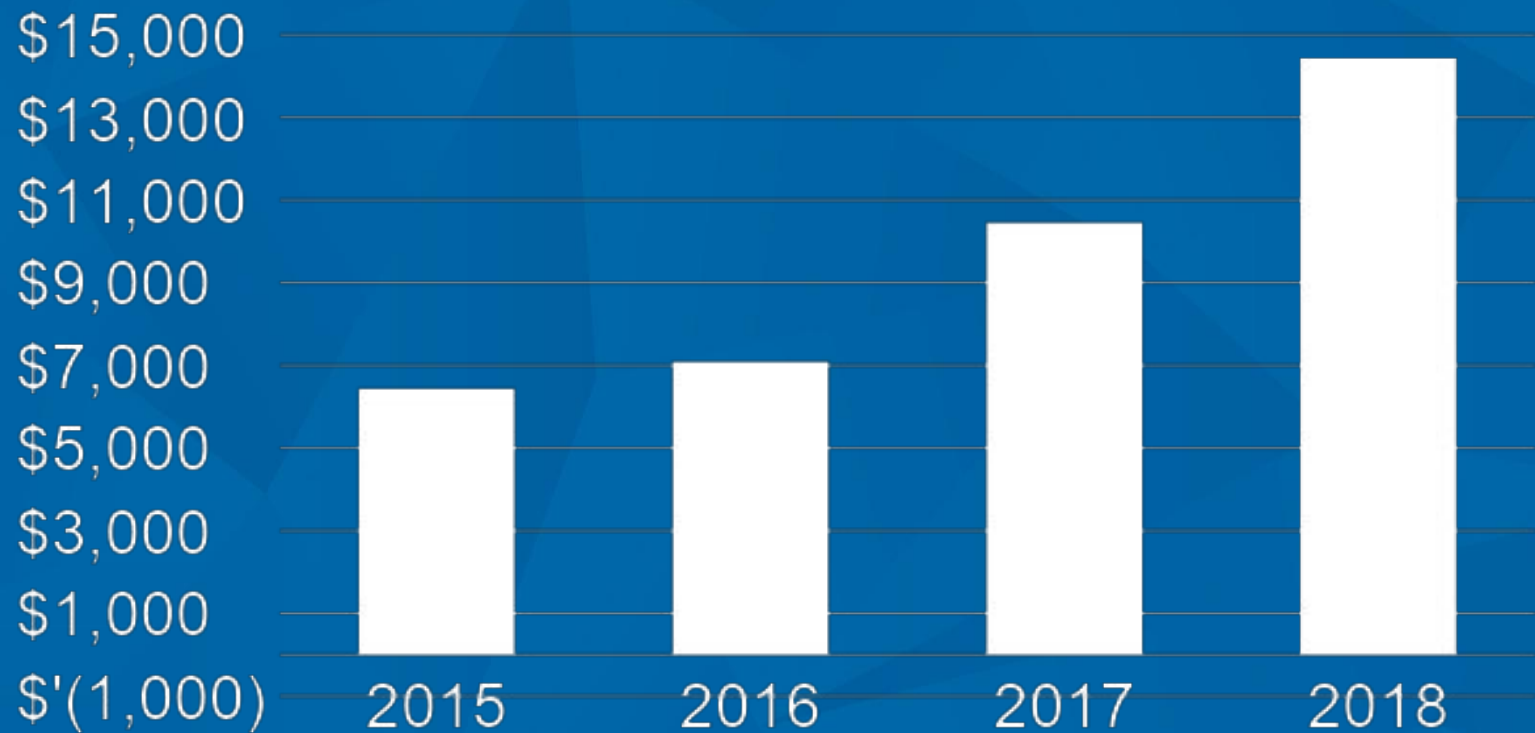
Family Promise of Northern New Castle County
Sponsored · 

From homelessness to homes: These 3 families' lives were transformed by Family Promise NNCC and our 1,500+ volunteers. Watch this video to see their stories!

Yet 18 kids still become homeless each day in Delaware. Help us create twice the promise and end homelessness for twice as many families annually — we can't do this without you:

<http://contribute.familypromisede.org>

Peer-to-Peer Giving at Family Promise® NNCC



Giving Tuesday y 2017

Family Promise of Northern New Castle County updated their cover photo.
Published by Ryan Catalani [?] · November 21, 2017 ·

On Tuesday, Nov. 28, 2017, join a global day of giving! Donate to Family Promise to help create brighter futures for children and their families.
#GivingTuesday

Donate now: <https://donate.familypromisede.org>



This #GIVINGTUESDAY, create brighter futures for children and their families.

A Global Day of Giving
November 28, 2017

Family Promise of Northern New Castle County
Published by Ryan Catalani [?] · November 22, 2017 ·

If you're shopping on Amazon.com this weekend, each of your purchases can support Family Promise's mission of ending homelessness for families! Use this link to get started:
<https://smile.amazon.com/ch/26-2373936>



amazon smile

On Black Friday and Cyber Monday, shop at smile.amazon.com. Amazon will donate to Family Promise!

Family Promise of Northern New Castle County
Published by Ryan Catalani [?] · November 23, 2017 ·

Happy Thanksgiving! At Family Promise, we are filled with gratitude to be able to create brighter futures for children and their families.


This Thanksgiving, we're thankful for our families, volunteers, and donors.

From all of us at Family Promise, thank you!



Family Promise of Northern New Castle County
Published by Ryan Catalani [?] · November 24, 2017 ·

This weekend, each of your purchases on Amazon.com can support Family Promise's mission of ending homelessness for families! Use this link to get started: <https://smile.amazon.com/ch/26-2373936>



Black Friday	Cyber Monday	#GIVING TUESDAY
Shop at smile.amazon.com & Amazon will donate!		A global day of giving — support Family Promise!

Family Promise of Northern New Castle County
Published by Ryan Catalani [?] · November 27, 2017 ·

Tomorrow only, the Bill & Melinda Gates Foundation will match up to \$2 million donated through Facebook!

We'd be so grateful if you took this special opportunity to double your impact and support our mission of ending homelessness for families. Set your alarms for 8 am, and look out for our post tomorrow morning! #GivingTuesday



Cyber Monday	#GIVING TUESDAY
Shop at smile.amazon.com & Amazon will donate!	The Gates Foundation is matching gifts made through Facebook!

Family Promise of Northern New Castle County is asking for donations.
Published by Ryan Catalani [?] · November 28, 2017 ·

Today only: The Bill & Melinda Gates Foundation is matching up to \$2 million donated through Facebook! We hope you take this special opportunity to double your impact — every dollar supports our mission of ending homelessness for families. All you have to do is donate below!

TODAY ONLY
Double your impact! Help us create brighter futures for children and their families.

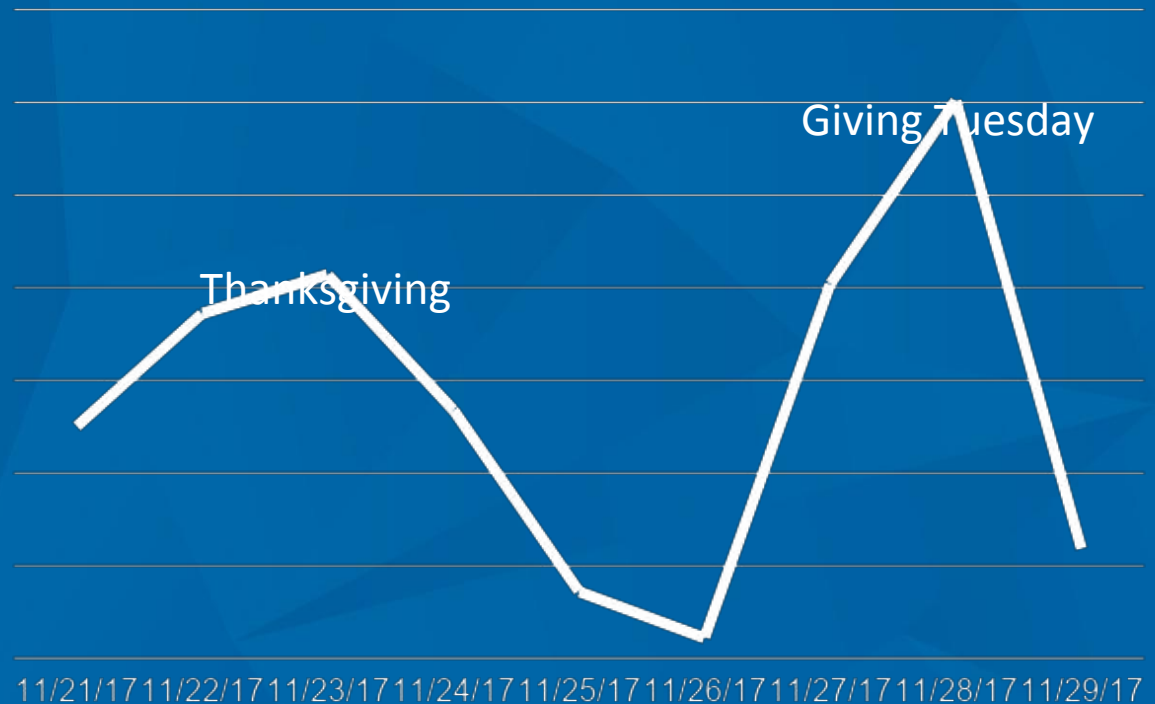
#GIVINGTUESDAY



Lessons Learned

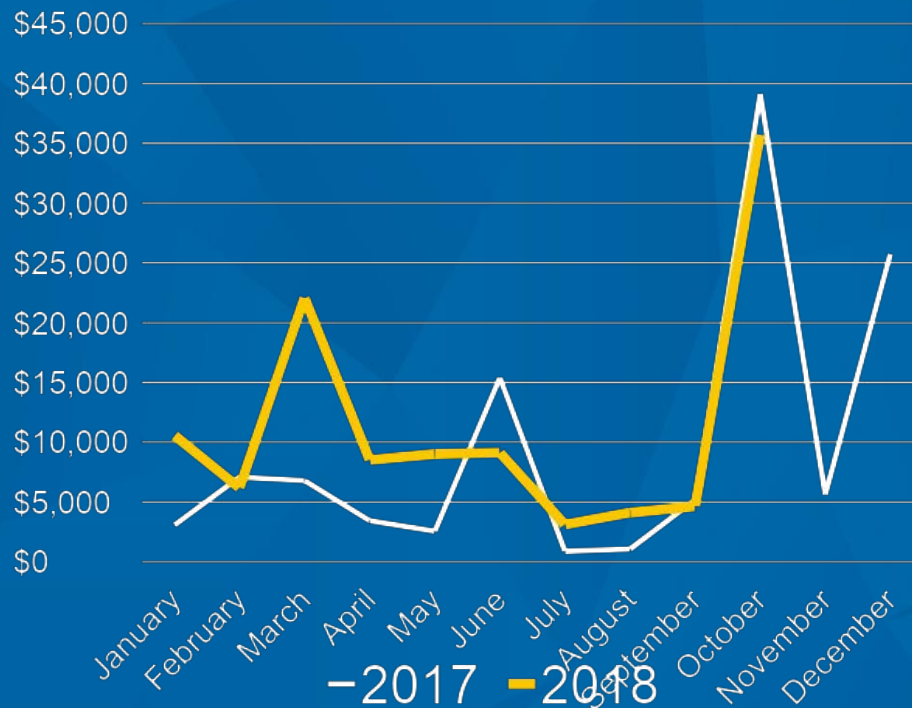
- More specific
—generic appeal
doesn't stand out
- Engaging earlier and
more consistently
for this campaign
- Better targeting
based on donor
history

Facebook Reach

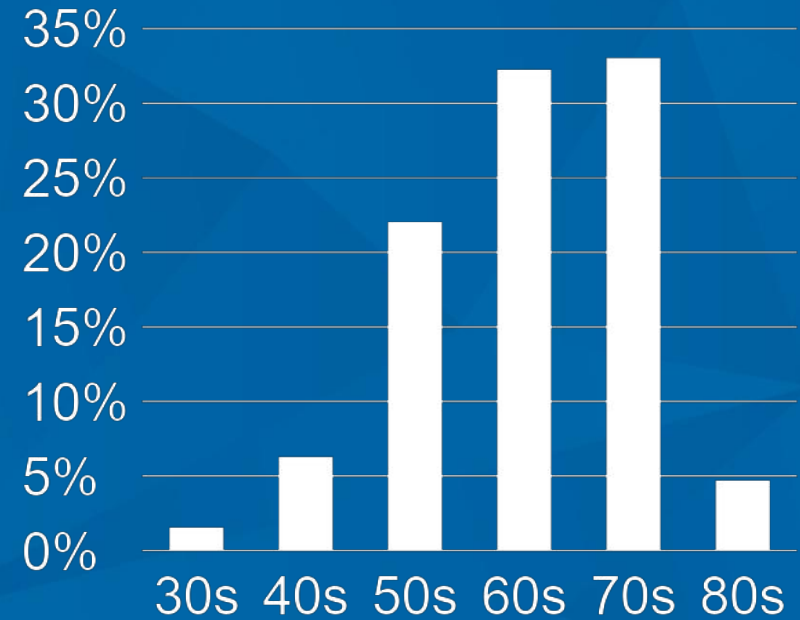


Know your donors

Donation seasonality

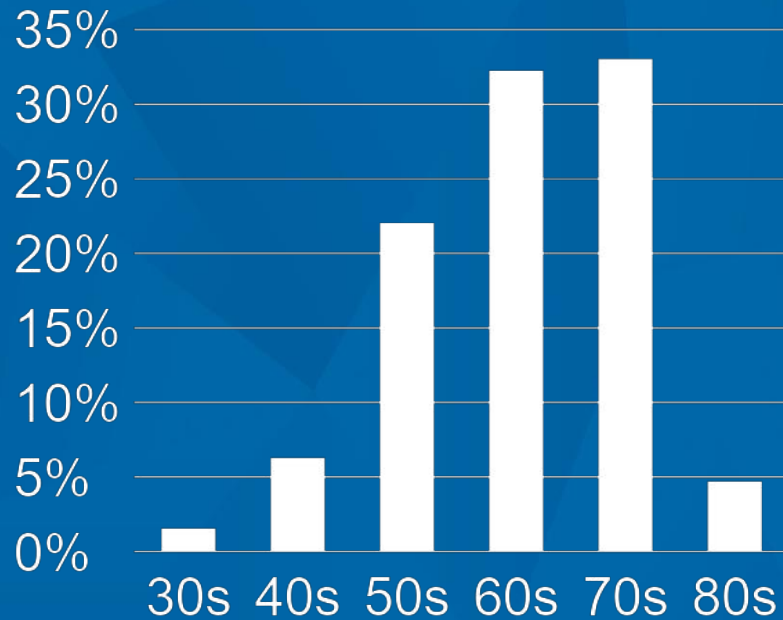


Age distribution

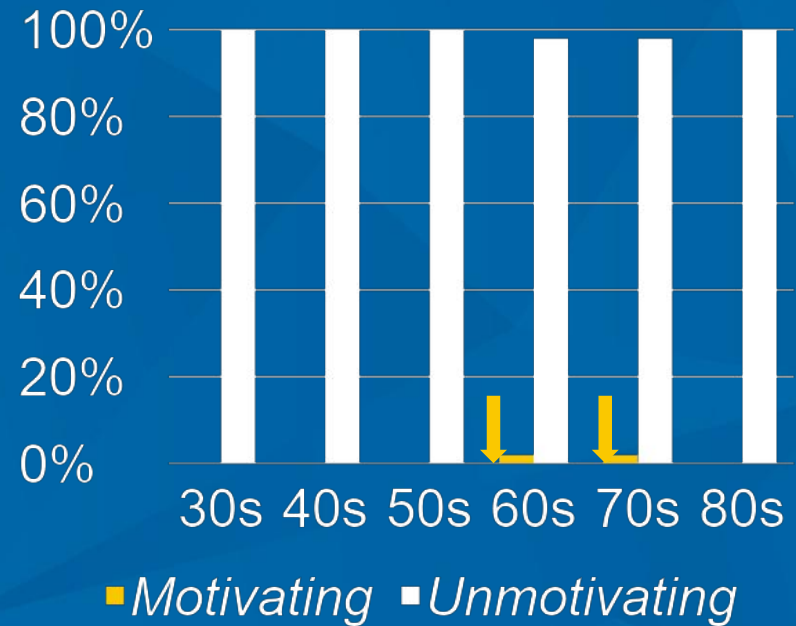


Know your donors

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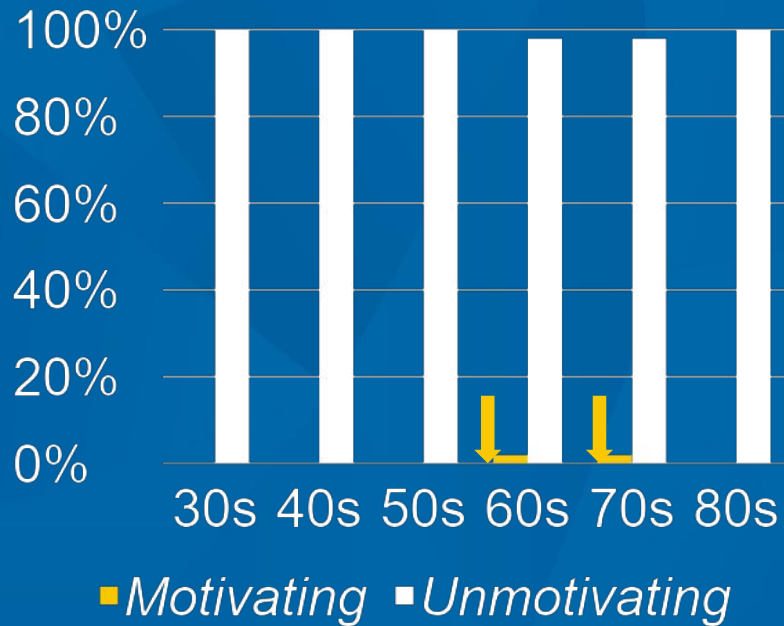


Perks?

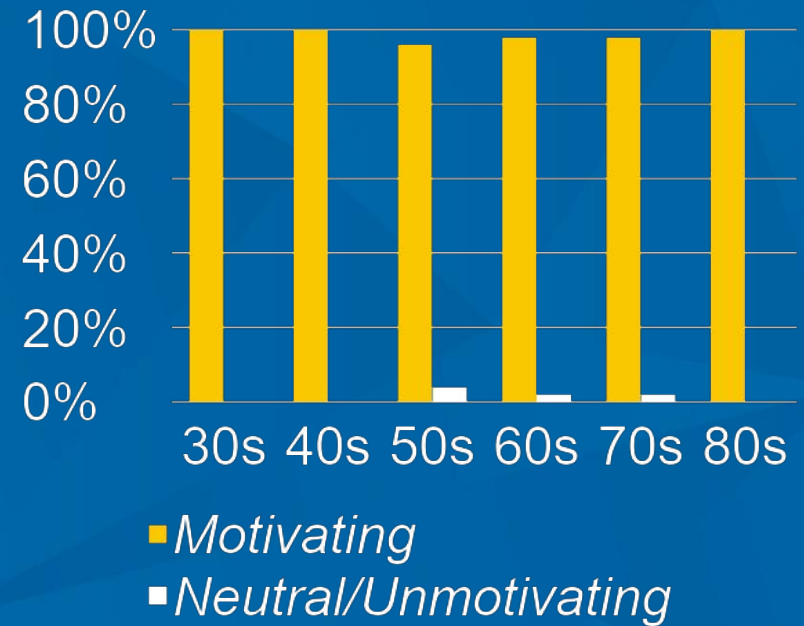


Know your donors

Perks?



FP mission?



Giving Tuesday 2018

Giving ____ Day



User-generated content!

Giving Tuesday 2018

Giving ____ Day

Play to your strengths —
engage friend-of-friend
networks!





#HIDDENtuesday

30 days of homelessness facts
*representing the 1 in 30 kids who become
homeless in Delaware each year*

Giving Tuesday 2018

- Delaware has a lot of Giving Tuesday projects — find a way to stand out
- Know your donors — be specific
- Start early and repeat often
- Facebook tools are nice but not a panacea
- Think about corporate matches (e.g. JPMorgan Chase 2x)