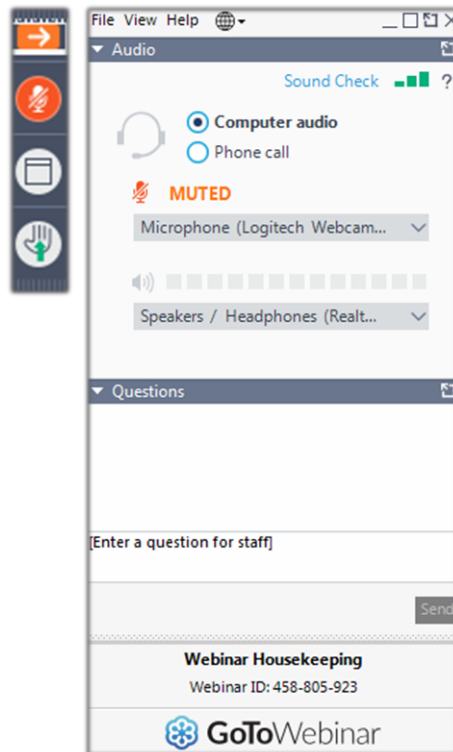




Futures in Education
FOR BROOKLYN AND QUEENS
Changing Lives Through The Gift Of Education

SCHOOLS & ACADEMY WEBINAR #3:
Launching a Giving Tuesday Campaign

Webinar Logistics



To join audio:

- Choose “Computer audio” to use VoIP and listen through your computer
OR
- Choose “Phone call” and dial using the information provided. International numbers available.
- Throughout the webinar please type your questions here for discussion later

Points for Discussion

1. What is Giving Tuesday?
2. Why is it important?
3. What planning steps can we take?
4. Questions
5. Additional Resources



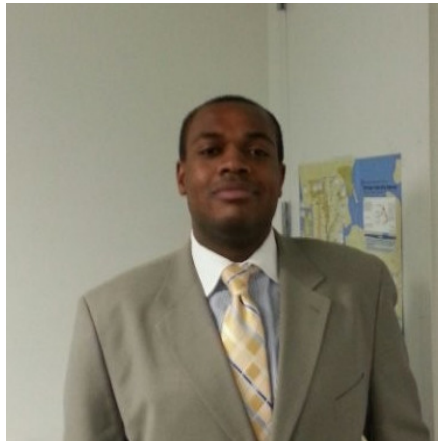
CCS's Experience with Independent Schools and Religious Organizations



DIOCESE OF BROOKLYN



Today's Presenters...



Sean King
Executive Director
CCS Fundraising



Kaitlin Leonard
Vice President
CCS

\$511,000,000

**Amount raised online
in the United States
during 2019 Giving
Tuesday**

What is Giving Tuesday?

- Global day of generosity and a movement to transform local communities
- Created in 2012 to encourage people to do good; follows Black Friday, Cyber Monday.
- Always falls after Thanksgiving, and kicks off the end of the year giving push
- Focused exclusively online and across social media channels
- Related to online giving movements such as #igiveCatholic



Why Should My School Participate in Giving Tuesday?

1. Increasing **awareness of your school**
2. Inspiring support by telling **your story in a new way** that connects you with a larger community of other nonprofits and supporters.
3. Acquiring **new donors** as a result of connecting with a giving movement that increases your exposure.
4. Continued **fundraising after #GivingTuesday** due to an increase in donors and general excitement among your supporters.
5. Strengthening your team by being part of an **exciting and rewarding fundraising challenge** that highlights your school.
6. Kicking Off Your **Year-End Fundraising** by experiencing more overall fundraising success than those who don't participate in #GivingTuesday.

SIX WEEKS TO GO!

- Determine the campaign and goal
 - What do you **need money for**?
 - What is a **realistic goal**?
- What platforms will you use?
 - Facebook
 - Instagram
 - Twitter
 - Everything available!
- Think about your ambassadors
 - Board
 - Alumni
 - Teachers
 - Parents
- Download Giving Tuesday graphics from the toolkit and/or Giving Tuesday website
- Make your personalized schedule



FOUR WEEKS TO GO!

- **Social media messaging is getting crowded!** Campaign announcements need to be shared early and often.
- **SAVE THE DATE!:** Share your campaign on social platforms and email newsletter.
- Ask several ambassadors to share the message on social media.



Save The Date
GIVINGTUESDAY

December 1, 2020

THREE WEEKS TO GO: INCREASE PROMOTION

- Promote your campaign on social media
- Educate your social networks about **Giving Tuesday**, what it means, and how you'll play a part this year.
- Define action steps for participation and how people can contribute
- Share your needs and photos and stories about your students
- Finalize plan for the day of, follow up, and what's next for continued buy-in

#GIVINGTUESDAY

TWO WEEKS TO GO!

- Remind people that you're only two weeks away from Giving Tuesday.
- 10 Days Prior: **Email all supporters**
 - Announce that you're fundraising for Giving Tuesday.
 - Describe the purpose of the giving day, your fundraising goals, and the impact you plan to make.
 - Ask recipients to spread the word and provide them with an option to give now.

Please consider supporting SCHOOL NAME on #givingtuesday, December 1!

Your gift will help us continue to nurture our students academically, socially, physically, and spiritually, preparing them for life!

Join us and be ready to make your gift online here:

#GIVINGTUESDAY

Website or social media link here

ONE WEEK TO GO!

- **Email:**
 - Send an email to your community to announce that you will be fundraising next week and need their support.
 - Tell them about goals and the impact you plan to make.
 - You can even give donors the option to give now.
- **Social Media:**
 - Change your profile and/or header images to promote Giving Tuesday.
 - Add a link to your campaign page in your about section.
 - Post on each platform you use to reach your entire audience
- **Anyone who visits your site should know you are participating in the giving day.**

SAMPLE POSTCARD TEXT FOR ONLINE

Giving Tuesday 2020



Insert SCHOOL NAME



THANKSGIVING

Message: Happy Thanksgiving! Remember to give back on Tuesday.

Social Media: Post a fun holiday message or Giving Tuesday graphic to draw the connection to Giving Tuesday.

This is also a great time to send out a stewardship email saying thank you to your supporters.



SATURDAY & SUNDAY

Saturday

Message: Giving Tuesday is getting close! Get excited!

Social Media: Continue to count down the days or post new Giving Tuesday content.

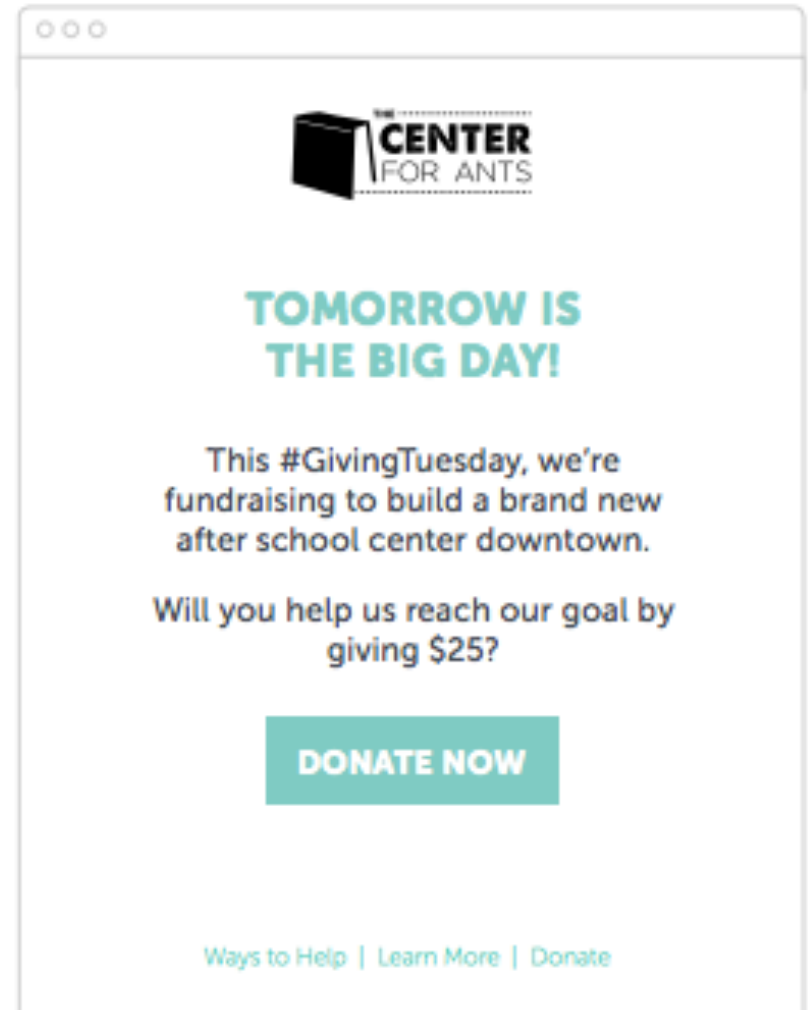
Sunday

Message: Giving Tuesday is your chance to make a difference. Help us reach our goal for this important cause.

Social Media: Continue to count down the days or post new Giving Tuesday content. Try introducing or profiling a specific program to show supporters where their donations go and the impact they make.

CYBER MONDAY

- Giving Tuesday is tomorrow, and your supporters need to get ready.
- 1 Day Prior (Cyber Monday)
 - Email all supporters
 - Send an email that reminds supporters to give the next day and share the campaign with friends and family.
- Post on social media



GIVING TUESDAY

- Given the short-term nature of giving days, you only have a brief window to attract as many gifts as you possibly can. **That's why you should prepare multiple emails to deliver throughout the day.**
- **First Message**
 - Early in the morning
 - Let the world know what your fundraising goal is and provide a call to action that drives people back to your campaign page.
- **Second Message**
 - Any time of the day you deem relevant
What: If you have something big to reveal, share it now. (funds raised, new gifts)

Key Points to Remember

- If you don't ask, someone else will. Every non-profit participates in Giving Tuesday.
- Couple your outreach with email and social media – one alone won't do it.
- Start early!
- Think about asking local supporters or business to make a gift, and then share their commitment online to generate interest.
- Engage your millennial alumni in this and ask them to share their support online.

Sample Social Media Posts

- Mark your calendar! Dec 1 is #GivingTuesday. How will you give?
- Save the Date: #GivingTuesday is December 1! We're proud to be a part of this global celebration of giving.
- Giving back isn't canceled. Ahead of #GivingTuesday (Dec 1), we're sharing ways you can express generosity right from your own home.
- In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Join us on #GivingTuesday and let's rally to support Catholic education at SCHOOL NAME.
- Together we give. Learn how your generosity makes a difference on #GivingTuesday: [URL]
- Giving is not just about making a donation. It is about making a difference. Throughout #GivingTuesday today, we're sharing the many different ways you can support SCHOOL NAME as we MISSION.

*This presentation will be
uploaded to the new Virtual
Library being created at
www.catholicschoolsbq.com*

We can help!
Please reach out to
[schoolsupport@
futuresineducation.org](mailto:schoolsupport@futuresineducation.org)

QUESTIONS & DISCUSSION





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