We started **Team Kat & Mouse** during the dark days of COVID-19.

We saw many nonprofits struggling to find new and creative ways to keep their fundraising relevant to their donors, sensitive to the changing needs of their broader community, and nimble in response to changing situations

We also recognized the need for training in general, as we witnessed what would come to be known as the "Great Resignation". Many who were not learning how to be successful fundraisers either left their organizations or left the sector completely.

Our goal was to be able to support organizations by assembling a group of professionals, each with a specialty in a type of fund development.

We aim to bring this expertise to nonprofits across the country so that their staff can be trained and developed into teams with varied expertise, ready to tackle any economic or other conditions that may come their way.

These teams can work together, exceed goals, become future leaders, and help their managers go home on time (at least once in a while).

Then, we collaborate on the tactics and tools you need to sustain success

GIVINGTUESDAY

Today's Agenda

- To **review** GivingTuesday- History, impact and opportunity for your organization

- Planning for **SUCCESS**

- **OUTREACH** -Preparing impactful communications: emails, social, text messaging - AND identifying your audience.

- **Creating and maximizing partnerships** with local businesses

- **Creating** a **shareable social media toolkit** to make you GivingTuesday messaging easy to share with your teams, Board and supporters

- After GivingTuesday opportunities

AND- Tools including sample emails, Canva 101 and more

GIVINGTUESDAY

- Making a PLAN - Involving staff, Board, community and local businesses

- Outreach including social media, email, texting and more

- Using the tools available and focusing on inviting NEW people to embrace your mission

- MAKE IT EASY for supporters to DONATE

GIVINGTUESDAY

About GivingTuesday

First came—Thanksgiving–Black Friday–Small Business Saturday–Cyber Monday

Then in 2012, **#GIVINGTUESDAY** was born.

- This **online day of giving** is designed for individuals to support nonprofits …from around the block to around the world
- It all started at the 92nd Street Y and its Belfer Center for Innovation & Social Impact in New York City.
- GivingTuesday is now an independent nonprofit.
- It has grown to include other days of Giving and there was even a special day during the COVID lock down. (This year GivingTuesday is **Tuesday December 3rd**)

GIVINGTUESDAY

Nonprofits of all shapes and sizes are using this international day of giving to **spread the word about their mission, reach new donors, and increase their fundraising efforts**

GIVINGTUESDAY

What's GREAT about Giving Tuesday

- It is a day completely focused on **GIVING**

- **GREAT Timing** - Nearly one-third of annual giving occurs in December ([Source: Nonprofit Tech For Good](#)).-

- It is a great time to "talk" about your mission and connect with donors

- Great Opportunity to **reach out to local businesses** share details of your mission and how they can help (we will talk more about this)

- Chance to **reinvigorate your social media** with exciting mission driven messaging-Focused on why to support your mission with a donation

GIVINGTUESDAY

But let's not forget that Giving Tuesday is a crowded fundraising arena….With so many worthy missions fragmenting your donors' attention, it's essential to **stand out.**

Let's Get started…

GIVINGTUESDAY

Things to Remember

- **Clear objectives** will guide your fundraising outreach and allow you to motivate your community to help.
- Create a goal based on the **budget and needs** of your organization.

- It can be:

  - Financial ($100),
  - Impact-driven (20 meals provided),
  - Or a mixture of both ($100 to cover 200 meals).

"A goal properly set, is halfway reached."

(Zig Zigler)

-

What are **SMART** GOALS?

Specific

Focused on a target objective that supports your overall mission. We would like increase the number of families we feed by 10% through raising an additional $2,500

Measurable

The campaign goal must be measurable so that you are able to assess your impact and identify your progress To do this we look to get 100 people to each donate a minimum of $25. Our average donation in the past has been $20.

Attainable

Aspirational but realistically achievable. This is a reasonable and attainable goal as we have a plan. To do this we will ask each Board Members to reach out to X friends with an ask.

Relevant

Connected to your overall mission. We will talk about the need during the Holiday season and beyond.

Timely

How much time do you have to bring your campaign to life and when do you say that you're done?

Make a Plan

Who helps design our plan - Staff and Board and Volunteers (if appropriate)

What do we need to discover - Who will own which part of the process (social media, emails, outreach to businesses asks and relationships, follow-up)

Creating the Ask/Campaign - Review past programs - what was the average donation? What campaigns have worked the best in the past? What social media posts have gotten the most attention, etc? Use this information to create the ask that will set you up to succeed.

Put this in writing so it is memorialized (and shareable).

Outreach: Who

Existing Donors- Use your CRM/Database to target those who you already know support your mission. Don't forget inactive donors, as GivingTuesday may just be the campaign that brings them back. **Your Board and Staff can be a great assistance when it comes to reaching out to "old friends"**

New Donors can be found in many ways. You can ask all stakeholders to share your emails and social media. Ask Volunteers to reach out tap their circles. You can involve your Board by having them touch base with business contacts and friends who have not **YET** embraced the mission.

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Outreach: Email

**Email** remains a key pillar in any effective marketing strategy – including Giving Tuesday.

Nonprofits can benefit greatly from it because it's simple, inexpensive, and fast. Plus gives you the space to share your mission and outcomes

Plus, don't forget the shareability that email has, making it easy for your supporters to spread the word about your mission to their friends, family, and colleagues.

It all starts with a POWERFUL headline…

Help us make sure no one goes hungry in Flushing-Help feed your Neighbors this GivingTuesday. GivingTuesday, A day to help your neighbors

GIVINGTUESDAY
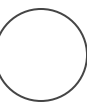
What to include in your Email

Your Mission story- Use powerful words and descriptive words.

Impact: What result is your organization seeking? How will it help the community?

CALL-TO-ACTION—it's time to tell them how you're calling them to help. Be as specific as possible in your request by including----What your organization is asking for. Add an Impact statements: $25 will provide meals for a family of 4 for a week. **AND DON'T FORGET A DONATE NOW BUTTON**

Say Thank you–Always, always, always be sure to thank your donors. It's such an important element of an email and sometimes overlooked in the craziness of Giving Tuesday.

And, don't forget email blasts as a way to reach many with one send

GI♥ING TUESDAY

HAPPY

GIVING TUESDAY

GIVE NOW

During the next 24 hours, people around the world will come together to celebrate generosity and make an impact. At The Book Club, we have a goal to give 500 children access to the education they deserve. With your help, we can make this a reality

Your gift can also make **TWICE** the impact, thanks to a generous donor who will match the first $8,000 raised, dollar-for-dollar!

$20 = 2 Backpacks
$45 = 2 Sets of Uniforms
$60 = School Fees for 2 Kids
$150 = 2 Full Scholarships

Will you help us send these kids to school?

This email does a great job in to **connect specific gift amounts to their respective impact.**

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Examples

Rachele,

Today is Giving Tuesday, it's one of the biggest giving days of the entire year. We're setting a big goal today — $100,000. Can we count on you to help us get there before midnight tonight?

We want to raise $100,000 to represent the more than 100,000 youth who contacted The Trevor Project in 2019. All funds raised today will go towards expanding our services, helping us save more young lives.

Hitting our fundraising goal will help us reach more young people in need of our life-saving and life-affirming services this holiday season. Every minute that an LGBTQ young person in crisis spends on phone, chat, or text with The Trevor Project shows the strength and resiliency of our community. Your dollars donated today will affirm young LGBTQ lives and preserve the future of the LGBTQ community.

DONATE

One minute is all it takes to make a difference right now. Will you spend one minute to process a 100% tax-deductible donation to The Trevor Project in support of our LGBTQ youth community?

This Giving Tuesday, make your gift count. Donate to The Trevor Project today »

The email uses just enough text so the supporter can quickly scan to understand the impact of their support.

It also includes a bright **"donate" button** about midway through the email and additional links to **make giving EASY!!**

And DON'T forget to ask them to share!

GIVINGTUESDAY

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Best Practices for Social Media

▪**Be Authentic in every post you make** Your mission involves real people and purpose and use imagery…**For example-**Facebook posts with images have 2.3 times the engagement than those without.

▪**Build up to Giving Tuesday**
▪Build anticipation for GivingTuesday with a series of countdown posts that share different stories or facets of your mission.

▪Increase posting frequency the week leading up to GivingTuesday, aiming for at least one post per day per platform. (remember using hootsuite or similar platform you can schedule in advance)

▪Make sure **EVERY Post has a link to GIVE (QR Code, Linked Donate Now Button)**

Social Media on GivingTuesday

On GivingTuesday, Give updates throughout the day!

You can Use Video/Live Stream
Video is a powerful tool for nonprofits. It involves leveraging a compelling narrative in a visual experience to put your donors at the heart of the story and make an emotional connection.

Here are a few examples:

https://www.youtube.com/watch?v=r_PFrDlF_8A www.youtube.com/watch?v=DEdo8W_Sciw

www.youtube.com/watch?v=w3Bw9l-YkQ

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Social Media on GivingTuesday- Wording

Thanks to over 60 awesome donors, we're just over halfway to our goal!

If you haven't given yet, you can make a quick donation that will help us feed 200 **children** during this Holiday Season. Let's keep this rolling. Today, Giving Tuesday help us cross the finish line strong! LINK to DONATE

_____

Last year we were able to raise [$X] **to provide meals for 250 members** of our community–Can you help us crush that number this year? Donate now, spread the word, and follow along for more exciting updates as the day continues! LINK to DONATE

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Caption ideas for Social Media

Save the date... Giving Tuesday is coming on December 3! You can make a difference to Families in Washington Heights during these 24 hours of giving by making a donation to [organization name]. Until then, check out our website or follow us on social media [links to both].

_____

You've heard about #BlackFriday and #CyberMonday, but what about #GivingTuesday? [Organization name] is participating in this international day of giving. We can't wait to bring our community together to support [mission]. LINK

Stay up to date with all things Giving Tuesday and more by [following us/subscribing to our newsletter LINK].

_____

Last year we helped XXX Families meet the challenge of Food insecurity. This #Giving Tuesday help our community with your Donation to Food Justice Ministry. VisitXXXXX/. Com

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Text Messaging ideas

Every generation has a different level of comfort with technology and communication - and more and more people are comfortable with talking to organizations and making gifts with their phones. Text messaging makes this possible.

Save the date… Giving Tuesday is coming on December 3,! You can make a difference during these 24 hours of giving by making a donation to [organization name]. LINK

Giving Tuesday is here! We're so thankful for the support of our donors just like you. In the next 24 hours, (ORG) is looking to raise [$X]. Can you help us? LINK

You can help push us over the finish line! With only 2 more hours to give, we are just [$X]away from our goal. Please help (XXX) feed Hungry Families in Brooklyn…LINK

GIVINGTUESDAY

Building a Social Media ToolKit

What is a Social Media ToolKit?

A social media toolkit contains resources that you can use to streamline your social giving campaigns on social media platforms.

It's similar to a media kit, but instead of elements for your staff, supporters and friends.

Why is it AWESOME?

Makes it VERY easy for stakeholders to share your messaging correctly
Gets **more** eyes on your ask

No one can go rogue!!!

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What to include in your Toolkit

The mission statement of the organization-

Organization FAQS and Fast Facts-

Important Links:

Website:

<mark>All Graphics for posting: Click here to download images</mark>

Facebook Page:

Instagram:

Twitter:

LinkedIn:

Hashtags to use:

<mark>Please remember to tag us in any posts/videos/stories that you may post</mark>

<mark>We are always looking for content to share and this helps us reach an even larger audience!</mark>

In addition to the images provided, here are some posts that may be used for copy:

Mission messaging

Facebook

Instagram

Tweets

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Ways to Partner with area Businesses:

Can they help you promote your organization's mission? Will they share an ask to support Giving Tuesday?

In location signage (You can design on Canva)
- Table Tents
- Signs on the door so community can see
- By the cash register
- On their social media platforms
- In any email blasts to customers they may be sharing

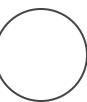**Give Back Programs - For every purchase over $X we donate $X to support the mission of XXXXXX**

On GivingTuesday we ask every diner to round up their bill to support your mission

A Box by the cash register for change

Round up campaign

Ask each customer to donate $X to your mission on Giving Tuesday

Matching Gifts

GIVINGTUESDAY

Employee Engagement Programs

Employees want to **do good** through the workplace!

GivingTuesday is a timely way to engage your employees, promote their Company culture and support community action.
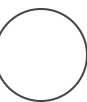
Businesses can also choose to match employee contributions!

You can also offer Volunteer opportunities to the employees to help them truly understand your mission

Watch this GREAT Video :https://www.youtube.com/watch?v=XUlF4Dr1q5M

GIVINGTUESDAY

After GivingTuesday

GuideStar reports that new donors who receive a thank you within 48 hours of donating are 4 times more likely to give to your organization again.

Saying Thank you after Giving Tuesday is crucial as it not only lets you show appreciation to those who gave but begin the process of stewarding them for a future gift.

Say thank you through all channels
Email Blasts
Social Media platforms
Your Website

And make sure to add these new "friends" to your database so they can stay up to date on your efforts. And, say thank your Business partners in a public way (social)

GIVINGTUESDAY

TEAM KAT&MOUSE
Training | Tactics | Tools

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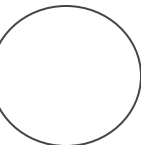
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TEAM KAT&MOUSE
Breakthrough Fund Development Training

Looking for the GivingTuesday tool kit?

You will find suggested scripts, Logos
Graphics and more!

https://www.givingtuesday.org/givingtuesday-toolkit-for-nonprofits/

Giving Tuesday Information- https://www.givingtuesday.org

Giving Tuesday Logos, Messaging , Graphics and Canva Templates-
https://www.givingtuesday.org/resources/

Canva Templates- https://www.canva.com/p/givingtuesday/

Online giving tools:

DonorBox-
https://donorbox.org/?utm_source=GoogleAds&utm_medium=ppc&utm_campaign=Donorbox%20General
&gclid=CjwKCAjw9NeXBhAMEiwAbaY4ljK28t_48A1B7ePdx4RLOoy6hnhIdTqzdcIkdgLWAQmXzxIWKoKYiR
oC8goQAvD_BwE

Other options-https://callhub.io/online-donation-tools/

Email Blast Tools-www.Constantcontact.com www.Mailchimp.com

What is Canva?

Canva (canva.com) is an online graphic design tool built for beginners!----Canva's mission is to "empower everyone in the world to design anything and publish anywhere."

Canva can help you with:

a. Social media posts

b. Presentations

c. Posters

d. Calendars

e. Business cards

f. Logos

Canva has a premium offering that isn't free, but you can take advantage of most of its functionality at no cost.

This includes creating images from pre-made templates, creating images with custom sizes, and using some of the design and graphic elements Canva offers.

You can also download these assets for free in several file formats.

It's (pretty) easy to use- Canva was built to be easy for the average person to use. And it really easy once you understand how to use it (which we'll detail with step-by-step instructions in this post!)

Like any marketing tool, practice makes perfect. And after playing around for a bit within Canva, you can quickly get a handle on the elements it offers for your designs.

It's fast and versatile- Sometimes, it's best to work with a graphic designer. For instance, you want to invest in high-quality and well-designed images for your website and printed materials.

But there are times when you might need a quick event poster or social media post right away, and it's something you could make if you had the right tool. This is that tool.

Canva already has pre-made templates you can take advantage of, or you can easily create images to use for your business in a snap.

Canva gives you the opportunity to create a lot of different types of designs. This versatility is helpful when looking for a marketing tool to help with your design needs.

It's great for social media-Canva is the perfect tool to create social media images—and make sure they're sized correctly.

With Canva's templates, you can easily choose the specific social media site you want to create an image for and go from there. With the premium offering, you can even resize your creation for different social sites with the click of a button.

Create a Canva account (if you don't have one)

The first step is super simple—it's just creating a Canva account. To create a Canva account, you'll navigate to Canva.com, click "Sign up," enter your information, and you're all set.

Technically, you can use Canva without creating an account.

Still, we suggest creating one because it will save all your designs in one place and allow you to log in from different browsers or the app to continue editing and creating your designs.

Choose your design type (or determine your custom size)

Now, the fun starts! To begin using Canva, click the "Create a Design" button. From here, you have three choices:

1. Choose from a suggested templated size (such as Instagram post, Facebook cover photo, and more)
2. Create your custom dimensions
3. Upload a file or image to begin editing

Look through pre-made templates.

One of the most significant benefits of Canva is that you have a library of design templates at your fingertips—even when you create a design using custom dimensions.

This makes creating new designs simple, and you can easily edit the template to align with your brand identity.

You can find templates on the left-hand side of your page. Canva also has grouped its templates into suggested buckets to make finding the right one easier for you.

Choose a template–or decide to design from scratch.

To select a template, you'll simply click on the design you want. If you're using the free version of Canva, you'll want to make sure you select a free template. You can see if a template is free by hovering over the design and looking for the FREE designation in the lower right-hand corner.

If you want to test multiple templates, you can add a new page by clicking "+ Add page" and clicking on the next template you want to try.

If there aren't any templates you're interested in; you can also start your design from scratch. For beginners, I suggest choosing a template that has some elements you like so you can get a feel for your options.

Remember, you can edit anything in the design, including font, all colors, shapes, and more.

Add or edit design elements.
Now that you've chosen a template (or decided to start from scratch), it's time to add or edit your design elements. I like to get my design to a good place before adding or editing my text.

You'll want to get familiar with the editing pane at the top of your page—this is where you will be able to choose the types of edits and changes you want to make.

How to change or edit an element
To change an element, you simply click on what you want to change and select the edit you want to make.

Here are the controls you have available for design elements:
- Color: This is where you'll choose the color of the element or your background. You can choose from a color wheel or add in the specific HEX code (this is especially useful for your brand colors!).
- Edit Image: If you have any type of image in your design, such as for the background or in a frame, you can edit the image by removing the background (a very helpful feature!), adjusting the brightness, contrast, or saturation, adding a filter, adding a color tone, and more.
- Crop: You can crop your image or design element.
- Flip: You can flip your image or design element either horizontally or vertically.

- Animate: This is a cool feature that allows you to add some movement to your design. If you use this feature, you'll need to download your design as an MP4 Video or a GIF.
- Position: This lets you choose whether an image is behind or in front of other design elements. You can also align elements to the page or to other elements within your design. This is helpful when you have text boxes or want to make sure your designs are spaced evenly.
- Copy style: This allows you to apply a style or format to a specific element. It applies to color, font, image filter, and more. This can help you easily match your design elements for cohesion.
- Transparency: This allows you to adjust the transparency of your specific design element or image.
- Link: You can add hyperlinks to your designs—this might be useful if you're creating a PDF or a presentation.
- Lock: This allows you to lock specific elements of your design so they can't be moved or changed.
- Copy: This lets you make a copy of a specific element.
- Group/Ungroup: If you select multiple elements, you'll also get the option to group or ungroup items. This will let you move or resize them together.

As you can see, there are plenty of options available to personalize your designs!

How to add a new element

If you want to add more elements to your design, Canva makes it easy! You click "Elements" in the left-hand control panel, and you can either search for what you're looking for or scroll through the suggested element options.

Add or edit text

Now that your design is in a good place, it's time to edit your text.

You have even more options for editing when it comes to your text. In addition to the options we already covered for editing a design element (which you have for editing a text element), you also have:

- Font: You can change the font of your text. Canva has pre-loaded a good amount of free fonts, and you can even upload your own font if you have a premium subscription.
- Font size: You can specify the font size in the box, or you can drag and stretch your text box to make the font larger.
- Font styles: You can choose from Bold, Italic, Underline, and Uppercase (meaning all your letters will be uppercased) for font styles.
- Alignment: You can choose from left-justified, centered, and right-justified.
- Lists: You can add bullets or numbered lists.
- Spacing: You can make the letter and line spacing closer or further.
- Effects: You can choose from specific text effects such as Shadow, Neon, Hollow, and more.

Adding a QR Code- On the left side of the page, there is a button that says QR code-just press that button and add the link to your giving page. It will generate a custom QR code for you that you can embed in your graphics!

Download your creation!

Once your design elements and text elements have been edited, changed, and added, it's time to give your design a final look before you export it!

Downloading your design is easy:

1. Click "Share" at the top right-hand of the page.

2. Then hit the "Download" button.

3. Choose which page/graphic you would like to download

4. Choose your file type/format. You can choose from PNG, JPG, PDF Standard, PDF Print, SVG (for premium subscribers), MP4 Video, and GIF.

5. If you have more than one page in your design, choose the pages you want to export. If you export more than one page, it will export as a zipped/compressed file.

6. Click "Download"