



# 2021 GIVING TUESDAY

## *NONPROFIT ORIENTATION*



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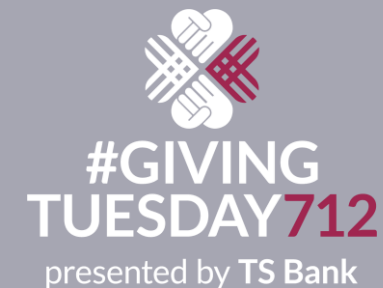
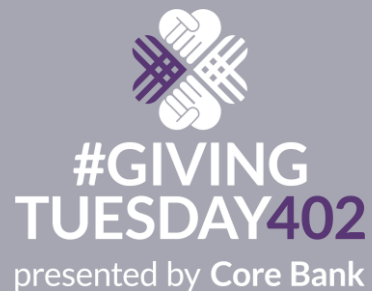


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**Mary Talen**, *Community Partnerships Manager*, [mary@shareomaha.org](mailto:mary@shareomaha.org)  
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**Out of office until Oct. 11**  
**Haley Armstrong**, *Giving Tuesday Specialist*, [givingtuesday@shareomaha.org](mailto:givingtuesday@shareomaha.org)

Please add your questions in the Chat section.

This webinar is being recorded and will be sent to you



# BACKGROUND OF GIVING TUESDAY

- Launched by two nonprofits in New York City in **2012**.
- Giving Tuesday has grown into a **global day of giving** in 70+ countries.
- Worldwide it is **always the Tuesday following Thanksgiving**.
  
- 2021: The **third year** of a **unified metro area Giving Tuesday** powered by SHARE Omaha.
  - **2018 (pre-SHARE Omaha): \$820,000** given to local organizations
  - **2019: \$1.69 million** given by local donors, approx. 35% new donors
  - **2020: \$3.16 million** given by local donors , approx. 32% new donors
  
- **This year, Giving Tuesday is November 30, 2021.**



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# GIVING TUESDAY 2020 RESULTS

On Dec 1, 2020, the Omaha/Council Bluffs metro proved the power of all.



**\$3,158,015**

GIVEN BY GENEROUS EVERYDAY PHILANTHROPISTS

**32%**

FIRST TIME DONORS

**\$114**

AVERAGE DONATION



**28,692 ITEMS**

including diapers, hygiene products, winter gear, canned goods and supplies were lovingly collected, valued at an additional...



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# JOIN US!

Be amplified by SHARE Omaha during Giving Tuesday. We will provide:

- Community awareness of #GivingTuesday402 and #GivingTuesday712 – growing every year.
- Abundant television, radio, and digital advertising, billboards, large community banners, guerilla marketing, and news coordination.
- Robust public relations prior to, during, and following November 30.
- Free marketing tools, customizable graphics, and informational resources.
- Connection to new volunteers and Amazon shoppers.
- Introduction to new supporters whom you can cultivate into regular donors.

***Research shows that nonprofits launching their year-end campaign on Giving Tuesday raise on average 5 times more than nonprofits not participating.***

***(The State of Modern Philanthropy 2018)***



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# ELIGIBILITY

For #Giving Tuesday402 or #GivingTuesday712:

- Be a registered 501(c)3 in good standing with the IRS
- Have a valid EIN
- For 402: work in Dodge, Douglas, Sarpy, Saunders or Washington counties in NE
- For 712: work in Pottawattamie, Harrison or Mills counties in IA
- **Do not** need to be a member of SHARE Omaha.

For SHARE Omaha membership:

- Be a registered 501(c)3 in good standing with the IRS
- Have a valid EIN
- Be established for at least one year
- Work in Dodge, Douglas, Sarpy, Saunders or Washington counties in NE or Pottawattamie, Harrison or Mills counties in IA
- Have a working website
- Not be a place of worship, school or club



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# NOT A SHARE OMAHA MEMBER?

- SHARE Omaha wants EVERY metro area nonprofit to feel a boost during Giving Tuesday!
- If your organization **is not eligible** for SHARE Omaha membership your information **will not** be included on SHAREomaha.org for Giving Tuesday.
  - However, your organization may still use SHARE Omaha's Giving Tuesday marketing tools to drive traffic to **your own website**. Marketing tools are available [here](#) for download.
- [Sign up](#) to receive non-member email updates about SHARE Omaha campaigns.
- If your organization intends to **become a SHARE Omaha member**, the deadline is **November 15**. The application for new SHARE Omaha members will be **closed from November 16-30**. Apply [here](#).



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## **YOU MUST RE-REGISTER REGISTRATION = ADDING #GIVINGTUESDAY402 AND/OR #GIVINGTUESDAY712 AS A CAUSE ON YOUR SHARE PROFILE**

- Log in to your SHARE profile
- Click "Edit"
- Click "Organization Info" tab
- Scroll down to "Causes"
- Begin typing **#GivingTuesday402 and/or #GivingTuesday712**
- Field will populate
- Scroll down and click "SAVE"

***Watch video here.***

The screenshot shows the 'Organization Info' tab of the SHARE Omaha profile. The page includes the following sections:

- Organization Info:** Name of Organization (SHARE Omaha), EIN (83-1281491), Year Founded (2018), Local Leader / Executive Director (Marjorie Maas).
- WHO YOU SERVE\*:** A list of categories with checkboxes: Kids, Families, Animals, Military, Adults, Seniors, Environment.
- SERVICE CATEGORY\*:** A list of categories with checkboxes: Animal Welfare & Conservation, Arts & Culture, Community, Education, Environment, Food & Nutrition, Health, Housing & Shelter, Human Services, Youth Development.
- CAUSES:** A text field with a dropdown menu. The current text is 'Civic Engagement, Collective Impact, COVID-19'. Below the field is a link: 'Click here to view all causes'.
- WHAT YOU DO\*:** A text area for describing the organization's services. The text reads: 'SHARE Omaha is a community engagement conduit, connecting community members to nonprofits so they can donate, volunteer and shop for a nonprofit's specific needs or see a calendar of events. Our mission, simply stated, is to help other nonprofits fulfill theirs. We help the giving public'.
- PHOTOS:** A section for uploading photos, with a note: 'Maximum upload size is 5MB.' and a 'Choose File' button.



# CAMPAIGN MESSAGING



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# SHARE OMAHA'S GIVING TUESDAY MESSAGE:

**GIVE ON NOVEMBER 30**

**Giving what we can, doing what's needed.**

As we come to the end of the year, we celebrate the power of coming together. We are grateful for one another and energized by what we can do when we rally together and give.

Giving Tuesday will happen across the globe on **November 30** this year. In our corner of the world, this is our day to prove the power of our region. We declare November 30th as **#GivingTuesday402** in the Omaha metro and **#GivingTuesday712** in Southwest Iowa. It's time to give what we can and do what's needed.

Join SHARE Omaha on November 30 and be a part of hearts and hands giving to hundreds of local nonprofits across the metro. You can easily make needed donations, find volunteer opportunities and be counted on this powerful day of giving in the Omaha/Council Bluffs metro.

**Give on November 30, all in one stop, at [SHAREomaha.org](https://SHAREomaha.org).**



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# CRAFT YOUR MESSAGE

- Use *more sample language here* as inspiration to write **your custom Giving Tuesday message**.
- Think beyond donations. Consider volunteers, a drive for items, a thank-a-thon, art happenings, concerts, contests, virtual experiences, or advocacy.
- Copy from this very useful **GETTING READY FOR GIVING TUESDAY WORKBOOK** from national Giving Tuesday *here* – **but please ignore page 8!**
  - Plan your campaign and recruit a team
  - Tell your story so that it inspires support
  - Create timelines to organize your planning
- Promote the **unique** attributes of your organization.



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# NEED INSPIRATION?

Answer these questions to refine your campaign:

- What is your Giving Tuesday **SMART goal?**
- SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIME-BASED
- What story or important statistic inspires your goals?
- What are your most crucial needs or what problem are you trying to solve?
- If Giving Tuesday helped meet your needs, what would this mean for our community?
- What powerful staff, client or volunteer story will inspire support?
- Could collaboration with other nonprofits help you reach a common goal?
- How can your organization strengthen our community?



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# WHEN YOU'RE READY: UPDATE YOUR PROFILE

## Plan to request Giving Tuesday donations?

- Include text in the "What We Do" or "Interesting Info" sections about your goals for the day, how you'll use the money, who will benefit, or specific related stories.

## Want to recruit new volunteers?

- Make sure your volunteer opportunities reflect your needs, are correctly described, and are visible. Remember you can highlight skills-based, work from anywhere, or good for kids, etc. Check "Primary Opportunity Contact" for each listing. [Explore examples here.](#)

## Will you ask for in-kind donations?

- Add to your Amazon wish list. Do a test run and check availability and priority of items, and shipping address.

## Holding a Giving Tuesday event (virtual or in-person)?

- Add it to your profile under Events. It will then show up on our Events calendar. Hosting volunteers Nov. 30? Add this as an event AND a volunteer posting.



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# AREA CODES & GRAPHICS



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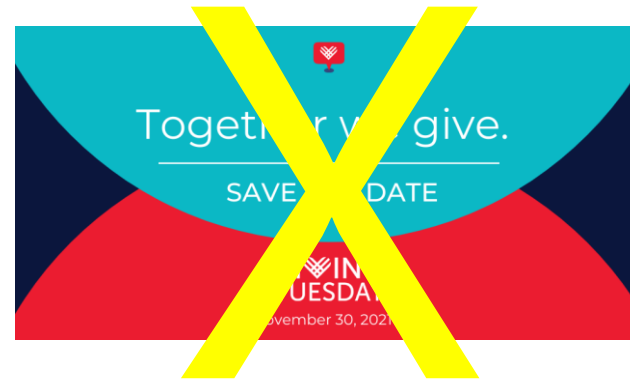


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# #GIVINGTUESDAY402 AND #GIVINGTUESDAY712

- GLOBAL Campaign is known as #GivingTuesday
- OMAHA METRO Campaign is known as #GivingTuesday402
- SOUTHWEST IOWA Campaign is known as #GivingTuesday712
- It is vitally important we all use LOCAL campaign names, LOCAL Giving Tuesday logos and LOCAL area code hashtags to highlight LOCAL efforts as opposed to national. LOCAL donors support LOCAL causes.
- Please do not use the global Giving Tuesday logo or branding as it may confuse local donors who are looking for local movements: #GivingTuesday402 and #GivingTuesday712



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# LOCAL GRAPHICS

- Use of local hashtags helps SHARE be aware of local nonprofit activity and enables easier sharing by us through channels.
- [ACCESS LOCAL CANVA TEMPLATES HERE](#)
- Please note: **There will be no drive-through marketing materials event this year.** A majority of nonprofit members told us through our survey that physical marketing materials generally were not needed from SHARE Omaha. Your preference was to customize posters and flyers to individual nonprofit messages using the Canva templates.
- If you need assistance beyond the digital marketing tools found on this page, please contact [info@shareomaha.org](mailto:info@shareomaha.org).



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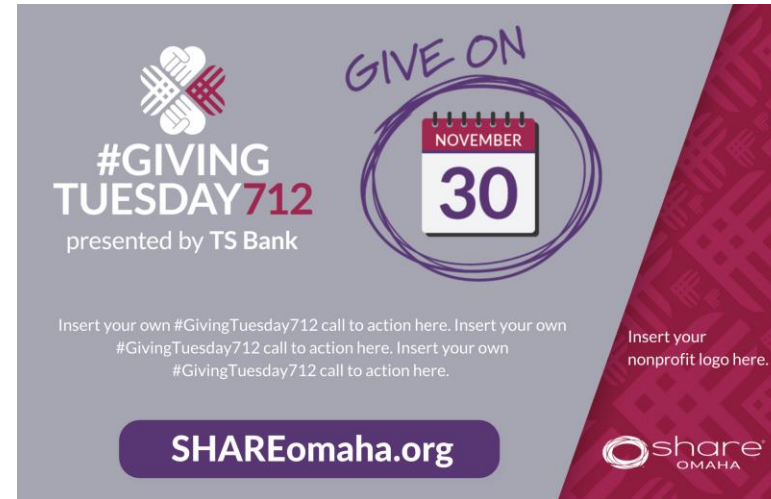
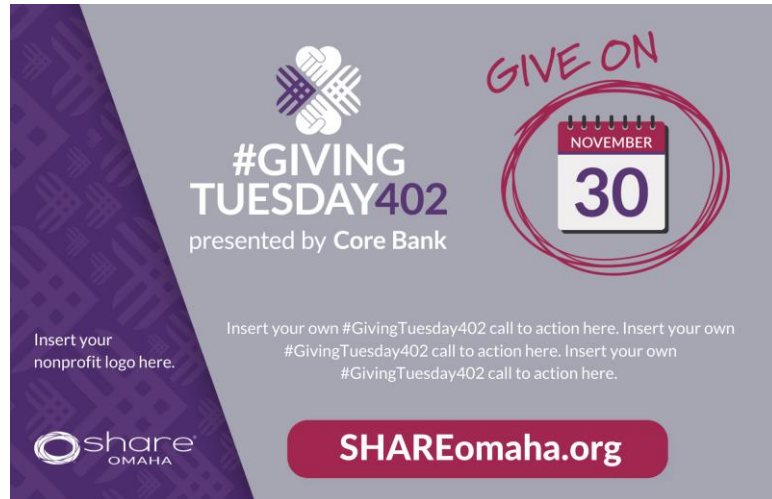
#GIVINGTUESDAY712

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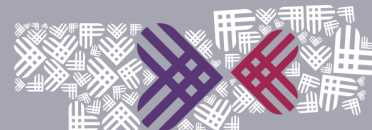


# #GIVINGTUESDAY402 VERSUS #GIVINGTUESDAY712

- If primarily in the **OMAHA METRO**, use: **#GivingTuesday402**
- If primarily in **SOUTHWEST IOWA**, use: **#GivingTuesday712**



- If you regularly serve the entire state or parts of Midwest, use: **#GivingTuesday402 -AND- #GivingTuesday712** in social media text and the **Giving Tuesday, powered by SHARE Omaha** logo in graphics.



# ALWAYS INCLUDE A LINK!

## Where should you link your Giving Tuesday marketing?

- To provide general information about the local Giving Tuesday movement, link to:
  - In **English**: <https://shareomaha.org/givingtuesday>
  - In **Spanish**: <https://shareomaha.org/givingtuesdayespanol>
- To generate donations, volunteers and shopping link to: **your SHARE Omaha profile URL.**
  - *Not a SHARE Omaha member? Link to your website.*



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# FAQs



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# FAQS

## ***How do we receive donations through SHARE Omaha?***

Gifts through your SHARE Omaha donate page will be deposited into your linked PayPal account. **You may not link your SHARE Omaha donate page to any link other than your PayPal account.**

- Connections to outside links lead to more errors; force donors to leave the site and complicate single check-out transactions; and skew final reporting.
- Donors may give to up to 10 organizations per each transaction on SHAREomaha.org.
- **Over 90%** of donors choose to cover your PayPal processing fee (approximately 1.99% + \$0.49).
- Minimum donation is \$1.
- Donors may pay using their PayPal account **OR** check out as a **PayPal guest** with debit or credit card, **without a PayPal account.**
- **You can access a donation report** by logging into your PayPal account.



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# MORE FAQs

## ***What does it cost?***

- Outside of PayPal processing fees if donations are made through your SHARE profile, ***nothing***. **SHARE Omaha does not handle transactions or money, and we do not charge any fees.**

## ***Will there be cash prizes for Omaha nonprofits like during Do Good Week?***

- We are approaching sponsors and will inform nonprofits if prizes become available.

## ***Will SHARE Omaha provide a match?***

- No, but we encourage you to raise your own matching funds. Matching funds are **completely controlled by you**. Your organization solicits, acquires and distributes the funds. Approach your board members, large donors, current sponsors, and local businesses.

## ***How do I see donations in real time?***

- Log into your PayPal account.

## ***Who issues tax receipts to donors?***

- **Your organization must issue tax receipts since you are receiving the donations.**



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# PAYPAL CHANGES

As explained in the member newsletter from 8/3/21:

- SHARE members should have received an email from Paypal updating transaction fees effective August 2nd, 2021.

<b><u>Donation Rate Type</u></b>	<b><u>Previous Fee</u></b>	<b><u>New Fee (as of 8/2/21)</u></b>
■ Charitable	2.20% + \$0.30	1.99% + \$0.49
■ Standard	2.90% + \$0.30	2.89% + \$0.49

- If in doubt about your nonprofit's charitable account status, please **verify** in PayPal to ensure you are receiving PayPal's discounted charitable rate. Charity transaction rates are subject to application and pre-approval by PayPal.
- SHARE Omaha uses the charitable rate for donation fees, however, if your nonprofit has not completed charitable application steps and received approval from PayPal, then PayPal will apply the standard fee rate.
- If your nonprofit is not receiving PayPal's discounted charitable rate and you need assistance applying for charitable status, please refer to **PayPal help** for guidance.



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# SPONSORS



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# THANK YOU SPONSORS!

C ● R E B A N K

*You at the core*

**TS·Bank**  
IGNITE PROSPERITY®

- SHARE Omaha's metro-wide marketing, advertising and news efforts **would not be possible** without our generous sponsors.



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# PCCF 20% MATCH FOR IOWA



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UNLOCK A 20% MATCH!

POTTAWATTAMIE COUNTY  
COMMUNITY FOUNDATION

- For the second year, [Pottawattamie County Community Foundation](#) (PCCF) is providing a 20% match to Southwest Iowa nonprofits who add their Giving Tuesday donations to their PCCF endowment! In 2020, this generous match from Pottawattamie County Community Foundation exceeded \$70,000.

For questions about PCCF's 20% match, please email [info@ourpccf.org](mailto:info@ourpccf.org).



# NEXT STEPS



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# CHECKLIST FOR PARTICIPATION

- ❑ Carefully review all of the information, links, and FAQ details in this deck.
- ❑ Determine your Giving Tuesday goals, strategy and call-to-action.
- ❑ Attend or review SHARE Omaha's Giving Tuesday Trainings:
  - ❑ July Cuppa Jo'maha - **Integrating Giving Tuesday**
  - ❑ August Cuppa Jo'maha – **Embracing Abundance and Unleashing Generosity**
  - ❑ TRAINING I: September 21 – Orientation Webinar recording
  - ❑ TRAINING II: October 21 at 2 pm – Marketing Webinar – registration coming soon
- ❑ Register by adding #GivingTuesday402 **OR** #GivingTuesday712 as a CAUSE on your SHARE profile. Here's the **how-to video**.
- ❑ ***Please do not add #GivingTuesday712 to your profile unless a significant portion of your daily services, with a physical presence, occur in Iowa.***



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# CHECKLIST FOR PARTICIPATION

- ❑ **Update your SHARE Omaha profile** to reflect your Giving Tuesday campaign.
- ❑ **Test** your SHARE Omaha profile.
  - ❑ Give a \$1 donation and check the process. Who received notification?
  - ❑ Check your “Primary Opportunity Contact” for each volunteer posting. This email address receives applications from the public.
  - ❑ Check your Amazon wish list: item availability, shipping addresses at check-out, descriptions of items, featured items on your profile.
    - ❑ If your nonprofit is registered with AmazonSmile but have a business wish list, consider switching to a **charity wish list**.
    - ❑ Check out SHARE’s new and improved **Give Shop and Amazon wish list guide**.
- ❑ Draft initial communications - emails, newsletters, phone calls, and social media.



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# OTHER STEPS TO TAKE

- Recruit ambassadors to spread your message - staff, board, business/community partners, volunteers, guild/friend group and social media followers.
- Select your campaign team from your staff and schedule meetings.
- Add **LOCAL Giving Tuesday logo/visual** to all staff email signatures
- Brainstorm and finalize strategy for challenge and/or matching funds.
- Draft press release of campaign announcement.



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# DATES TO REMEMBER

**TRAINING II: Marketing Webinar**

October 21 - 2 pm

**Update your SHARE profile opportunities**

Recommended by October 18

**Add the #GivingTuesday402 (or 712) cause**

Recommended by October 25

\*\*\*\*public promotion begins\*\*\*

**Deadline to become a SHARE Omaha member**

November 15

**Giving Tuesday**

November 30

**Reporting due (form to be sent out)**

December 1 at midnight



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# KEEP IN TOUCH

- Add [info@shareomaha.org](mailto:info@shareomaha.org), [share@shareomaha.org](mailto:share@shareomaha.org), and [service@paypal.com](mailto:service@paypal.com) to your “safe sender” list.
- Connect with us on social: **@SHAREomaha** (Facebook, Instagram, Twitter, LinkedIn)
- Use hashtags **#GivingTuesday402** and/or **#GivingTuesday712**
- Read our weekly emails every Tuesday sent from [Info@SHAREomaha.org](mailto:Info@SHAREomaha.org)
  - This is where you will find the most recent Giving Tuesday news. **[Subscribe here.](#)** Share this link with staff.
- **Questions?** Contact [Mary@SHAREomaha.org](mailto:Mary@SHAREomaha.org)
- **Have a story idea or marketing question?** Contact [Katie@SHAREomaha.org](mailto:Katie@SHAREomaha.org)



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**THANKS FOR JOINING US TODAY!**



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