



# 2021 GIVING TUESDAY

## *NONPROFIT MARKETING*



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presented by Core Bank



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TUESDAY712  
presented by TS Bank

# TODAY'S WEBINAR

## Agenda:

- Orientation highlights
  - Background, registration, bonus cash
- Messaging
  - Our message, local versus global
  - Build your campaign
- Your marketing toolkit
  - Premade and customizable graphics
- FAQs

**Mary Talen**

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**Katie Fourney**

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**Linda Lovgren**

*Emspace+Lovgren Public Relations Strategic Council*

Please add your questions in the Chat section.  
This webinar is being recorded & will be sent to you



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# BRIEF ORIENTATION

See full orientation at [SHAREomaha.org/GivingTuesdayforNonprofits](https://SHAREomaha.org/GivingTuesdayforNonprofits)



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# RESEARCH

Highlights from “*Giving in Unprecedented Times: A Lookback at 2020 Charitable Giving in the United States*”, produced by the national GivingTuesday data team:

- Ending the multi-year trend of fewer donors giving: **increase in donors and dollars**, up ~5.2%
- **Giving trends have changed**: fewer people had been giving more dollars, but now new, smaller donors are giving more.
- Donors **want multiple, different ways** to support an organization. (Perfect for SHARE Omaha members!)
- Data shows that donors **give unpredictably**, not just with who they give to, but when they give. A donor may support an arts organization in September 2019 and then a Human Services nonprofit in April 2020.
- “**Many new donors tend to give smaller gifts, which is why donor retention and cultivation are so important,**” said Woodrow Rosenbaum, chief data officer of GivingTuesday. “**Major donors are critical, but smaller donors often represent the future, so it’s important they are nurtured and retained.**”
- **Small organizations do better on Giving Tuesday than large** – by staying more actively engaged throughout campaign.



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# COMMUNITY-WIDE CAMPAIGN

## SHARE Omaha will provide:

- Community awareness
- Advertising
  - TV, radio, digital advertising, billboards, community banners, guerilla marketing
- News coordination
- Free marketing tools
  - Customizable graphics and copywriting
- Connection to new givers, volunteers and shoppers via SHAREomaha.org
- Opportunity to cultivate new supporters into regular donors
- **\*NEW\*** Cash prizes

*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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# THANK YOU SPONSORS!

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

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# NOT A SHARE OMAHA MEMBER?

*SHARE Omaha wants EVERY metro area nonprofit to feel a boost during Giving Tuesday!*

- Non-members **will not** be included on SHAREomaha.org for Giving Tuesday.
  - Your organization may still use SHARE Omaha's Giving Tuesday marketing tools!
  - Drive traffic to your own website.
  - Non-members **do not need to register** with SHARE Omaha for Giving Tuesday.
- **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**.

*Membership questions? Email [mary@SHAREomaha.org](mailto:mary@SHAREomaha.org)*



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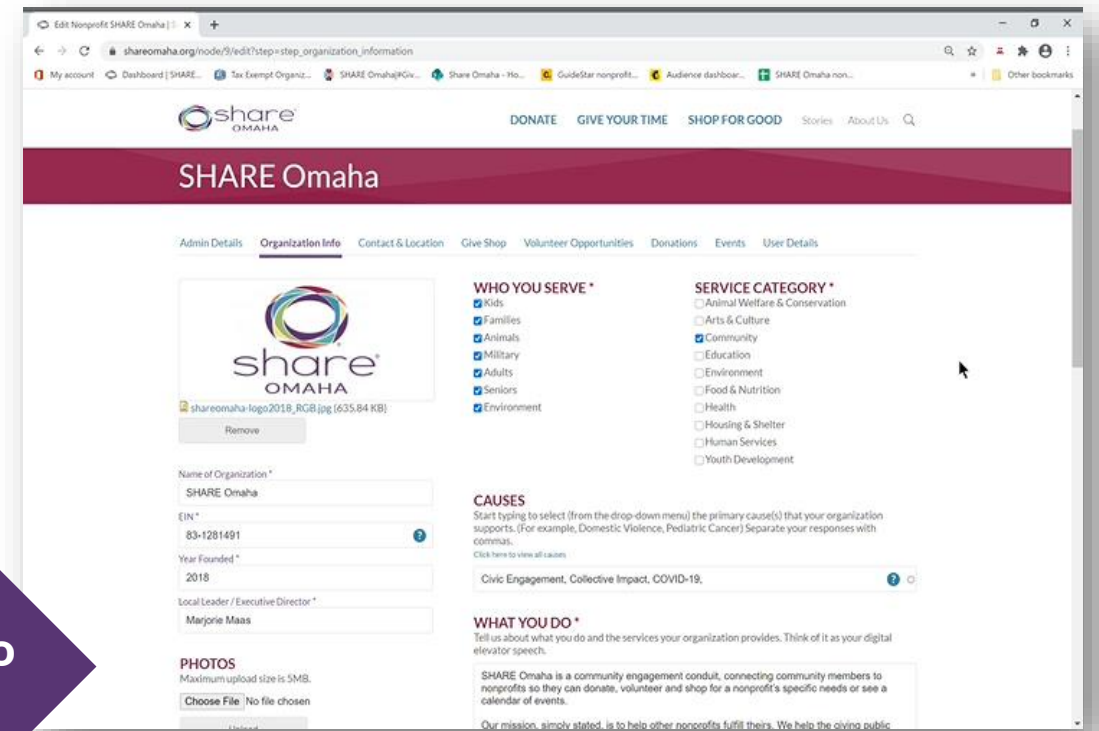
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# MEMBER REGISTRATION

- Member nonprofits must re-register for Giving Tuesday with SHARE Omaha each year.
- **Registration = Adding the cause**
  - Cause: #GivingTuesday402 and/or #GivingTuesday
- **Steps to add the cause:**
  - Log in to your SHARE Omaha profile
  - Click “Edit”
  - Click “Organization info” tab
  - Scroll down to “Causes”
  - Begin typing #GivingTuesday402
  - Click populated field
  - Scroll down and click “Save”

How-to Video  
(no sound)



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# BONUS CASH

- Thanks to Kiewit, PayPal and Physicians Mutual SHARE Omaha will award a minimum of **\$11,000 in cash prizes** to participating SHARE Omaha members.
- For Iowa members, **Pottawattamie County Community Foundation** is providing a **20% match**. (Donations must be added to an endowment fund. Email [info@ourpccf.org](mailto:info@ourpccf.org) for info.)
  - In 2020, this generous match totaled \$70,000+!
- Winning nonprofits will be chosen from SHARE Omaha **members only**.
- Prizes will be **randomly awarded** for each category. Full prize criteria is coming soon.



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# MESSAGING



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# OUR MESSAGE



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# LOCAL VERSUS GLOBAL

- GLOBAL Campaign is known as #GivingTuesday
- OMAHA METRO Campaign is known as #GivingTuesday402
- SOUTHWEST IOWA Campaign is known as #GivingTuesday712
- Please do not use the global Giving Tuesday logo or branding.



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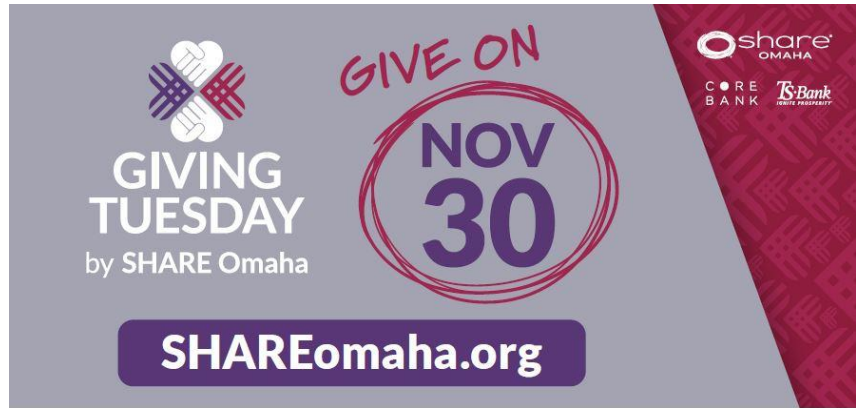


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# A FEW OF OUR ADS

## Digital billboards



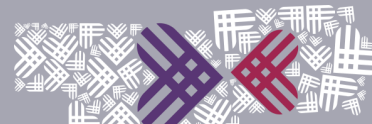
## NE and IA Digital banner ads



## Radio ads



## 12 Omaha Overpass Banners



# BUILD YOUR CAMPAIGN

*SHARE Omaha will generate community awareness of Giving Tuesday a desire to give on NOV 30.*

## To take advantage of the day, your nonprofit should:

- **Set a Giving Tuesday SMART goal**
  - SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIME-BASED
- **Craft your own message**
  - Lead into your call-to-action with stories that resonate, stand out and inspire action
  - Be specific with your call-to-action
- **Make an action plan to spread your message**
  - Designate an internal team
  - Schedule communication and events



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# CRAFT YOUR MESSAGE

- After setting your SMART goal, determine your related call-to-action
  - Be specific: *Give on NOV 30 to support X PROGRAM AT OUR ORG at SHAREomaha.org*
  - Sample action words: *give, support, join, share, think about, invite, collect, ask, follow, tweet, listen, watch, read, post, thank*
- When communication space allows, lead into your call-to-action with stories that resonate

## Brainstorming:

- What mission story do you casually tell others that they are excited to retell?
  - Ask your supporters/staff to tell you their favorite story about your work in action. Listen to what is memorable to them.
- What's your "why"?
  - Can you frame it around a specific situation, and a measurable outcome? (Goal: Cause goosebumps.)
- Be relatable.
  - Tell stories about people (respectfully). Highlight everyday givers: Kids who give. People who receive services but also give.
- Go beyond your standard website language.
  - Rather than a mission statement, tell stories to show mission action.



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# CATCH MEDIA ATTENTION

Linda Lovgren, Emspace + Lovgren Public Relations Strategic Council



- Consider how to make your Giving Tuesday message newsworthy.
  - News is looking for humanized stories, with relatable, measurable results.
- SHARE Omaha will coordinate news features.

## *Do you have...*

- A unique Giving Tuesday project where viewers can take immediate action
- Volunteers who will serve on November 30
- A Giving Tuesday event (virtual or in-person)
- A story about givers who will participate in Giving Tuesday
- Collaboration on a joint Giving Tuesday project with other orgs

Share your news idea with [Katie@SHAREomaha.org](mailto:Katie@SHAREomaha.org) as soon as possible.



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# SPREAD YOUR MESSAGE

- ❑ Designate an internal team
  - Create a plan and schedule progress meetings
  - Plan any events or volunteering you plan to host
  - Make a “thank you” plan
- ❑ Create a strategy for raising challenge and/or matching funds
- ❑ Recruit ambassadors to spread your message
  - Staff, board, business/community partners, volunteers, guild/friend group, social media followers
- ❑ Execute your marketing plan
  - Posters, Exterior signage, e-newsletters, mailers, phone calls, social media, send calendar invites to supporters for Nov 30, email signatures, text messages, blogs, website updates, thank-a-thon



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# YOUR MARKETING TOOLKIT



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# MARKETING TOOLKIT

## The Giving Tuesday, powered by SHARE Omaha toolkit includes:

- Orientation, webinar recordings
- Local Giving Tuesday logos
- SHARE Omaha logo
- Communications timeline
- Sample language for Giving Tuesday
- Facebook Profile Frames
- 11x17 poster – English and Spanish
- Social media graphics
- Website banners
- Links to official Facebook events
- Links to radio commercials, tv ads and billboard artwork
- Link to Canva templates



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# LINKING AND HASHTAGS

## Where should you link your messages?

- About our local Giving Tuesday, in **English**: [shareomaha.org/givingtuesday](https://shareomaha.org/givingtuesday)
- About our local Giving Tuesday, in **Spanish**: [shareomaha.org/givingtuesdayespanol](https://shareomaha.org/givingtuesdayespanol)
- Give now: *Your SHARE Omaha donate URL*

## Hashtags:

- 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 (available on Canva).



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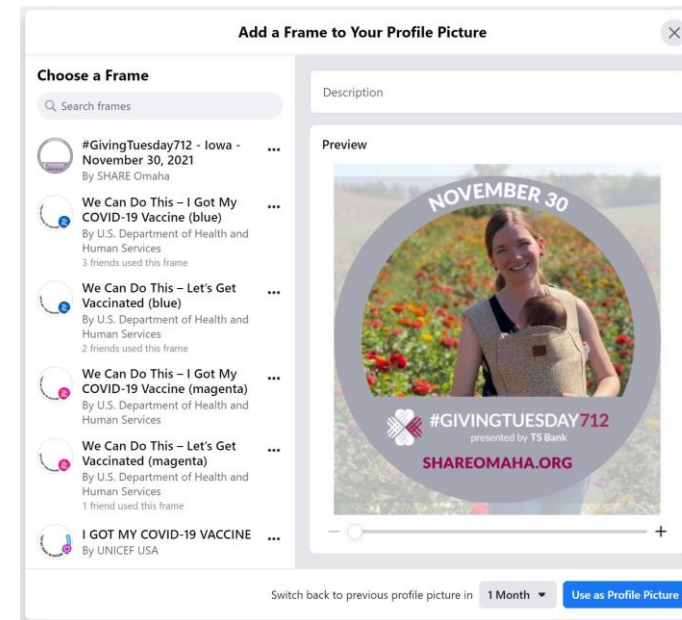


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# SOCIAL MEDIA

- Official #GivingTuesday402 event: [facebook.com/events/503066877428479/](https://facebook.com/events/503066877428479/)
- Official #GivingTuesday712 event: [facebook.com/events/557230015683191](https://facebook.com/events/557230015683191)
  - Add the Facebook event to your nonprofit Facebook page: [Here's a tutorial.](#)
- Promote the Facebook photo frame for profile photos:
  - #GivingTuesday402: [Here's the link](#)
  - #GivingTuesday712: [Here's the link](#)



Twitter Training Resource: [Flight School, Twitter for Good](#)



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# COMPLETE GRAPHICS

- Don't want to customize? Complete graphics are available [here](#).

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THANK YOU

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 share  
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30


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# CANVA GRAPHICS

[Canva.com/p/SHAREomaha](https://Canva.com/p/SHAREomaha)

40+ Customizable templates are available for your use.

Canva

Home Design Templates Features Learn Plans

Search millions of photos

Log in

Sign up



## Giving Tuesday templates

@shareomaha

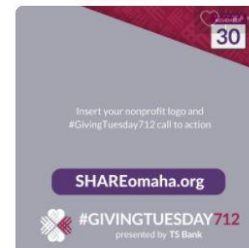
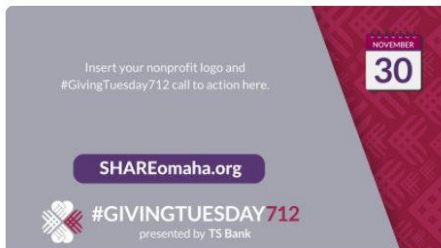
Giving Tuesday is November 30, 2021! Omaha metro nonprofits: Use #GivingTuesday402 templates. Southwest Iowa nonprofits: Use #GivingTuesday712 templates.

[SHAREomaha.org/GivingTuesdayforNonprofits](https://SHAREomaha.org/GivingTuesdayforNonprofits)

Omaha Council Bluffs metro

19 followers

Follow

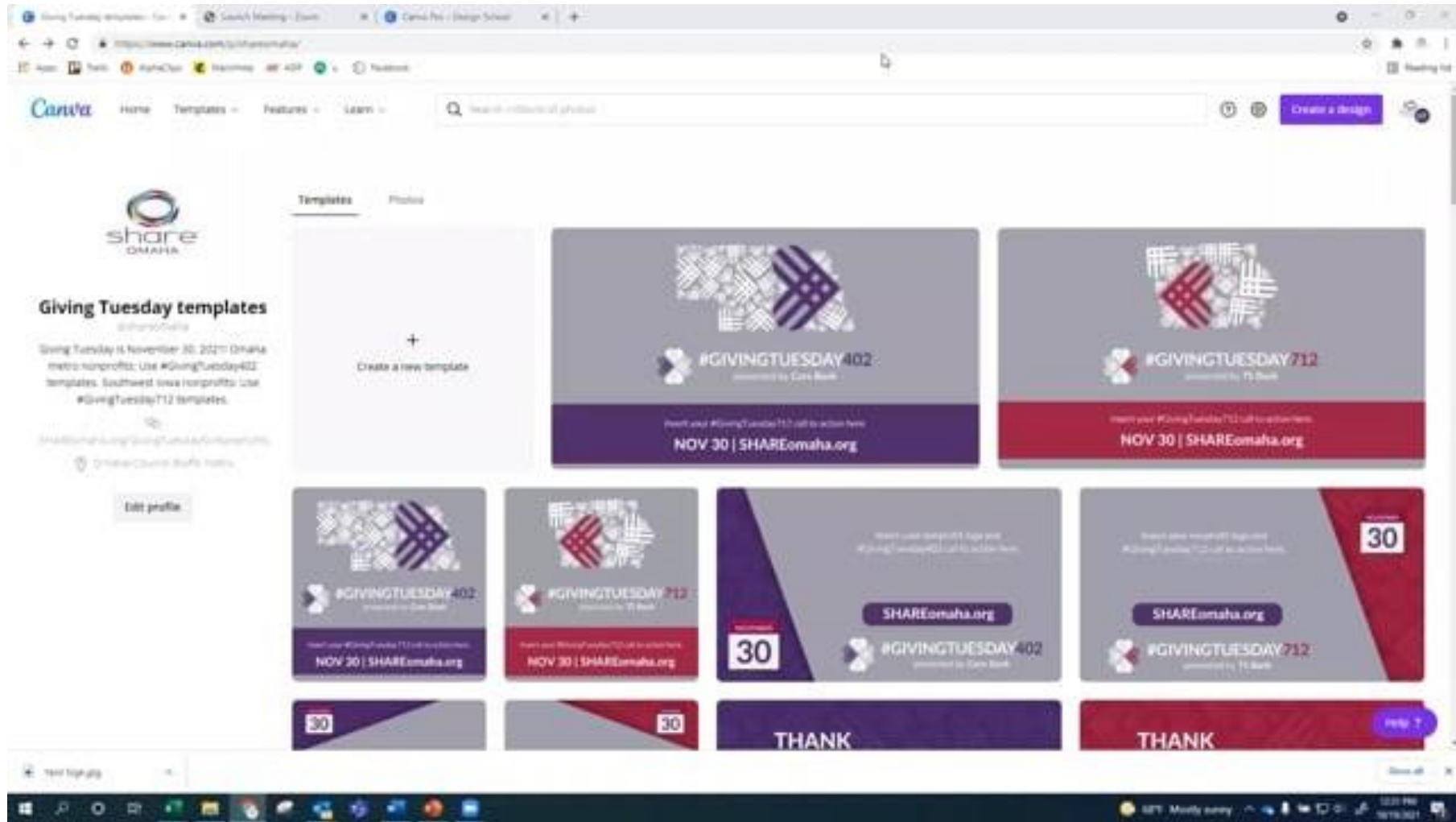


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# CUSTOMIZE CANVA GRAPHICS



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# CANVA GRAPHICS

## Did you know:

- As a nonprofit, you are eligible for a free Canva Pro account? [Here are the details.](#)
- To customize a Canva template: Click the image, click "use this template"
- **Canva help:** <https://designschool.canva.com/tutorials/>

*Please DO NOT remove the "presented by" text from any graphics.*

Recommended: Keep "SHAREomaha.org" to make it clear where to go to support you on NOV 30.



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# EXAMPLES

Community member planned sign "pass-a-long" game with friends to encourage local Giving Tuesday donations



All Care Health Center featured employees and celebrated their dedication during COVID. Donations honored healthcare workers.



The Rose Theater changed their exterior signage to spread awareness of #GivingTuesday402 and encourage donations.



# EXAMPLES

Mode Shift Omaha hosted bus stop clean up and FixIt station volunteers, highlighting the impact of their work and donations to the organization

ModeShiftOmaha  
@ModeShiftOmaha

Thanks to Kevin for doing an early morning bus stop clean up at 30th and Ames. One hour + no trash receptacles + 2 fast food restaurants nearby leads to a big bag of trash. #ShiftOmaha #GivingTuesday402



The Life House led the "Love Your Neighbor" diaper drive, collecting 30,000+ diapers



Notre Dame Sisters promoted their wish list in advance and celebrated deliveries (valued at \$9,000+) with a livestream and thank yous



# EXAMPLES

- Conceive Nebraska allocated extra funds to support other area nonprofits
- Eastern Nebraska Medical Reserve Corps gave 200+ public health bags and 5,000 face masks to Table Grace, Partnership 4 Kids, RISE, Learning for All, Stephen Center
- Mercy Hospital employees filled local little free libraries
- Secret Kindness Agents activated to hang heat gear in Turner Park
- ASPCA hosted a [Facebook Live-a-thon](#)
- Both Hands Foundation kicked off their social campaign with a [silly video](#)



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# FAQs



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# FAQS

## How do we receive donations through SHARE Omaha?

- SHARE Omaha donations will be deposited **into your PayPal account** (*Prior linking required.*)
  - DO NOT link to any donate page other than your PayPal account
    - Connecting your SHARE Omaha profile to an outside link would lead to more errors, force donors to leave the site and complicate SHARE Omaha's single check-out cart. **SHARE Omaha will remove any non-PayPal donation links.**

## Did you know:

- Donors may give to <10 orgs per transaction
- **90%+ of givers** cover PayPal processing fee (~1.99% + \$0.49 for Charity accounts)
- Minimum donation is \$1

**You can access a donation report by logging into your PayPal account.**



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# FAQS

## What does it cost to participate?

- Outside of PayPal processing fees, *nothing*. SHARE Omaha does not handle transactions or money, and we do not charge any fees.

## Will SHARE Omaha provide a match?

- No, but we encourage you to raise and manage your own matching funds. **\*NEW\*** for 2021: *Cash Prizes!*

## How do I see donations in real time?

- Log into your PayPal account.

## Who issues tax receipts to donors?

- Your organization, as you are directly receiving the donations.



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# NEXT STEPS



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# UPDATE YOUR PROFILE

- Add your Giving Tuesday message to “What We Do” or “Interesting Info”
  - Update volunteering and check “Primary Opportunity Contact” for each listing. [Explore examples here.](#)
  - If hosting an event or volunteers, add an event listing.
- 
- ❑ Give a \$1 donation and check the PayPal 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 has a business wish list, consider switching to a [charity wish list.](#)
    - ❑ Check out SHARE Omaha’s new and improved [Give Shop and Amazon wish list guide.](#)



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# CHECKLIST

- Carefully review all Orientation information.
- Determine your Giving Tuesday goals, strategy, message, call-to-action, and execution plan.
- Register by adding #GivingTuesday402 OR #GivingTuesday712 cause by October 25.
  - *Do not add #GivingTuesday712 unless a significant portion of your daily services, with a physical presence, occur in Iowa. SHARE Omaha will remove those unqualified.*
- Update your SHARE Omaha profile by October 25.
- Update your website.
- Customize your marketing graphics and language.
- Schedule your communication.
- Remember to report results by midnight Dec. 1. (Form will be emailed.)



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# KEEP IN TOUCH

- Add to your “safe sender” list:
  - [info@shareomaha.org](mailto:info@shareomaha.org), [share@shareomaha.org](mailto:share@shareomaha.org), and [service@paypal.com](mailto:service@paypal.com)
- 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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