

# Designing the Donor Journey for Giving Tuesday using Qgiv

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Presented by Justin Cook, Product Marketing Manager at Qgiv

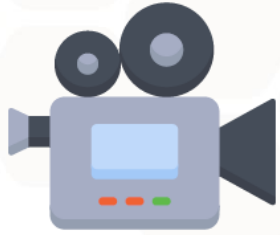


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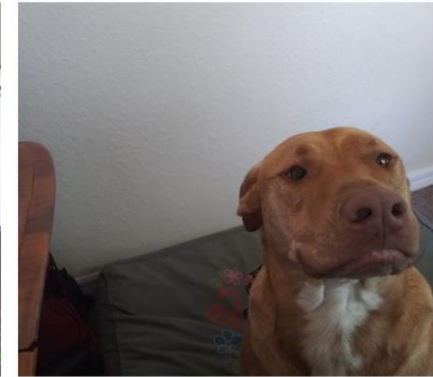
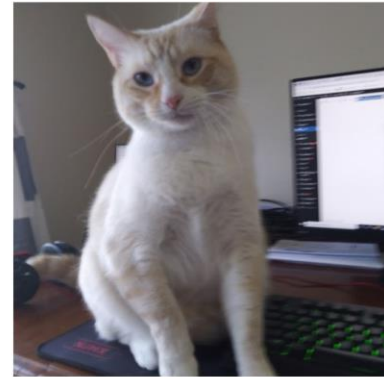
**Feel free to ask questions!** Use the chat box for general discussion and the Q&A option below to ask your questions: we'll answer them in a Q&A section at the end of the presentation.



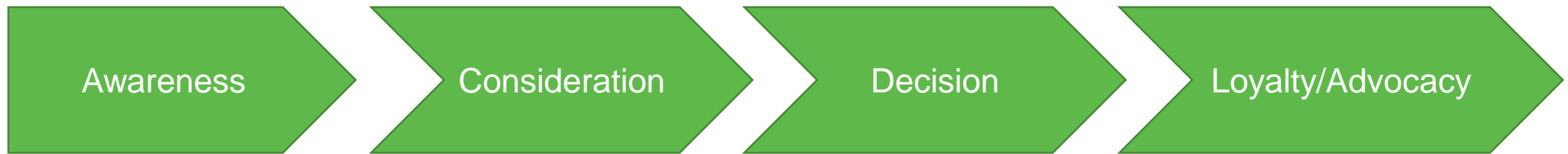
Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

# Who's Talking Today?

- + With Qgiv for two and a half years
- + Digital marketing and optimizing the user journey are my areas of expertise
- + I enjoy volunteering
- + I have 5 animals: 3 dogs and 2 cats



# What is a “donor journey”?



# The Donor Journey

First exposure

Research

1<sup>st</sup> gift

2<sup>nd</sup> gift

Awareness

Consideration

Decision

Loyalty/Advocacy

Potential donor learns about your organization and cause.

Potential donor performs research on your organization and others.

Donor gives to your organization.

Donor gives a second gift. Potential to tell friends about cause.

# The Donor Journey- Donor Interactions



Ads, emails, blog posts, press releases, social media, etc.

3<sup>rd</sup> party sites like Charity Navigator, website pages like the about us page or pages dedicated to describing your cause, etc.

Website pages, donation pages.

Receipts, thank-you pages, thank-you emails, additional ask emails, donation page, etc.

# Why Focus on the Donor Journey?

It's expensive to acquire new donors, even more so when your donor journey is not optimized. The primary goal should always be to provide an exceptional experience for new and returning donors.

**5-25x**

higher costs to  
acquire new donors  
vs. retaining a donor

**8-20**

Donor interactions (or  
touchpoints)

**5.4x**

Recurring donors give  
more than one-time  
donors over their  
lifetime



# Agenda for Today

We are going to dive into prepping for Giving Tuesday and how to optimize for your donor journey so you're ready for the big day this year! We'll cover:

- + What you need to do now
- + What you need to prepare
- + Examples of great Giving Tuesday campaigns
- + How Qgiv can help

# What You Need to Do Now

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions



# Donor Journey for Giving Tuesday

Everything starts with a plan. A good plan starts with research.

- + Do you know what worked last year for your Giving Tuesday campaign?
- + What does your donor journey look like?
- + Have your donors' giving preferences changed?
- + Have giving trends changed?

Plan ahead. Do your research before it's too crazy. Formulate an action plan, act on things you can do now, and be prepared for later.

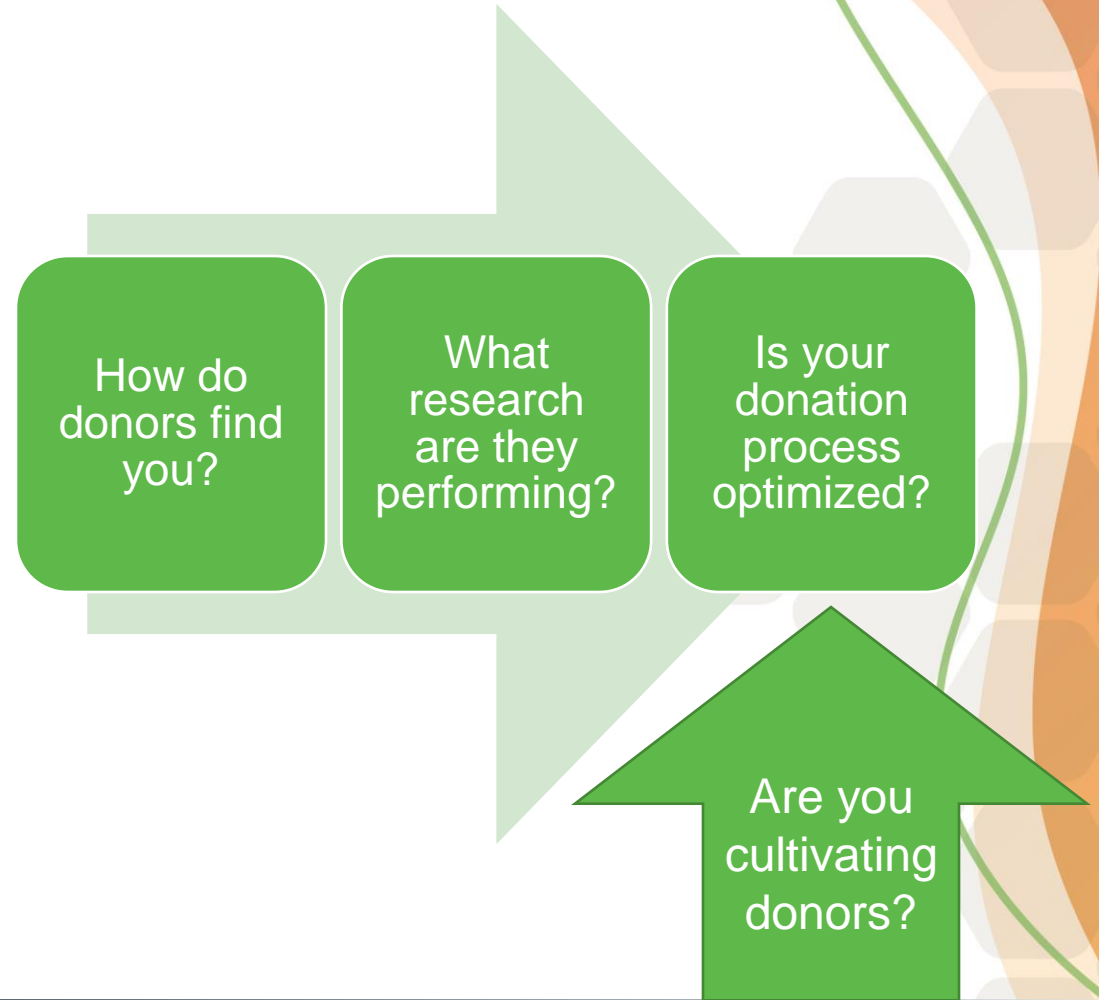


# Your Donor Journey

Do you know what your donor journey looks like?

Critical answers you should be able to answer:

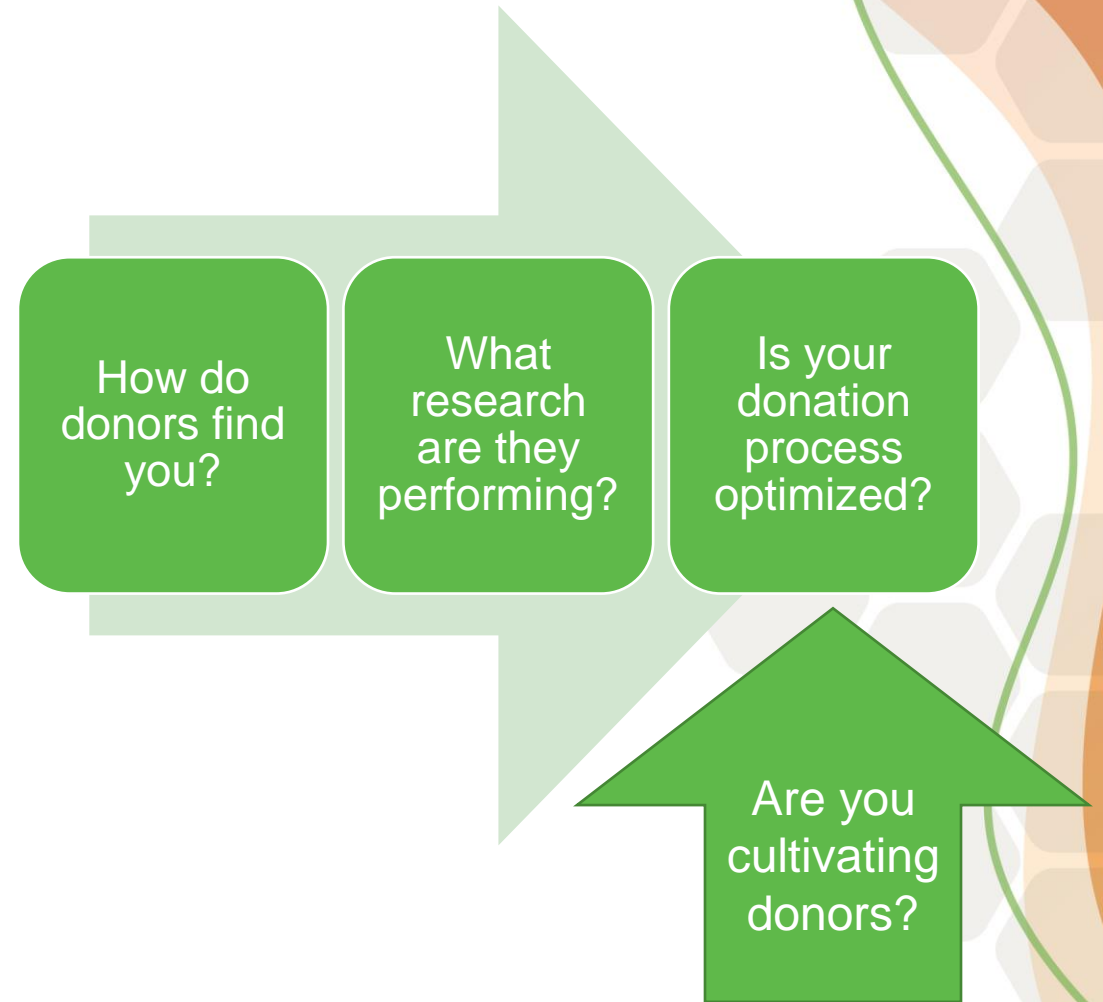
- + What are your donors' preferred giving channels?
- + Are donors finding your donation form?
- + How often do donors give once they reach the donation form?



# Research

Important questions you need to answer before you can plan!

- + What worked last year? What didn't work? Why?
- + What did other nonprofits do? Is there anything you can use for your organization?
- + What has changed in giving trends from last year to this year?



# Giving Tuesday Goals

In the research phase, you'll know what worked last year and what didn't, including your goals and messaging. Make changes as needed!

What is your goal this year?

- + Make it realistic.
- + Tie the goal to something tangible.
- + Kenya Keys set a goal for a specific number of bunk beds (80)!
- + You'll use your goal to establish your Giving Tuesday story...

## Donation Amount

\$150 purchases one full bunkbed. \$75 purchases one bed. Donations of any amount help achieve our goal of providing beds for 80 children. Every dollar goes a *long* way in Kenya.

\$25

### \$25 Donation

Provides a mattress for one student.

\$35

### \$35 Donation

Provides a mattress and bedding for one student.

\$75

### \$75 Donation

Provides one bed in the dormitory.

\$150

### \$150 Donation

Provides a complete bunkbed for the dormitory.

\$

### Other

# Giving Tuesday Story

Now that you've established a goal, your Giving Tuesday story is almost complete! The next step is to craft exactly what you want to say and what images to use.

Best Practices:

- + Be specific
- + Show donors their impact
- + Tell a consistent story in messaging, images, and across all giving channels
- + Kenya Keys



## Kenya Keys Egu Dorm Bunkbed Project

Our students need your help! Through generous donations, Kenya Keys has built a dormitory for students at Egu Primary School providing a safe place for them to live and study as they prepare for the national exams that will determine their future. We now need to provide these deserving students with beds so they no longer sleep on the floor!

# Giving Tuesday Fundraising Tools

Research fundraising tools your nonprofit can use to raise more on Giving Tuesday.

Fundraising tools to help on Giving Tuesday:

- + Online donation forms
- + Text fundraising
- + Peer-to-peer fundraising





# Giving Tuesday Plan

- ✓ Research
- ✓ Goals
- ✓ Story
- ✓ Fundraising Tools

What's next?

- + Giving Tuesday plan
- + Giving Tuesday communications calendar

# Giving Tuesday Plan

Now it's time to set timelines and get prepared. Start creating plans to:

- + Research & demo fundraising tools
- + Get photos for your campaign
- + Identify matching gifts/sponsorships
- + Identify communication channels
- + Set timelines for creation of communications, landing pages, donation forms, receipts, thank yous
- + Create a communication strategy for before, the day of, and after Giving Tuesday
- + Create a communications calendar!

# Giving Tuesday Communications Calendar

Giving Tuesday relies on engaging your donors and community. A communications calendar sets a timeline for posts and creating an effective strategy!

## Best Practices:

- + Take a multi-channel approach, your calendar will keep everything organized
- + Your calendar should include communications before, the day of, and after Giving Tuesday
- + Keep your messaging and call to action consistent

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1		<b>Social Post: Awareness Post</b> Introduce the concept of Giving Tuesday to donors who may be unfamiliar with it.			<b>Social Post: Awareness Post</b> Consider sharing what your Giving Tuesday campaign donations will fund! The more compelling your story, the more likely donors will be to give.	
WEEK 2	<b>Social Post: Awareness Post</b> Why should your donors support you on Giving Tuesday? Remind them that it's coming up soon and show them how their gift will make an impact.	<b>Awareness Email</b> Send a short email about Giving Tuesday, what it is, and letting donors know about your campaign.		<b>(Optional) Social Post: Awareness Post</b> Do you have any cool opportunities happening on Giving Tuesday? Are matching gifts available? Share them here!		

# What Next?

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions



# Optimizing the Donor Journey

There are many ways for potential donors to learn about your nonprofit. It's your job to provide the best donor experience!

## + External communications

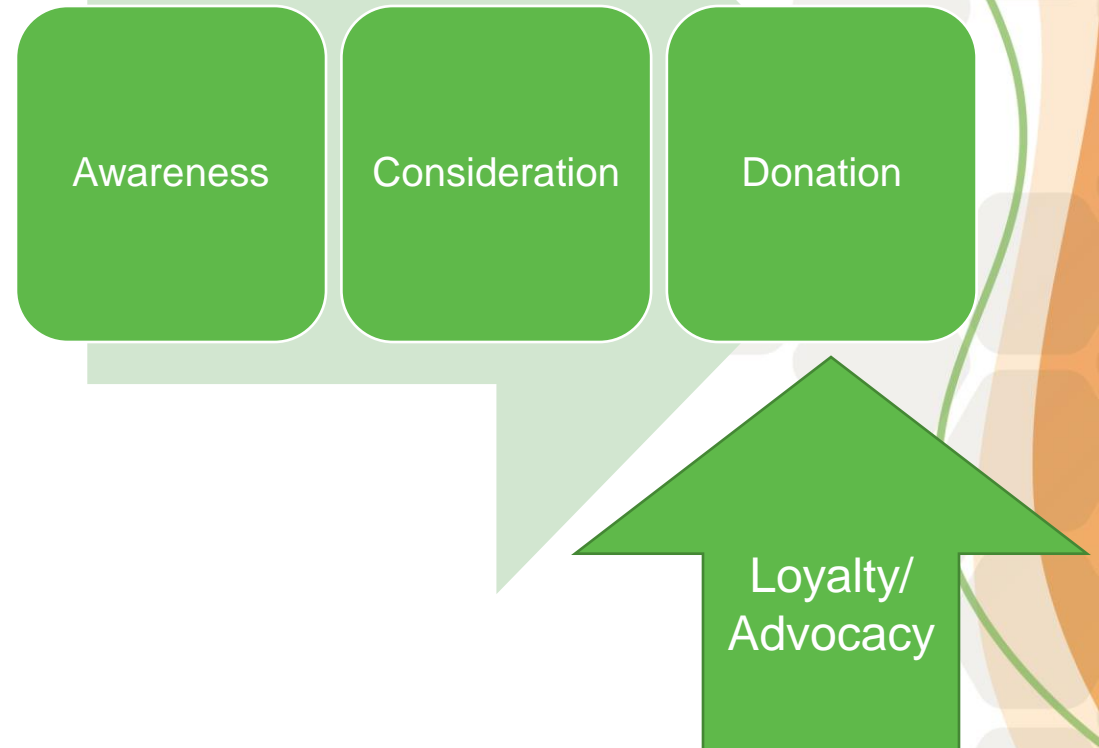
- Emails
- Social media posts and ads
- Search ads and display ads

## + Website experience

- Donation pages
- Home page, about us page, etc.
- Blog posts, articles, press releases

## + 3<sup>rd</sup> party sites

- Charity Navigator



# Giving Tuesday – Communication Best Practices

Plan to send multiple communications for each channel before, during, and after Giving Tuesday. Keep your story consistent across all your channels.

- + Before Giving Tuesday, educate donors on what Giving Tuesday is and why they should give to your organization
- + The day of Giving Tuesday, tell your story, provide progress updates, promote matching gifts
- + After Giving Tuesday, make sure to thank your donors. Donor retention is a top priority!



## Give With Heart for GivingTuesday

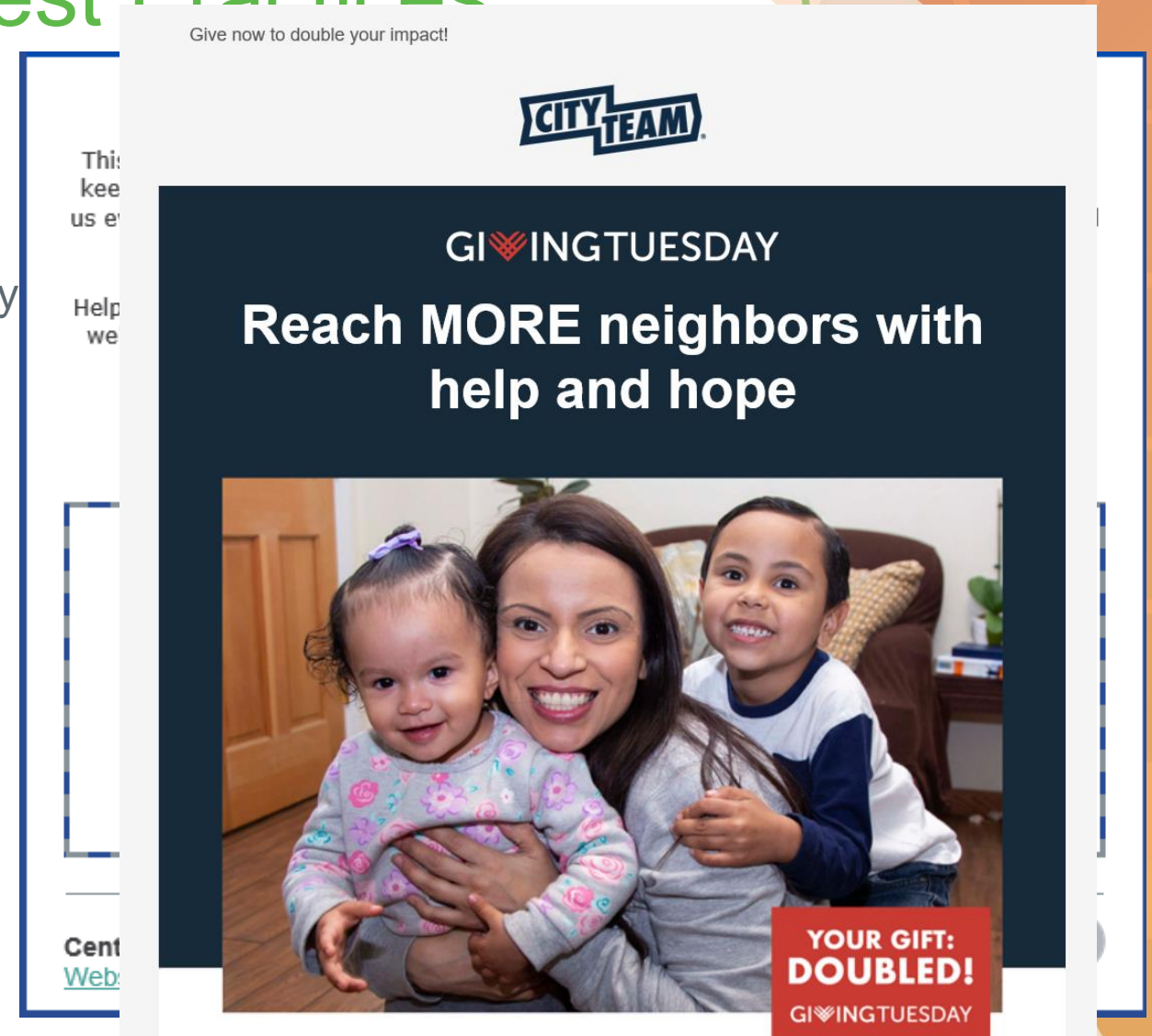
This GivingTuesday — an international day of giving — make a lasting difference for someone who's homeless and hurting in South Central Nebraska. With every gift, you provide meals and care — a big step toward transforming lives this holiday season, especially as we continue to deal with the effects of COVID-19. Please give as generously as you can. Thank you.

# Giving Tuesday – Email Best Practices

Email marketing is a highly effective way to motivate donors to give and is a nonprofit favorite on Giving Tuesday. Plan to send multiple emails before, the day and after Giving Tuesday.

Best Practices:

- + Brand your email
- + Keep your email concise
- + Have a clear call to action
- + Add personalization

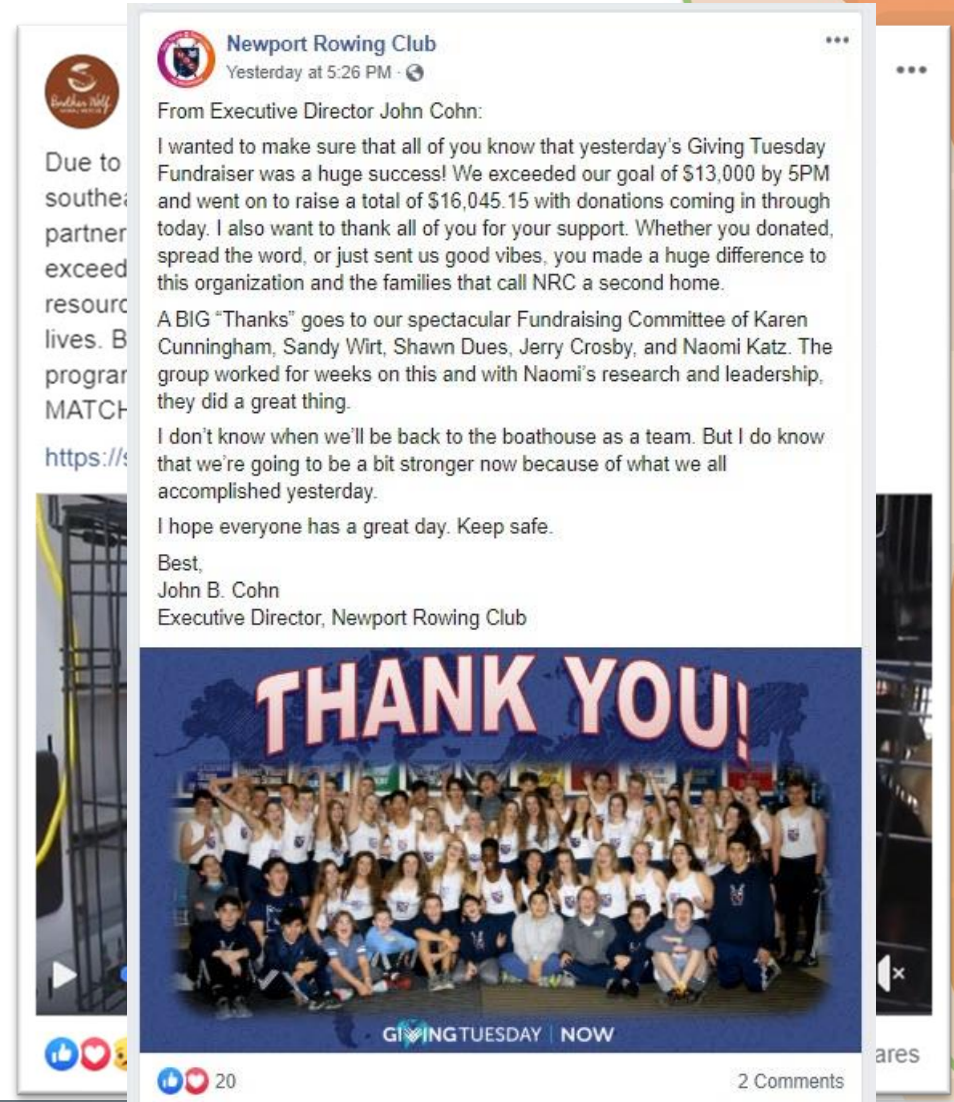


# Giving Tuesday – Social Media Best Practices

Social media is a great way to build awareness for your Giving Tuesday campaign. Plan to post multiple times before and during Giving Tuesday.

## Best Practices:

- + Link to your donation form
- + Video performs best on social media and inspires action
- + Use related hashtags like #GivingTuesday
- + Find and encourage brand ambassadors to reach out and spread the word about your organization





# Giving Tuesday – Donation Page Best Practices

This is the critical point of the donor journey. Your donation pages need to make the donation process easier, not harder.

Best Practices:

- + Brand with your logo and colors
- + If you add text and images, keep it consistent and keep it short
- + Eliminate distractions and choices including website navigation and other engagement opportunities. If it leads donors away from your form, it's not a good choice for Giving Tuesday

The screenshot shows a donation page for 'Brother Wolf' during Giving Tuesday. The page features a header with 'Giving Tuesday Now' and social media icons. The main content area includes a large image of a woman wearing a face mask holding a small dog. Below the image is a progress bar showing that \$6,191.14 has been achieved towards a \$6,000.00 goal, representing 103% of the goal reached. The page also includes social sharing buttons for Facebook and Twitter, and a section titled 'Giving Tuesday Now' with a message about the impact of donations. At the bottom, there is a note about a generous donor increasing the match to \$6,000.

Home Donate

Log In or Sign Up

Share on Facebook

Share on Twitter

100%  
80%  
60%  
40%  
20%  
0%

**\$6,191.14**  
achieved

**\$6,000.00**  
goal

**103%**  
of your goal reached

**GIVING TUESDAY | NOW**

**Giving Tuesday Now**

On GivingTuesday Now, people around the world are coming together to celebrate generosity and make an impact. **Right now, your gift will make TWICE the impact, thanks to a generous donor who will match the first \$5,000 donated for the animals, dollar-for-dollar!** In times of crisis, our work doesn't slow down. Your support is appreciated now more than ever, thank you.

A generous donor was inspired to increase the match to \$6,000 for GivingTuesday Now for the animals of Brother Wolf!

**Tony Bettis and All Pro Capital up to \$10,000!**

# Giving Tuesday – Donation Form Best Practices

It's make or break time! Donors are on the page with your donation form. Eliminate donor friction!

Best Practices:

- + Create a separate donation form for Giving Tuesday
- + Include suggested donation amounts with brief impact statements
- + Limit additional fields, keep the donation process streamlined
- + Consider removing restricted options, especially when you've built your Giving Tuesday campaign around one goal

**THANK YOU**  
There is still time to donate  
**#GIVING TUESDAYNOW**

Girl Power 2 Cure  
RETT UNIVERSITY

70%

**\$7**  
**\$10**

5,000 meals. That's been a tough year. You need your help. At you also give back. Each \$2.00 meal is a plate of food. It's a Please help us meet our goal with food and fill in this Giving Tuesday

[My Account](#) · [Log Out](#)

**Donation Amount**

Other (Minimum \$5)

How often do you want to make this donation?  
 One Time  Monthly

I would like to dedicate my donation to someone  
 In Honor/In Memory of:

# Giving Tuesday – Receipts & Thank Yous

Once a donor gives, the donor journey is not over! Use this as an opportunity to build a long-term relationship with new donors. Do this through automated receipts, a thank-you page, and a follow-up email specific to Giving Tuesday.

## Best Practices:

- + Make them feel like a superhero for supporting you
- + Show the impact of their gift
- + Explain how they can stay involved


Your generosity feeds families

**Thank you for providing meals to our community's hungry families.**

Dear %Donor%,

Thank you for your gift of %Amount% to Lakeland Food Pantry!

Your gift helps us provide hot meals to families in need. Every dollar you give provides one hot meal to a member of our community. Together, we can give people like Laura and her daughter a warm, safe place to enjoy a meal.



After an accident at work left her on workman's comp, Laura walked in our door on crutches and left with a box of groceries to keep her family fed.

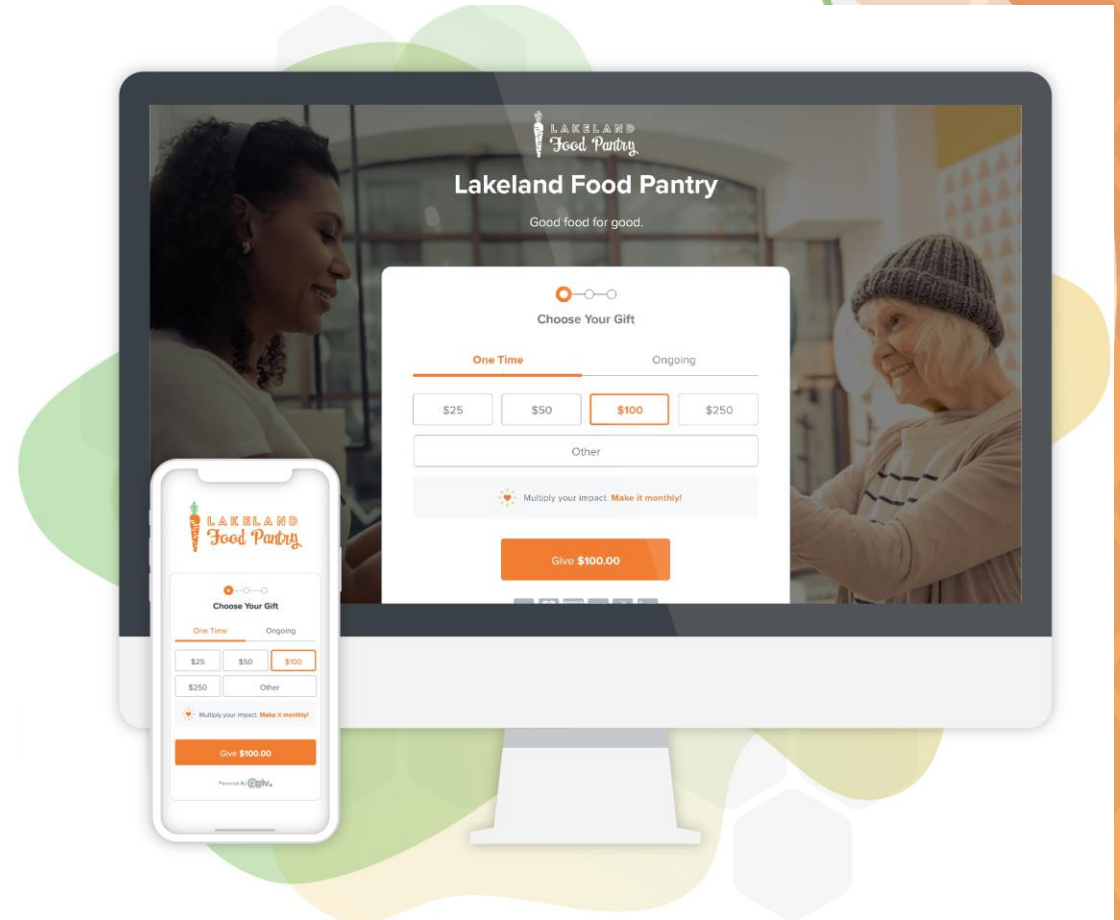
# How Qgiv Can Help!

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions



# All the Basics for \$0/month

- + Customizable donation pages
- + Unlimited donation forms with donation amount images/text, recurring upgrade features, and more!
- + Customizable, automated receipts
- + Matching gifts
- + Integration with Facebook donation forms
- + Unlimited admins, users, and support and training from Qgiv's award-winning customer experience team

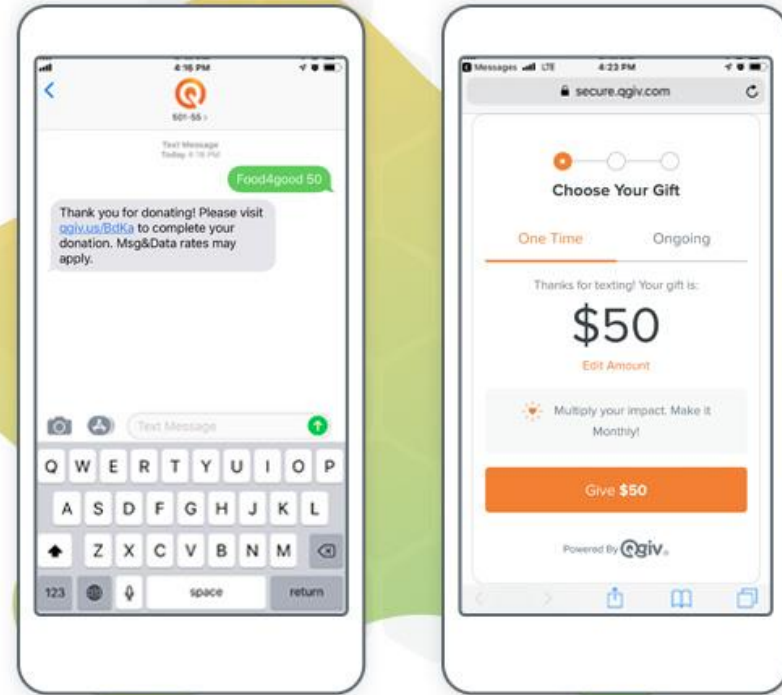


# Text Fundraising to Engage Donors

Text fundraising is a highly engaging form of communication. Your text keyword can be included in all your communications including emails, social media, direct mail appeals, and more.

Why text fundraising?

- + 91% of Americans own a smart phone
- + 98% of text message are read with the first 5 minutes
- + The average donation amount through text is \$102.65



# Expand Your Reach with Peer-to-Peer Events

Peer-to-peer fundraising empowers your most loyal supporters to raise funds on behalf of your organization and can help separate you from the pack on Giving Tuesday.

- + Ask your board members, donors, and volunteers to get involved and reach out to their networks on Giving Tuesday
- + Host virtual walks, runs, or bike rides
- + Create a contest or challenge

Event Home Donate Register

## Every Heart Sings a Song.

The Camphill School

Welcome to The Camphill School's Giving Tuesday Campaign!

This year, our goal is to raise \$75,000 to give the life changing gift of education.

- Click the **Donate Now** button to make your contribution have twice the impact.
- Click the **Register for this Event** button to your right, to join one of our 3 awesome teams and start fundraising to help us meet our goal!

**\$121,849.23** achieved

**\$75,000.00** goal

162%

**Donate Now**

**Register For This Event**

### Event Leaderboard

	Beaver Farm	\$49,776.01 raised
	Beaver Run	\$47,488.36 raised
	Friends & Family	\$23,984.86 raised

[View Full Leaderboard](#)

# What Next?

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions





## Start

\$0/mo

3.95% + .30 per transaction\*  
eCheck 1.95% +.50 per transaction

- + Unlimited Multistep & Single-Step Forms
- + Unlimited Event Registrations
- + Unlimited Training & Support
- + Campaign Thermometers
- + Recurring Upgrade Prompts
- + Conditional Fields
- + Donation Amount Images
- + Landing Pages

## Everything

\$399/mo

(pre-paid annually at a rate of \$4,788)

3.95% + .30 per transaction\*  
echecks: 1.95% +.50 per transaction

4.95% + .30 for peer-to-peer transactions  
echecks: 2.95% +.50 per transaction

## Data

Pay Monthly: \$15  
or Pay Quarterly: \$30

3.95% + .30 per transaction\*  
eCheck 1.95% +.50 per transaction

### All features in Start, plus:

- + CRM Integrations
- + Email Integrations
- + QuickBooks Online Integration
- + Other integrations through Zapier
- + Offline Donations and Registrations
- + Custom Reports
- + Advanced Statistics\*\*
- + Donor Summaries

## Mobile Suite

Pay Monthly: \$129  
or Pay Quarterly: \$297

3.95% + .30 per transaction\*  
eCheck 1.95% +.50 per transaction

### All features in Start, plus:

- + Text-to-Donate
- + Reminder Messages
- + Outbound Messages
- + Subscription Lists
- + FundHub Live

## Peer-to-Peer

Pay Monthly: \$229  
or Pay Quarterly: \$597

4.95% + .30 per transaction\*  
eCheck 2.95% +.50 per transaction

### All features in Start, plus:

- + Unlimited Events
- + Event Builder
- + Individual and Team Fundraising
- + Virtual Store
- + Badges and Leaderboards
- + Recurring Donations
- + Offline Donations and Registrations
- + Peer-to-Peer Text Giving
- + Fundraising Hub
- + Matching Gift Options

## Auctions

Pay Monthly: \$229  
or Pay Quarterly: \$597

3.95% + .30 per transaction\*  
eCheck 1.95% +.50 per transaction

### All features in Start, plus:

- + Unlimited Auctions
- + Fund-a-Need
- + Event Purchases
- + App-Based or QR Code Check-in
- + Swipe-to-Bid
- + App-based & Web-based Bidding
- + Offline Bidding via Virtual Terminal
- + Simple Checkout
- + Matching Gift Options
- 30 days advance notice required. Expedited implementation available for additional \$159.

\*Add 1% for American Express

\*\*Available after one year of transaction data has occurred

No long-term contracts or start-up fees ● Unlimited forms, events, users, training, and support



# Have Questions? We can help!

+ Want to talk to us  
about using Qgiv?  
Email  
[contactus@qgiv.com](mailto:contactus@qgiv.com)

+ Are you a Qgiv  
customer? Email  
[support@qgiv.com](mailto:support@qgiv.com)

+ Have questions  
about best  
practices? Check  
out [qgiv.com/blog](http://qgiv.com/blog)!



Questions?

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