



Make #GivingTuesday Count!

Presented By: Andrea Ortega & Caitlyn Cawthorn, BryteBridge Nonprofit Solutions
Tuesday, September 14, 2021 | 2:00 – 3:00 p.m.



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

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



We know the value of relationships and are proud to connect you with BryteBridge Nonprofit Solutions, a member of our partner network.

Powerful Fundraising Technology + Nonprofit Solutions



Raise More, Manage Less

**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**



**Solutions to Help Nonprofits
Start, Grow, and Maintain
Compliance**

Today's Speakers



Andrea Ortega
Director of Nonprofit Services

Andrea has a master's degree in Nonprofit Management from the University of Central Florida (UCF) and is currently pursuing her Ph.D. in Public Affairs at UCF with a focus in Nonprofit Management. As the Director of Nonprofit Services, she ensures their nonprofit clients will become tax-exempt and have the necessary resources to fundraise and stay in compliance.



Caitlyn Cawthon
Development Coordinator

Caitlyn is a Certified Nonprofit Professional with 10 years of development experience. She has worked in social services, as well as with a rare disorder nonprofit. Caitlyn graduated from the University of Central Florida with a BA in history and a minor in nonprofit management.

Make GIVING TUESDAY Count!

A webinar presented by

BryteBridge
Nonprofit Solutions

in partnership with



Meet Your Hosts



Andrea Ortega, MNM, CNP

Director of Nonprofit
Services



Caitlyn Cawthon, CNP

Development
Coordinator

What is **GIVING**  **TUESDAY** ?

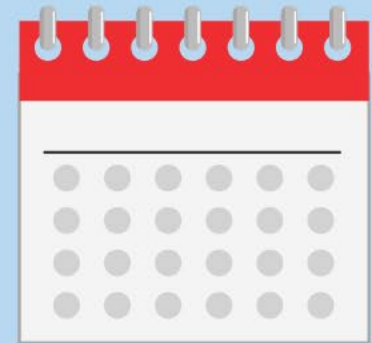
About #GivingTuesday



Everyone



Worldwide



November 30th

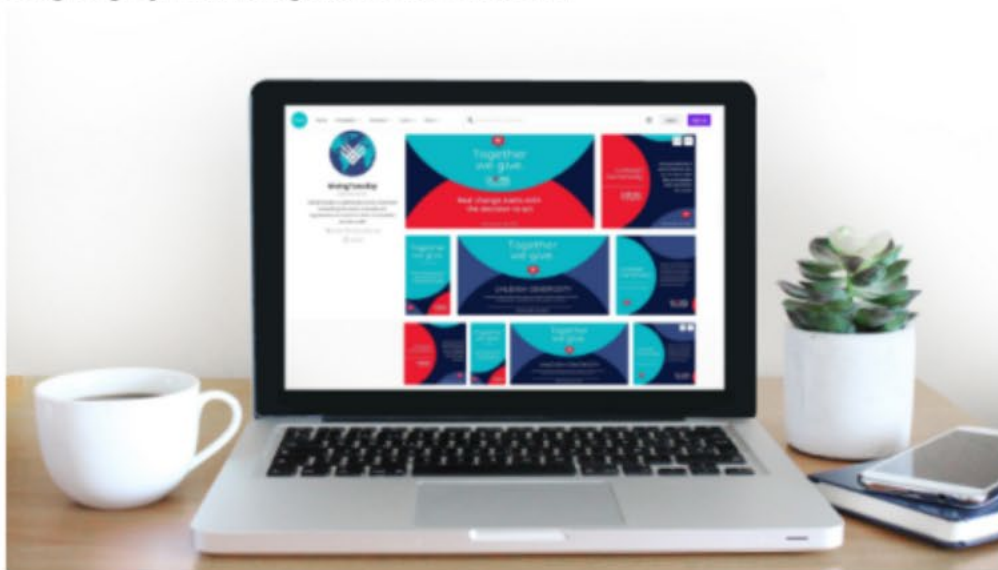
Download the GivingTuesday Toolkit!

www.givingtuesday.org

CANVA TEMPLATES

GivingTuesday Graphics

Check out the [GivingTuesday Canva page](#) for templates for social media cover images, graphics, Instagram stories and more!



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Together we give.

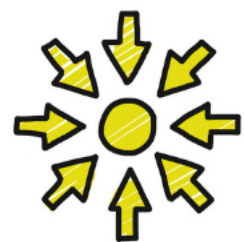
GIVING
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*Do your little bit of good wherever you are,
it's those little bits put together that
overwhelm the world.*

- Desmond Tutu



November 30, 2021



SPECIFIC



MEASURABLE

SMART

GOAL



ACHIEVABLE

SETTING



TIMELY



REALISTIC

Storytelling



Giving Platforms



Soft Launch of GIVING! TUESDAY

STEP 1:

Designate your
GivingTuesday
Team Leader.

STEP 2:

Get people
involved BEFORE
GivingTuesday!

STEP 3:

Make sure you
have board
involvement.



Start NOW!

Partnerships



Community



Networks



Matching

Stewardship Plan

*Thank
you*

Acknowledge



Make a video!



Impact Report

GIVING TUESDAY

CASE 1



ENOCH PRATT *free* LIBRARY



In 2019 they raised almost \$40k!

GIVING TUESDAY

CASE 2



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH



#Unselfies for Parkinson's

Campaign Timeline



Now

- Set your goal & appoint team leader
- Build out your social media materials: client stories, images, quotes, custom #GT logo and hashtags
- Set up your online giving platform
- Find a matching gift sponsor
- Confirm partnerships in the community
- Write your acknowledgment letter
- Brainstorm other stewardship ideas



October

- Have your soft launch
- Send out a press release
- Start posting on social media to start ramping up to the event



GIVING
TUESDAY

November

- Go big on social media!
- Give constant updates on the campaign throughout the day of Giving Tuesday
- Summary of donations post with digital and/or video acknowledgement

Company Overview

Nonprofit One-Stop Shop

- Helping nonprofits start up, survive & thrive since 2004
- Have helped over 35,000 Nonprofits get their 501(c)(3) Tax-Exempt Status
- Guaranteed 501(c)(3) Approval
- Development, Website, Design & Grant services



**All the nonprofit
specialists you need,
all in **one place.****

Thank you for joining us!

Keep an eye out for a follow up survey - we would love to hear your feedback!

Andrea Ortega, MNM, CNP

Director of Nonprofit Services



aortega@brytebridge.com

Caitlyn Cawthon, CNP

Development Coordinator



ccawthon@brytebridge.com





Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on BryteBridge, contact:

aortega@brytebridge.com or ccawthon@brytebridge.com | 877-857-9002