

Designing the Donor Journey for Giving Tuesday



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



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



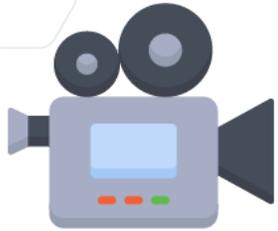
Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

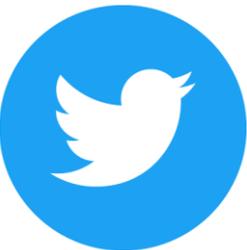
Easily integrate with your third-party CRM, email provider, and accounting software



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



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

Meet the Speaker



Justin Cook, Product Marketing Manager

- + With Qgiv for over 3 years and a marketing professional for over 6!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 5 animals: 3 dogs and 2 cats.





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What are we covering 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



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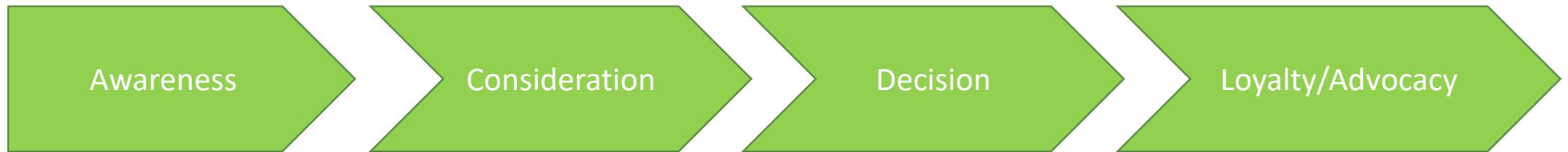
What is a donor journey?



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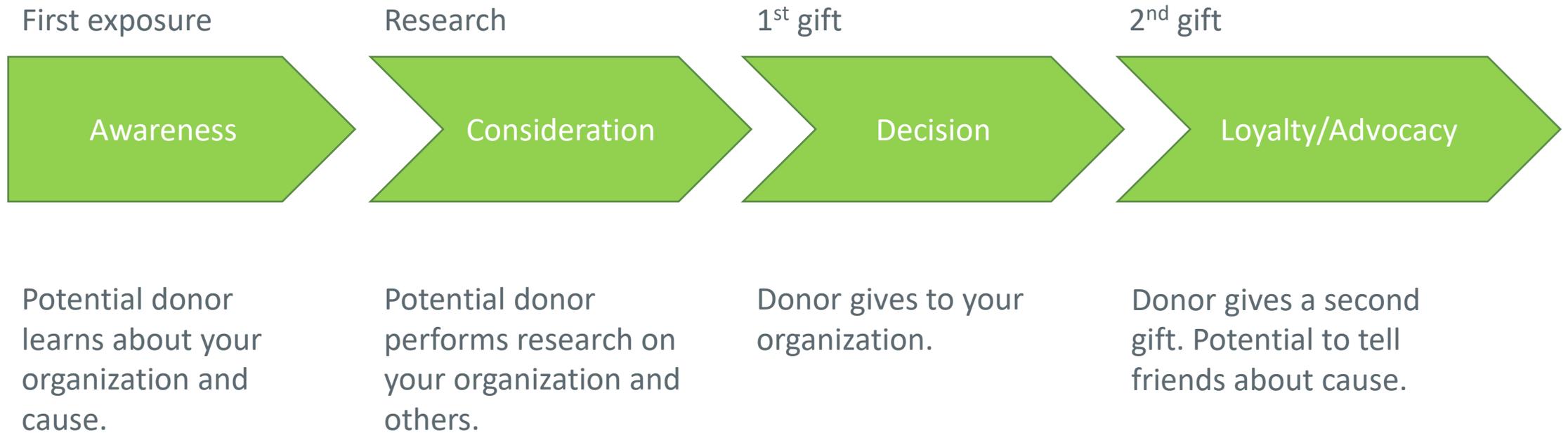


The Donor Journey



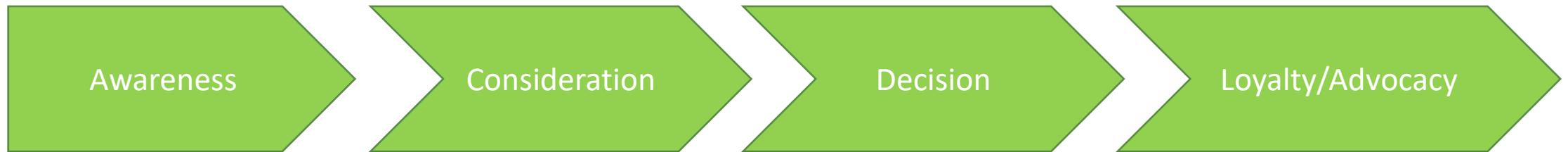


The Donor Journey





The Donor Journey



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

3rd 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 goal should always be to provide an exceptional experience for new and returning donors.

8-20

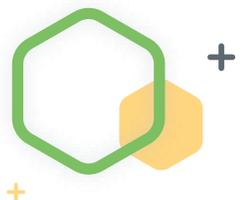
Donor interactions
(or touchpoints)

5-25x

Higher costs to acquire new
donors vs. retaining

5.4x

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



What You Need to Do Now



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+ 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.



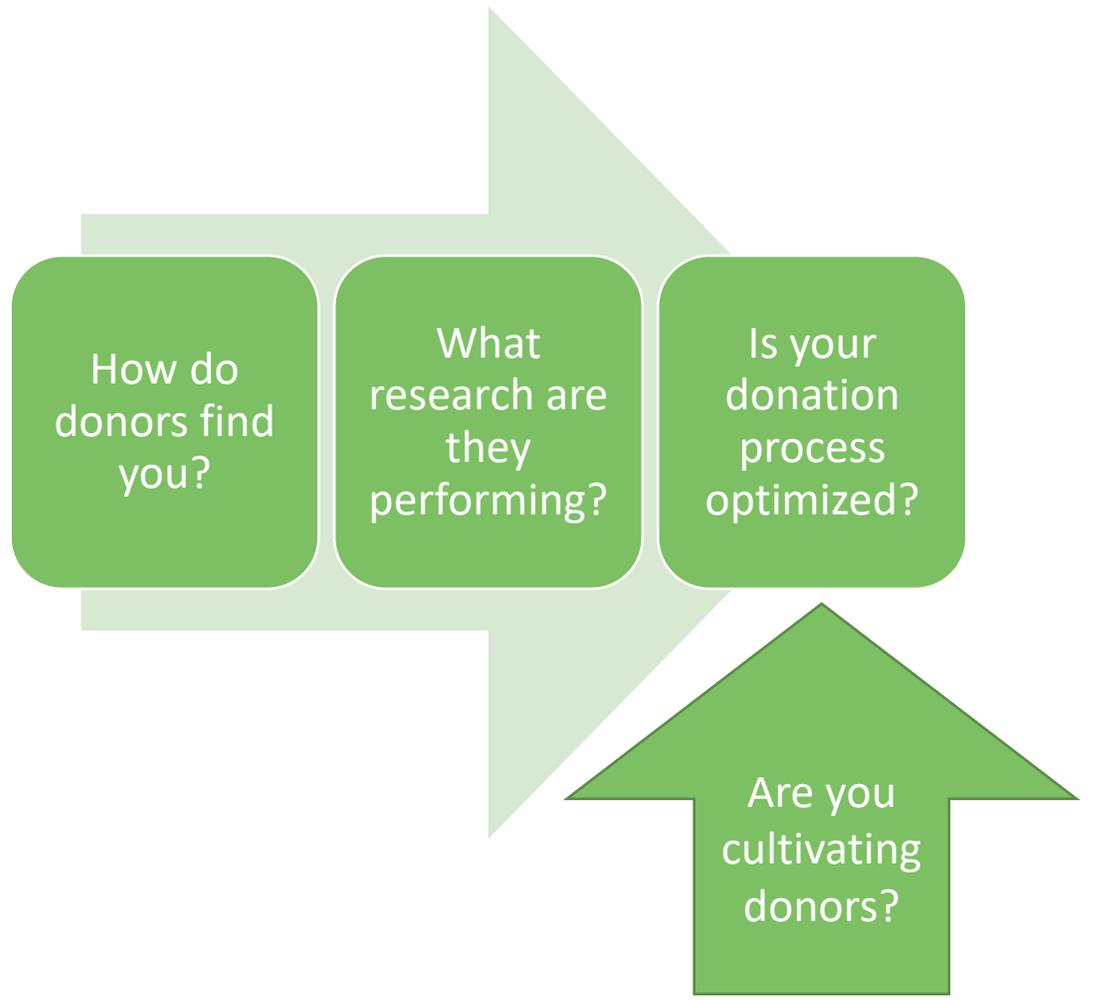


Your Donor Journey

Do you know what your donor journey looks like?

Critical questions 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?

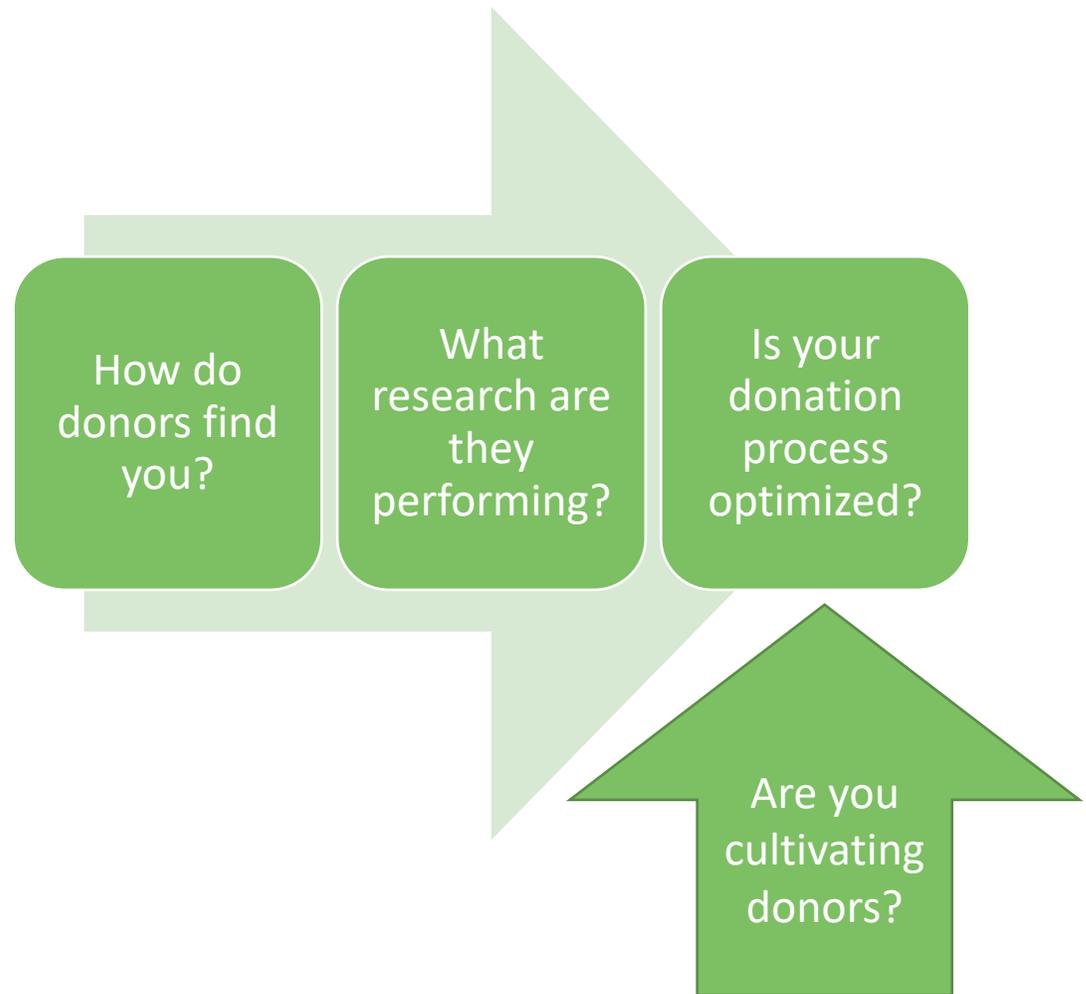




Your Donor Journey

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 Egu Dorm Bunkbed Project

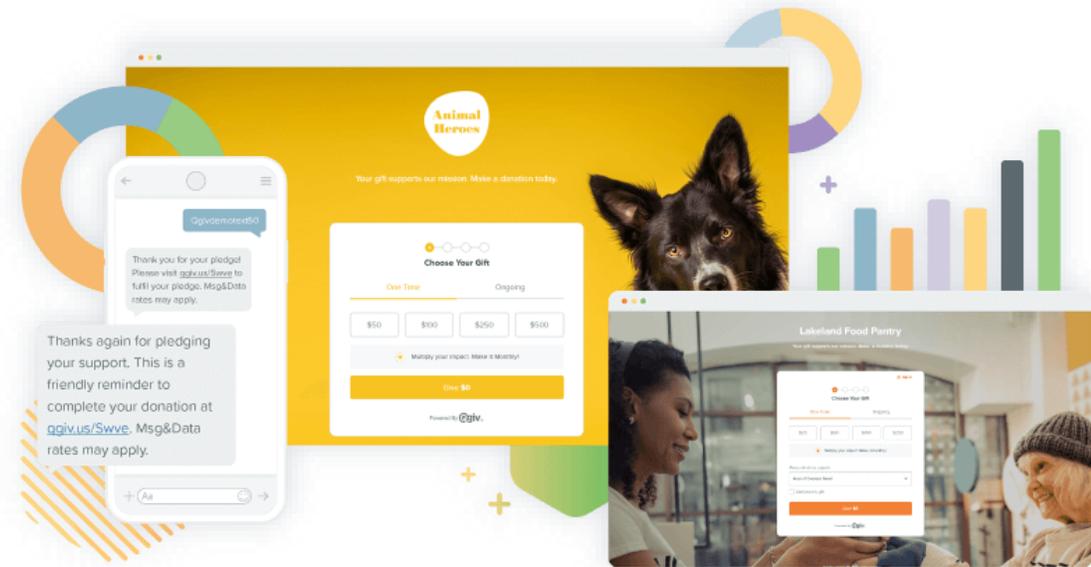
Our students need your help! Through generous donations, Kenya Keys has built a dormitory for students at Egu Primary School providing a safe place



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		Social Post: Awareness Post Introduce the concept of Giving Tuesday to donors who may be unfamiliar with it.			Social Post: Awareness Post 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	Social Post: Awareness Post 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.	Awareness Email Send a short email about Giving Tuesday, what it is, and letting donors know about your campaign.		(Optional) Social Post: Awareness Post Do you have any cool opportunities happening on Giving Tuesday? Are matching gifts available? Share them here!		

What Next?



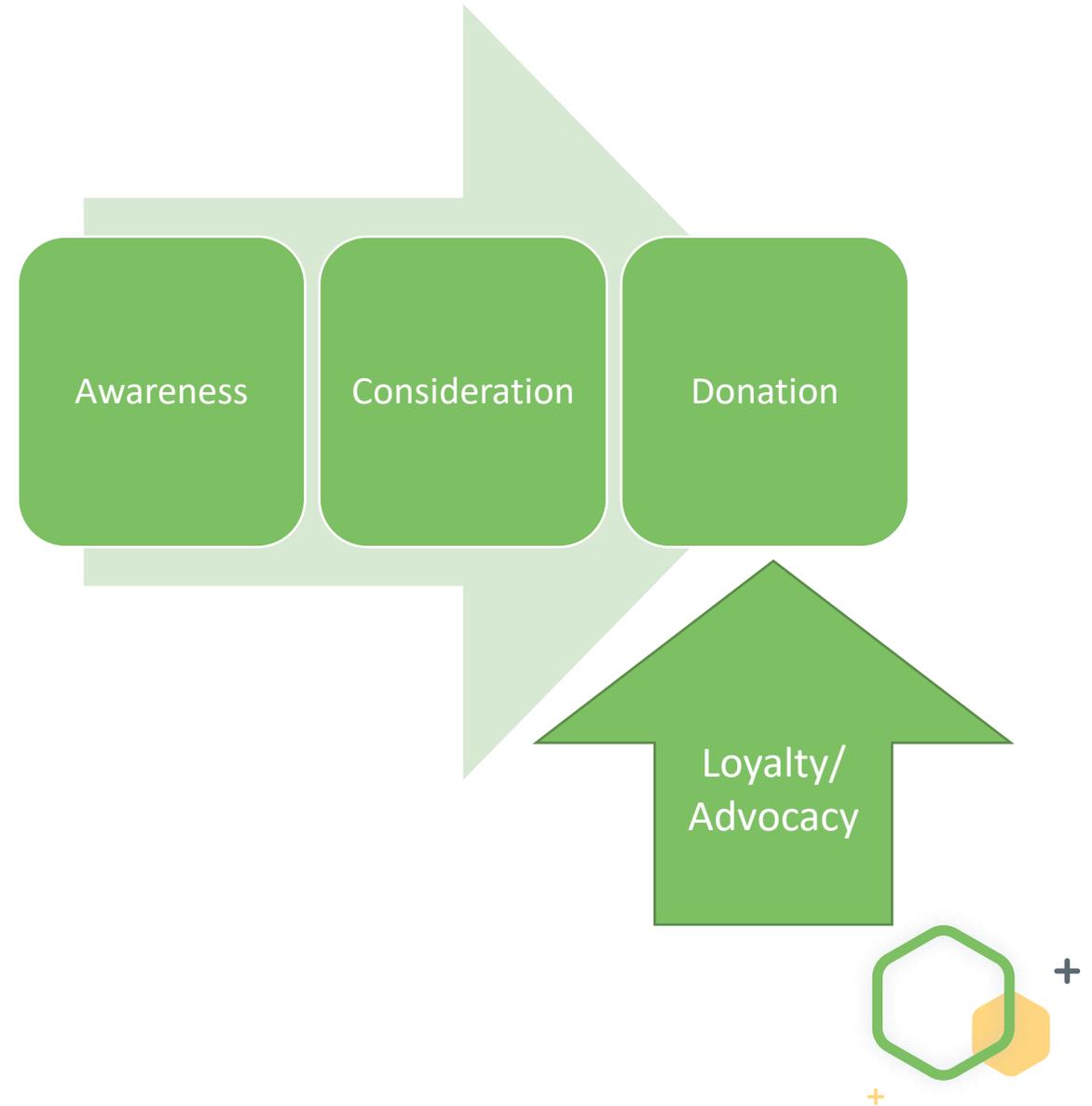
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+ Optimize Your Donor Journey

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
- + 3rd party sites
 - Charity Navigator





Giving Tuesday Communication Tips

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.



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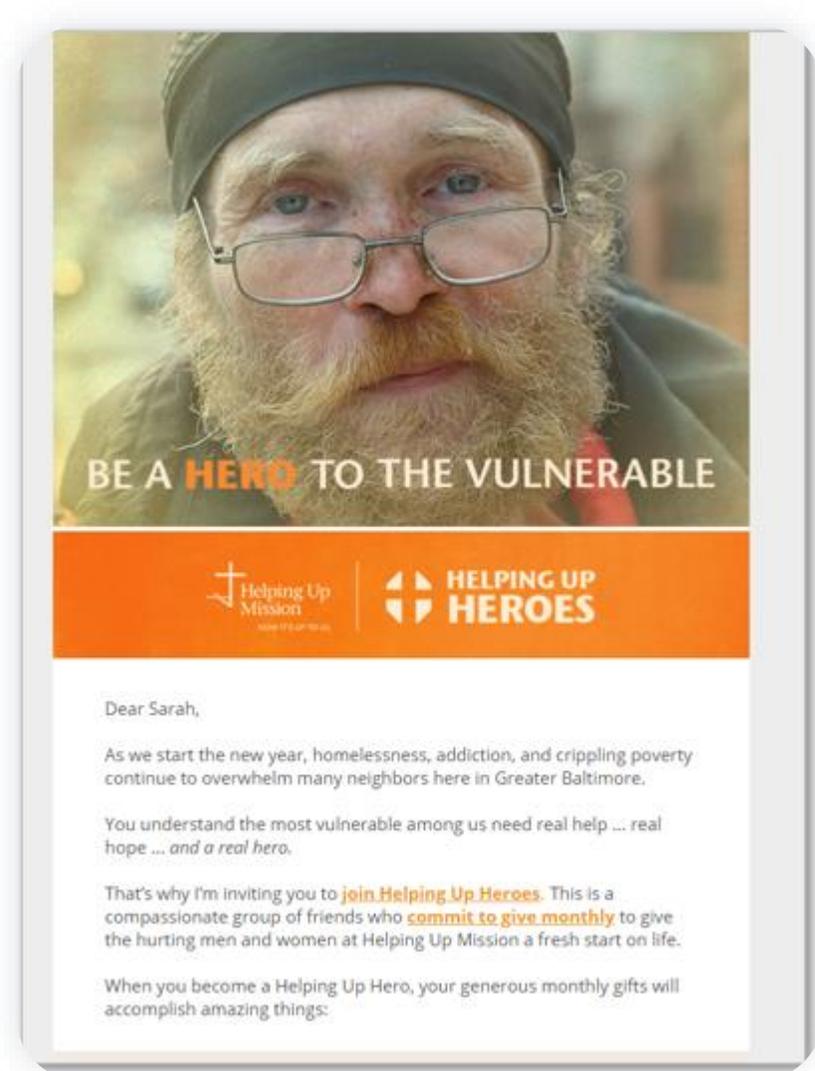


Giving Tuesday Email Tips

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 of, 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 Tips

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 Tips

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





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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.



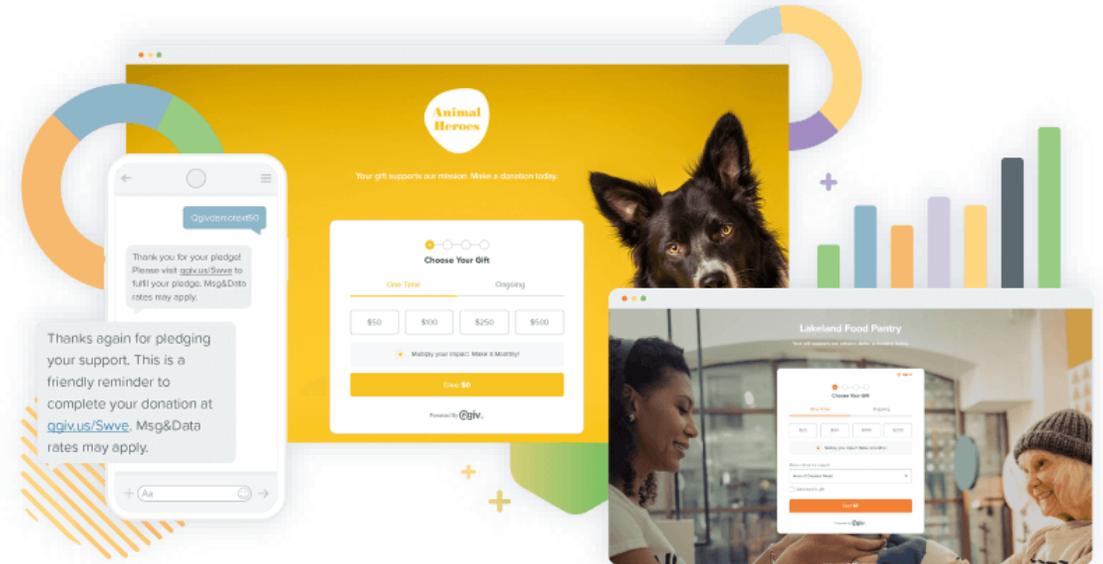
How Qgiv Can Help!



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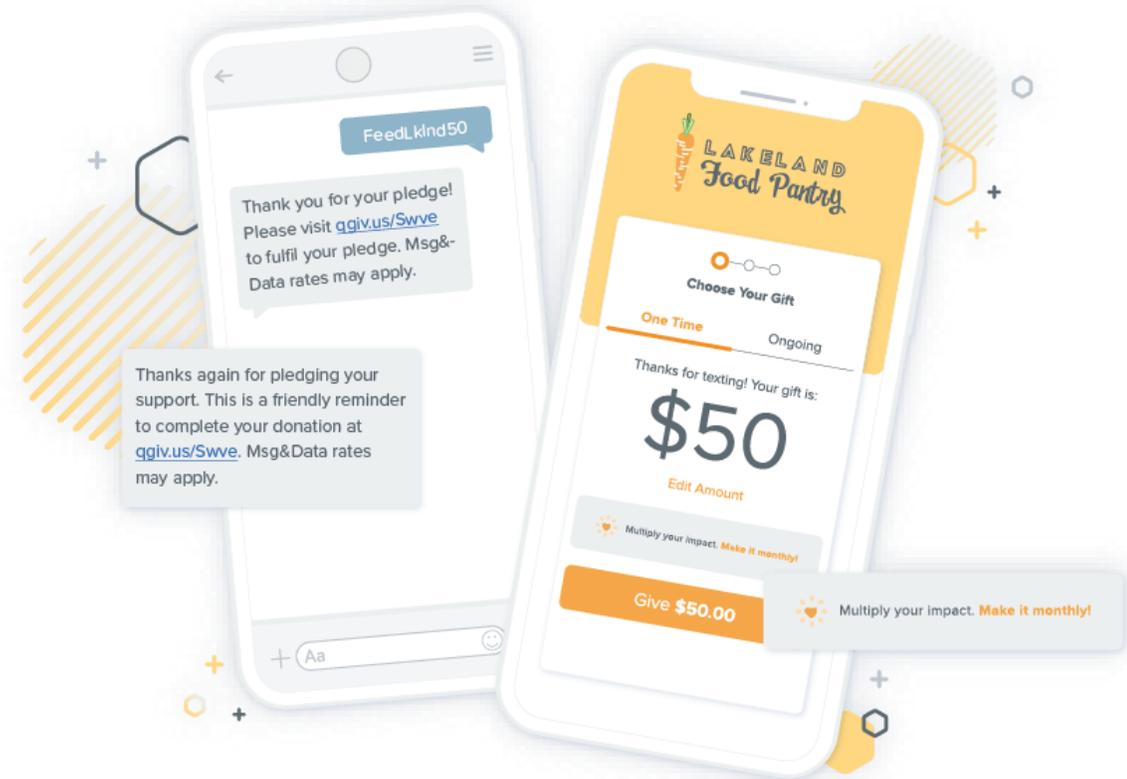
All the Basics for \$0/month

- + 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 messages are read within 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



The screenshot shows a fundraising event page for the 2019 Brandywine Valley SPCA Walk for Paws. The top banner features a photo of a dog in a red shirt and a man and woman in red shirts. Below the banner is a 'Leaderboard' section with five entries: Lisa (\$714.01, 4th), Elizabeth (\$1,177.15, 2nd), Hadley (\$2,649.00, 1st), Oliver (\$882.04, 3rd), and Teresa (\$561.37, 5th). The 'Full Rankings' table below shows the top team.

Rank	Top Participants	Team Name	Amount Raised
1	Hadley	Unleashed	\$2,649.00

What Next?



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Giving Essentials

\$25/MO OR \$60/QTR Save \$15

- + Integrations & Reporting
- + Offline Donations & Registrations
- + Fundraising Hub Aggregated Thermometers
- + Donation Forms
- + Event Registration & Management
- + World-Class Customer Experience

✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

+ Text Fundraising

\$159/MO OR \$387/QTR Save \$90

✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

+ Peer-to-Peer

\$259/MO OR \$687/QTR Save \$90

✓ PROCESSING FEE:

- 4.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:

- 2.95% (Qgiv + Merchant)
- \$0.95 per transaction

+ Auctions

\$259/MO OR \$687/QTR Save \$90

✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

Just starting out?

Get your feet wet with online fundraising!

Starter

(Best for organizations processing less than \$50,000 annually)

\$0/MO

- + Donation Forms
- + Event Registration & Management
- + World-Class Customer Experience

✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction



Have Questions?

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support@qgiv.com

Interested in using Qgiv?
Request a demo through
qgiv.com/demo-request

Have questions about
best practices?
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Questions?



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