

# Celebrating #GivingTuesday

(The MHA Way!)

## WHAT is #GivingTuesday?

#GivingTuesday is a global day of giving that takes place mostly online and on social media, on the first Tuesday after Thanksgiving. You're almost certainly familiar with Black Friday and Cyber Monday, and you may participate in Small Business Saturday, too. #GivingTuesday kicks off the holiday season of giving, which is one of the most important parts of the year for fundraising.

## WHEN is #GivingTuesday?

#GivingTuesday falls on the Tuesday following Thanksgiving and spans the entire day. This year it falls on **December 3, 2019**.

## HOW do I participate?

Participating in #GivingTuesday is very online-focused. It's important to draw up momentum up to the big day and promote it to your network of supporters. Here's how you do it:

- 1. Create a donation page or link to an existing donation page.** If you don't have a donation page yet, you can build one. Suggested instructions for setting up a way to collect donations are at the end. If you already have a page, you don't have to do anything else. If you want to get fancy, you can set up a second donation page to collect and track #GivingTuesday donations with the #GivingTuesday hashtag and artwork or language that supports your campaign.
- 2. Come up with a theme or tactic.** Last year, MHA National's campaign was based around a 4-part giving series about different ways to "give" through: hope, support, thanks, back. The campaign extended through the holidays.

Dates	Theme
11/15 – 11/26	<b>Hope:</b> The 'hope' theme demonstrates MHA's impact and the overall impact of what a simple, 5-minute screen will do through an individual's story.
11/27 – 12/15	<b>Support:</b> The 'support' theme is made to make us stand out against the chorus of Giving Tuesday calls by asking people to check-in with someone as an alternative to donations.
12/15 – 12/29	<b>Thanks:</b> The 'thanks' theme is MHA's opportunity to show our appreciation for the people who make our work possible. Audiences will be segmented and provided special thanks messages. For example, Clifford Beers Society members will receive a special thank you video message from Paul.
12/30 – 12/31	<b>Back:</b> The 'back' theme is where we make our hard ask for donations before the end of the year. A major fraction of individual gifts come in on these two days.

One effective strategy is to choose a program that has a defined cost and outcome so that you can set a target. For example, let's say one of the things that you do is provide counseling. Let's say it costs \$200 for each hour of counseling. If you raise \$2,000, you can help ten people get counseling. Or if you have a program where you travel to local schools and teach kids about mental health, you can say for every \$250 raised, 3,000 kids are taught about mental health.

When you fundraise through social media, it's always nice to have a stated goal or target. Part of the enjoyment of participating in a social media campaign is the sense that all of us, together, are working toward something incredible.

### 3. Identify the platforms you're going to use.

**Facebook** is important for #GivingTuesday because it is the largest social media site on the internet. If you don't have a Facebook yet, you can set one up here: <https://nonprofits.fb.com/>. If you aren't familiar with using Facebook in a business setting, you can download the Facebook Pages Manager App on the [iTunes App Store](#) or [Google Play Store](#). The app lets you manage multiple pages and accounts, schedule and post updates, check page activity, share with your audience and see insights. Make sure you encourage your staff to use their personal Facebook pages to promote your #GivingTuesday campaign as well.

**IMPORTANT!** Make sure you are [signed up to receive donations through Facebook](#). This year, Facebook and PayPal are matching donations on Facebook for a total of up to **\$7 million** dollars. [You can learn more about Facebook's Giving Tuesday plans here.](#)

**Twitter** is another important platform. It's less popular than Facebook, but you can post more frequently on Twitter. Setting up a Twitter account is also free. Here's a guide to getting started on Twitter if you haven't already: <http://sumac.com/tweeting-for-a-cause-a-nonprofits-guide-to-getting-started-with-twitter/>

**Email** is another successful way to reach people on #GivingTuesday. If you aren't using email yet, MailChimp is a relatively simple and cheap website to create, send, and track customized emails: <https://mailchimp.com/resources/guides/mailchimp-for-nonprofits/>

**Other social media and web-based tools.** There are many other social media and web-based tools you can use, including your own website, YouTube, LinkedIn, Instagram, Tumblr, and more. However, we recommend choosing the first three to focus your efforts and create a cohesive message.

### 4. Come up with a strategy for each platform.

Here's a suggested way to start:

#### Facebook:

- **Make sure you are [signed up to receive donations through Facebook](#).** You can sign up for free fundraising tools on Facebook that allows users to easily create and share fundraisers and donate.
- **Determine how many posts you want to create.** Typically, organizations should post on Facebook no more than 1-2 times a day. However, it's okay to make exceptions during a social media campaign. We recommend about 5-6 posts on Facebook for #GivingTuesday.
- **Create a schedule for your posts.** You will want to space posts out evenly throughout the day. Don't forget to schedule posts in the morning.

- **Draft language for each post.** If you picked a theme, try and tell the story in 4 or 5 different ways.
- **Make sure you use the #GivingTuesday hashtag** in the body of your post, as well as the link to the donation page—definitely don't forget that!
- **Use an image whenever possible.** Facebook posts with images are way more popular than just plain text posts. You can use pictures or create your own graphics. As silly as it sounds, just having some text over a stock photo makes something more shareable than just the text itself.
- **Use video!** Uploading a video on your Facebook page will ensure that your message will get views on Facebook. You can repost videos of your programs or your affiliate in action, or you can use these videos from MHA's YouTube channel:
  - <https://www.youtube.com/watch?v=6Qpl-3eR6eE>
  - [https://www.youtube.com/watch?v=XX9ku1i\\_S18](https://www.youtube.com/watch?v=XX9ku1i_S18)
  - <https://www.youtube.com/watch?v=ZTt-v5FYpds>

It is important to include captions in the video as well, as most people scrolling through their Newsfeed on Facebook watch video without sound.

- **Schedule the posts in advance using Facebook's scheduling tool.** Facebook lets you load up posts in advance, so take advantage of this tool to save your team some time and energy on the big day.
- **Promote #GivingTuesday in the days leading up to the event.** Since #GivingTuesday is relatively new, you may have to get your supporters "warmed up" to the idea of it. At a minimum, you should mention that your organization is planning for #GivingTuesday today, and then the day before #GivingTuesday as well.

#### Sample Facebook posts:

- Happy #GivingTuesday! Celebrate this international day of giving with [ORGANIZATION NAME] and donate to help support our critical work. We owe much of our [INSERT PROGRAM] program's success to supporters like you, who helped us spread the word about [BRIEF PROGRAM DESCRIPTION]. Help us continue the work to shorten the gap between the first signs of mental health problems and getting help. [Insert Graphic]
- It's #GivingTuesday. The day to show the world how you give back. Join the movement and help spread our #B4Stage4 message! [Insert Link]

#### Twitter:

- **Determine how many posts you want to create.** You can Tweet all day on Twitter, and you probably should. We recommend 12+ tweets for #GivingTuesday. However, please adjust that number depending on the size of your audience. Smaller audiences may be overwhelmed by too many tweets and unfollow.
- **Create a schedule for your posts.** You will want to space your Tweets out evenly throughout the day.
- **Draft language for each post.** If you picked a theme, try and tell your story in different ways. Remember that Twitter is for short messages. There's a 140-character limit, and using hashtags, links, or images will eat away at that limit.
- **Make sure you use the #GivingTuesday hashtag** in the body of your tweet, as well as the link to the donation page—don't forget that! But remember, the hashtag counts against your limit.
- **Use an image whenever possible.** Twitter posts with images are way more popular than just plain text posts. You can use pictures or create your own graphics.
- **Use video!** You can repost videos of your programs or your affiliate in action, or you can use these videos from MHA's YouTube channel:
  - <https://www.youtube.com/watch?v=6Qpl-3eR6eE>

- [https://www.youtube.com/watch?v=XX9ku1i\\_S18](https://www.youtube.com/watch?v=XX9ku1i_S18)
- <https://www.youtube.com/watch?v=ZTt-v5FYpds>

- **Schedule tweets in advance using Twitter’s scheduling tool.** Scheduling your Tweets ahead of time saves your team time and energy on #GivingTuesday to focus on donor stewardship.

Here’s how you schedule a tweet:

1. First, sign into your organization’s account.
2. Click your profile icon in the top right corner (next to the “Tweet” icon) and click on Twitter Ads.
3. On the top on the page, click on or hover over Creatives, then click Tweets. This should take you to a new page where you can schedule tweets.
4. There should be three drop-down menus on this page: one with your Twitter handles, one that says “All objectives”, and one that says “Promoted-only Tweets”. Click on “Promoted-only Tweets” and click on “Scheduled Tweets” instead.
5. Once you’ve selected “Scheduled Tweets”, look at the top right where there should be a blue button saying “New Tweet” and click on that. You should get a pop up for a new tweet.
6. Make sure your Delivery is set to Standard so the Tweet shows up to all your followers.
7. Then, click on the Scheduling Tab. Make sure you hit Custom instead of Post Now to control the time the Tweet is posted.
8. Select the date (Probably November 27, 2018 since that is #GivingTuesday this year). But don’t forget to tweet a few days in advance, too!
9. Set the time zone to your time zone and determine what time the Tweet should go out.
10. Write your tweet! Include the #GivingTuesday hashtag and other promotional language that pertains to your campaign. Don’t forget to include a link to your donation page as well.
11. Finally, click on Tweet on the bottom right-hand corner of the window to schedule the Tweet, and voila! You are set.

However, if you already have a Twitter scheduling tool, just use that instead. 😊

- **Promote #GivingTuesday in the days leading up to the event.** Just so your followers aren’t overwhelmed by the sudden influx of #GivingTuesday tweets, you should mention that your organization is planning for GivingTuesday starting now. Tweet a couple times between now and next Tuesday.

#### **Sample Tweets (you may have to shorten if your organization has a long name):**

- It’s #GivingTuesday! Get into the spirit & donate to [ORGANIZATION NAME]. Show your support today! [Insert Link]
- Join the worldwide celebration of #GivingTuesday with [YOUR ORGANIZATION’S ABBREVIATION]! Make a gift to help us continue our important work! [Insert Link]
- [YOUR ORGANIZATION’S ABBREVIATION] helps Americans live mentally healthier lives through our #B4Stage4 campaign, help us continue that work on #GivingTuesday [Insert Link]
- Were you or a loved one helped by [YOUR ORGANIZATION’S ABBREVIATION]? Tell us your story and help others who need mental health help. [Insert Link]
- Want to make a difference with [YOUR ORGANIZATION’S ABBREVIATION]? Today's the day to make it happen. #GivingTuesday [Insert Link]

#### **Email:**

- **Draft and schedule your email.** We recommend three emails: one prior to Giving Tuesday to let people know about your goal for the day and how they can get started; one on the day of; and one to follow up

on how much was raised and the impact it will make. When you send those emails is up to you. If you do a lot of testing, you'll know when your audience is most likely to open emails. If you don't, try for earlier in the morning—people are going to be swamped with #GivingTuesday messages. Email subject lines should be short, because people often look at their email on their phones.

- **Make sure you reference Giving Tuesday** in the body of your email. You don't have to use the hashtag, but it can help.
- **Use an image whenever possible.** Emails with images are more popular than just plain text emails. You can use pictures or create your own graphics.
- **Use video!** In email, the best thing to do is provide an image of the video with the “play” symbol on it. You can get this by using the Snipping Tool or the Print Screen button to capture a picture of your video loaded up in YouTube or another video player. Then you link that image to the actual video. You can repost videos of your programs or your affiliate in action, or you can use these videos from MHA's YouTube channel:
  - <https://www.youtube.com/watch?v=6Qpl-3eR6eE>
  - [https://www.youtube.com/watch?v=XX9ku1i\\_S18](https://www.youtube.com/watch?v=XX9ku1i_S18)
  - <https://www.youtube.com/watch?v=ZTt-v5FYpds>

## **OTHER FUNDRAISING TIPS for #GivingTuesday**

**Make it personable and fun!** Donors now more than ever value transparency in the nonprofit sector. Host a Facebook/Instagram live event when you hit your goal and offer a fun prize as a result. You could form teams among the staff to see who can raise more funds on #GivingTuesday, offer lottery prizes (like a tour of your facility or lunch with the team) that donors are automatically entered for when they donate, or pie your CEO in the face when you reach your goal. 😊 (Make sure you get their permission first!)

**Tell stories.** Humans are not built to understand big data; make your organization's mission more relatable by telling real stories about real people. Donors also love to talk about why they support specific causes, so reach out to your donors and share their stories on #GivingTuesday, too.

**Challenge your audience.** Everybody loves a good challenge. Ask your donors to take a mental health screen on through your customized screening link and encourage at least 5 other family members and friends to get screened to promote mental wellness as a part of overall health. If they refuse, challenge them to donate to help others gain access to services and programs they want and need. Come up with your own challenges that are specific to your programs!

**Create a Call to Action.** Encourage supporters to call or email their legislators to act on mental health care reform before year end. If you don't have your own action form, you can link to MHA National's action form here: [Take Action Now!](https://goo.gl/amjpZ6) (<https://goo.gl/amjpZ6>). It will prepopulate a letter to your supporters' legislators based on their zip code and send it automatically. If the legislator's website is not compatible, your supporter will receive instructions on how to manually input the letter to the legislator.

**Match their gift.** Approach your Board, sponsors, or major donors to participate in a matching gift program for #GivingTuesday. It would double your donors' impact, and you can create a sense of urgency with this limited-time offer. For example, you could tell your donors, “Donate before #GivingTuesday is over to double your impact!”

**Say thanks.** Sometimes the most important way to develop a meaningful relationship with a donor is just to say thanks in a heartfelt way. You could send a special, handwritten #GivingTuesday postcard with a picture of the staff. Make sure you effectively communicate to your donors that, without them, your life-changing work is impossible.

**FOLLOW-UP, FOLLOW-UP, FOLLOW-UP.** #GivingTuesday may celebrate a single day of giving, but make sure your donors understand the impact they made in just those 24 hours. If everyone were to give like this every day, what

would the world look like? Quantify their impact or write up a simple report, send it out, and make it shareable so that they can show their support network the good that can be achieved when everyone works together towards a common goal. The easiest way to do this would be through an infographic, which would provide a visualization of their impact. You can also write a paragraph or two and share on Facebook and your website.

If you aren't much of a graphic designer Canva ([www.canva.com](http://www.canva.com)) is a free and easy way to create meaningful infographics for nonprofits.

### **Setting up a Donation Page**

If you're looking to set up a donation page for the first time, you probably want something with no setup cost and no monthly fees. Most sites will charge a credit card fee for each transaction. This isn't cost effective once you grow larger, but it gives you the best option for low-cost, easy-to-implement fundraising. You can search the web for a solution or try one of these popular, cost-effective solutions:

- Givlet at <https://www.givlet.org/#pricing>
- PayPal at <https://www.paypal.com/webapps/mpp/donations>
- Razoo at <https://www.razoo.com/us/home/>
- JustGive at <https://www.justgive.org/>

**Good luck, and may the odds be ever in your favor.**

**Want more resources? Check out <https://www.givingtuesday.org/>.**