

Giving Tuesday: What It Is and Why It Matters

August 21, 2018

Presented by Elgin Gives

Rebecca Mace, Summit School, Inc.

Elizabeth Niemeier, Elgin Master Chorale



What Is Giving Tuesday?



#GIVINGTUESDAY™

November 27, 2018

- Giving Tuesday before Elgin Gives
- National day of online giving started in New York
- Follows Black Friday, Small Biz Saturday, Cyber Monday
- Ideal time for year-end appeal strategies
- Now an international movement with 48 countries participating



- #ILGive—the national movement moves to the state level
- Grand Victoria Foundation brings #ILGIVE to Elgin in 2015
- Matching gift/incentives
- Online giving and donor retention strategies
- Last year, #ILGive raised \$1,256,747
- Of that amount, **\$342,256 was donated to Elgin non-profits!**
- **Elgin had the highest level of giving in the state of Illinois outside of Chicago!**
- #GT campaigns infused **\$805,542** into the Elgin community in the last three years

- Celebration unites local non-profit leaders
- Elgin Gives becomes the local answer to national movement and statewide #ILGive
- Non-profits participated in #ILGive; knew it could be woven into Elgin's philanthropic scene
- Seasoned Giving Tuesday organizations joined those new to the movement
- Agencies of all sizes and missions have access to the movement
- Donors of all sizes and interests
- New culture of philanthropy in Elgin
- Significant success in 2017—\$342,256



Materials for the
NATIONAL #GT KICK-OFF
in July cited **ELGIN GIVES**
as an example of a successful
community-based initiative!

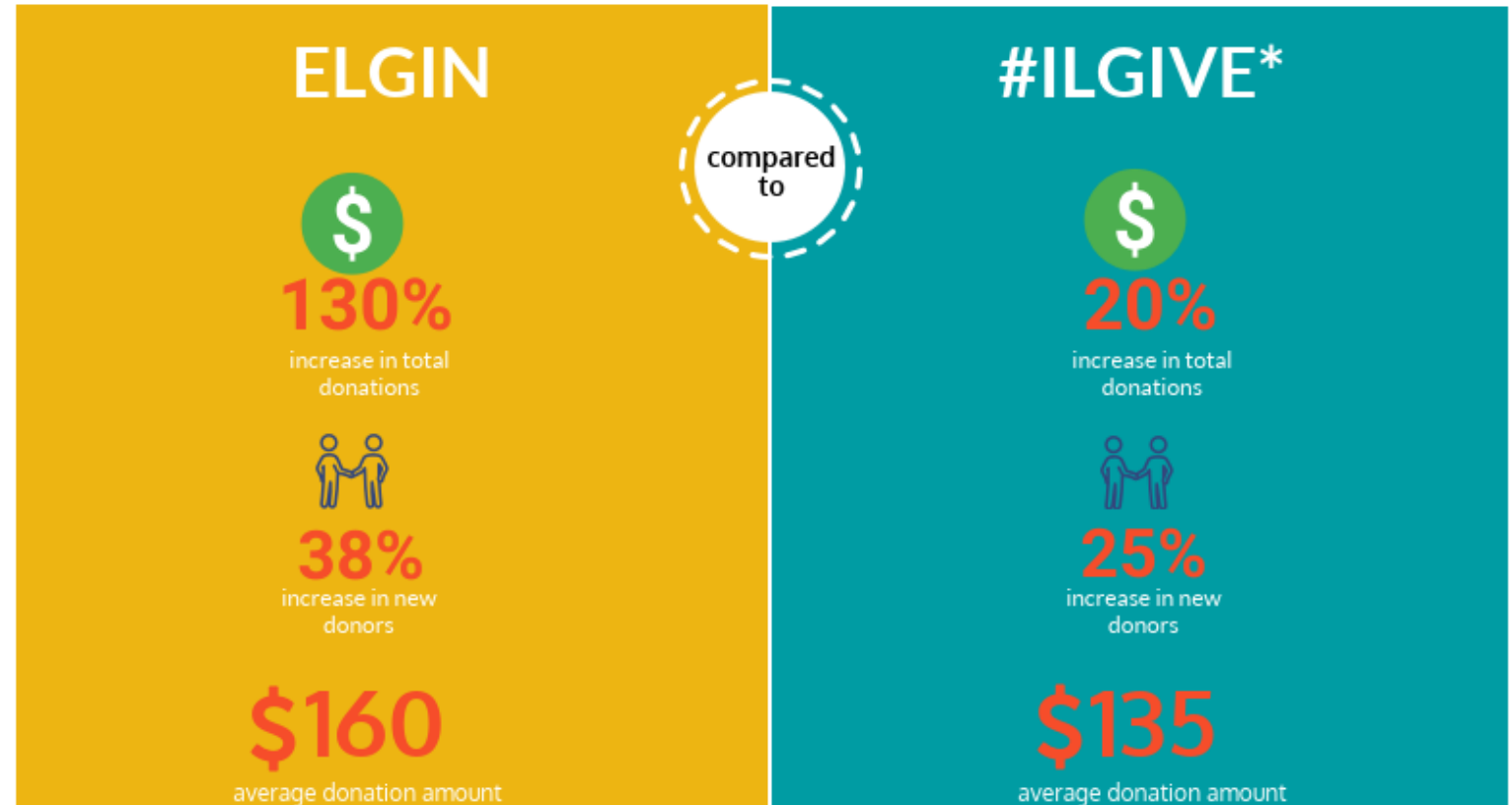


GT Results 2017



ELGIN BEATS STATE AVERAGE

ELGIN DONORS BRING IT HOME!!



GT Results 2017

NONPROFIT RESULTS

	Total Amount Raised	Average Donation Amount	Total Number of Donors	Total Number of New Donors
2015	\$148,910	\$156	957	N/A
2016	\$314,376	\$169	1,861	627
2017	\$342,256	\$155	2,205	706

GT Results 2017

KEY LEARNINGS

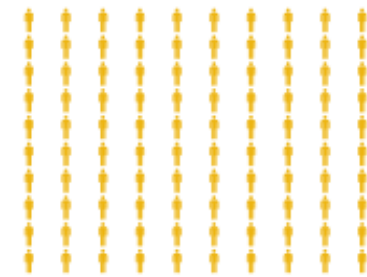


68%

Total amounts raised were 68% higher for organizations that set monetary goals.



A MAJORITY OF DONORS COVERED FEES



100%

Respondents to a post Giving Tuesday survey said that a matching grant helps them raise donations on Giving Tuesday.

* ilgive.com results and key learning donor information were reported by Forefront. Forefront ilgive.com data for 2015 is not available.

Complete infographic available at elgingives.org.

Case Study



Case Study



Food For
Greater
Elgin



Food For
Greater
Elgin

Case Study

- About Food For Greater Elgin
 - ✓ Regional, client choice food pantry serving 6,000 people a month, nearly half of whom are seniors and children.
 - ✓ HUGE in service but not in structure and resources.
 - ✓ Not quite seven years old; small staff; budget of \$550-700k
 - ✓ No online campaigns; small FB following; no other social media; dated website
 - ✓ Going into 2018 campaign new website, strong FB presence, history of online campaigns



Food For
Greater
Elgin

Case Study

- Giving Tuesday
 - ✓ Invited in the fall of 2015 to participate in #GT
 - ✓ We have to do what???!!!
 - ✓ Why we got involved
 - Learning opportunity
 - Foundation support
 - Chance to enhance pipeline
 - Engage stakeholders



Food For
Greater
Elgin

Case Study

	2015	2016	2017
Outcomes			
#GT Gifts	\$10,025	\$18,320	\$25,101
#GT Match	\$5,000	\$5,000	\$7,000
Total #GT Results	\$15,025	\$23,320	\$32,101
Total # of Donors	76	128	184
# of New Donors		55	57
# of Retained Donors		43	74



Food For
Greater
Elgin

Case Study

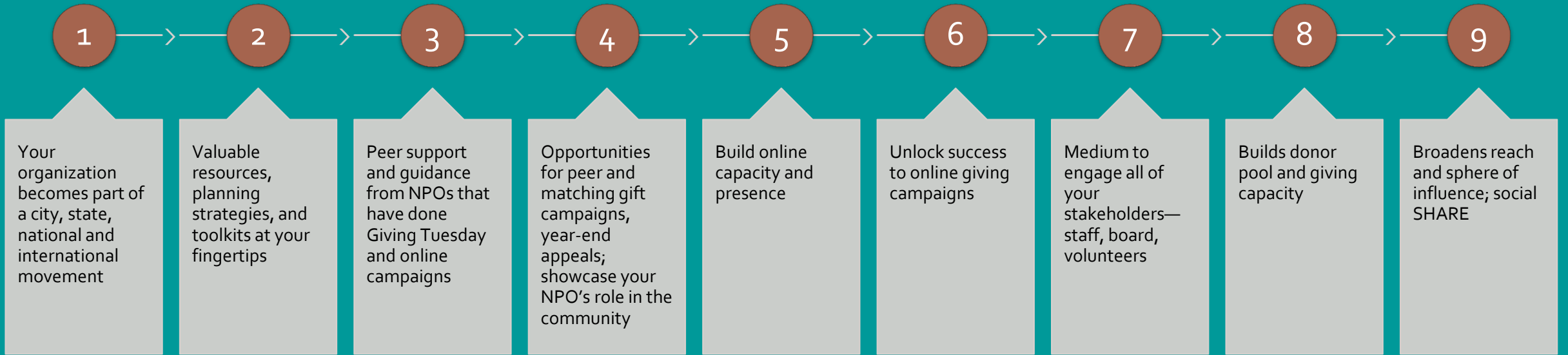
- Financial and Donor Outcomes
 - ✓ Made the state #ILGIVE leaderboards
 - 2016—of 413 participating NPOs FFGE ranked 7th in # of donors (120) and 30th in amount raised
 - 2017—of 467 participating NPOs FFGE ranked 6th in #of donors at 179 and #20 in amount raised
 - ✓ Peer-to-Peer Campaigns (Board/Volunteer)
 - Reengaged donors
 - Retained 96 from previous #GT campaigns
 - Of total donors



Food For
Greater
Elgin

Case Study

- Getting from Year 1 to Year 3
 - ✓ Online presence—Facebook & Website
 - ✓ Foundation Training—Attend workshops!
 - ✓ Collateral
 - Landing page
 - Images/videos/testimonials
 - Stories
 - ✓ Timeline
 - ✓ Plan
 - ✓ Stakeholders



Why Participate In Elgin Gives?



Elgingives.org –
register as a
participating
organization



Track data; become
part of national data



Learn from Elgin
Gives committee
members and
community leaders



Register for the two
remaining
workshops



Download Elgin
Gives logo;
incorporate into
your Giving Tuesday
materials

How Do I Get Involved?

Timeline

Marketing
Materials

#GT
URLS

Your Elgin Gives Toolkit

Homework for
Sept 18

Online Giving

- What is your online giving capacity?
- What platforms you will use?
 - ✓ Campaign landing page
 - ✓ Online donation processing
 - ✓ Mass email
 - ✓ Social media

Homework for Sept 18

Goals

- What are your campaign goals?
 - ✓ Donations
 - ✓ Donors—new, retained, renewed

Homework for
Sept 18

Participants

- Who will be involved in your campaign?
 - ✓ Board Members
 - ✓ Staff
 - ✓ Volunteers
 - ✓ Advocates
 - ✓ Other?

Put Giving Tuesday on their calendars NOW

Homework for
Sept 18

Story

- What is your story?
- How will you communicate it?
 - ✓ Images
 - ✓ Testimonials
 - ✓ Video
 - ✓ Compelling cases

Save the Date

Mark Your Calendars—Spread the Word

- Giving Tuesday: It's All About the Plan
September 18, 2018
- Giving Tuesday: Getting Your Board On Board
October 21, 2018
- Kick-Off Party
October 16, 2018 @ Dream Hall
- #GivingTuesday
November 27, 2018

Register online at elgingives.org or email elgingives@gmail.com.

Q&A

Helpful URLS

Helpful URLs

- ElginGives
www.elgingives.org
- #ILGive
www.ilgive.org
- Giving Tuesday
www.givingtuesday.org
- ElginGives Facebook Page
www.facebook.com/elgingives
- GiveGab
www.givegab.com

Giving Tuesday: What Is It and Why It Matters

ElginGives.org

elgingives@gmail.com

