Giving Tuesday: What It Is and Why It Matters

August 21, 2018
Presented by Elgin Gives

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What Is Giving Tuesday?

• 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!
ELGIN BEATS STATE AVERAGE

ELGIN DONORS BRING IT HOME!!

GT Results
2017

ELGIN

$160
average donation amount

130%
increase in total donations

38%
increase in new donors

#ILGIVE*

$135
average donation amount

20%
increase in total donations

25%
increase in new donors
## GT Results 2017

### NONPROFIT RESULTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Amount Raised</th>
<th>Average Donation Amount</th>
<th>Total Number of Donors</th>
<th>Total Number of New Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$148,910</td>
<td>$156</td>
<td>957</td>
<td>N/A</td>
</tr>
<tr>
<td>2016</td>
<td>$314,376</td>
<td>$169</td>
<td>1,861</td>
<td>627</td>
</tr>
<tr>
<td>2017</td>
<td>$342,256</td>
<td>$155</td>
<td>2,205</td>
<td>706</td>
</tr>
</tbody>
</table>
GT Results 2017

Complete infographic available at elgingives.org.

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

Food For Greater Elgin
• 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
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
<table>
<thead>
<tr>
<th>Outcomes</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>#GT Gifts</td>
<td>$10,025</td>
<td>$18,320</td>
<td>$25,101</td>
</tr>
<tr>
<td>#GT Match</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Total #GT Results</td>
<td>$15,025</td>
<td>$23,320</td>
<td>$32,101</td>
</tr>
<tr>
<td>Total # of Donors</td>
<td>76</td>
<td>128</td>
<td>184</td>
</tr>
<tr>
<td># of New Donors</td>
<td>55</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td># of Retained Donors</td>
<td>43</td>
<td>74</td>
<td></td>
</tr>
</tbody>
</table>
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
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?

1. Your organization becomes part of a city, state, national and international movement

2. Valuable resources, planning strategies, and toolkits at your fingertips

3. Peer support and guidance from NPOs that have done Giving Tuesday and online campaigns

4. Opportunities for peer and matching gift campaigns, year-end appeals; showcase your NPO's role in the community

5. Build online capacity and presence

6. Unlock success to online giving campaigns

7. Medium to engage all of your stakeholders—staff, board, volunteers

8. Builds donor pool and giving capacity

9. Broadens reach and sphere of influence; social SHARE
How Do I Get Involved?

Elgingives.org – register as a participating organization

Track data; become part of national data

Download Elgin Gives logo; incorporate into your Giving Tuesday materials

Learn from Elgin Gives committee members and community leaders

Register for the two remaining workshops
Your Elgin Gives Toolkit

Timeline  Marketing Materials  #GT URLs
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
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

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