CAPE FLETCHER
ASSOCIATES

Giving Tuesday Tips & Tricks

1.) **Work ahead**, it makes all the difference! From creating collateral, assembling prospect lists and beyond, doing Giving Tuesday to the best of your ability takes time.

2.) **Segment your donors** so that they receive the message that best speaks to them.

3.) Rather than transactional giving, leverage Giving Tuesday to **build your culture of philanthropy**.

4.) You don't have to do this alone! **Engage others to help** you, perhaps board members, your development committee, staff and volunteers.

5.) Giving Tuesday is a specific date after Thanksgiving, but you could do a special day, week or **other period of time** for a discreet campaign.

6.) **Leverage video**. Leverage video. And leverage video!

7.) Use social media to drive your engagement, but if you're soliciting a gift, be sure that you're capturing *all* of your donor data while minimizing processing fees. It may make the most sense to **process gifts** through your typical giving platform.

8.) Do you have company logo wear or T-shirts? Invite your board, volunteers and staff to all wear it on the day while **telling others about your organization**.

9.) **Use your calendar** to hold yourself (and your colleagues) accountable.

10.) **Remember to follow-up** with your Giving Tuesday donors, just as you would other donors, to express gratitude and show their impact.

Let's continue the conversation: Email or phone us to talk more!

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