

 LIVE DISCUSSION

# The Giving Day Playbook

*with* **Paul Parker**, Digital Growth Manager &  
**Victoria Read**, Customer Success Manager



Why are we here...

**We've noticed a global trend!**



We got talking...

**Does the UK/EU Charity  
Market know what a  
Giving Day is, and take  
advantage of them?**



# What is a Giving Day?

---

"A Giving Day is a brief and exciting fundraising event or appeal, where a charity's supporters unite to reach a specific income goal, to make a big impact on the charity's mission"



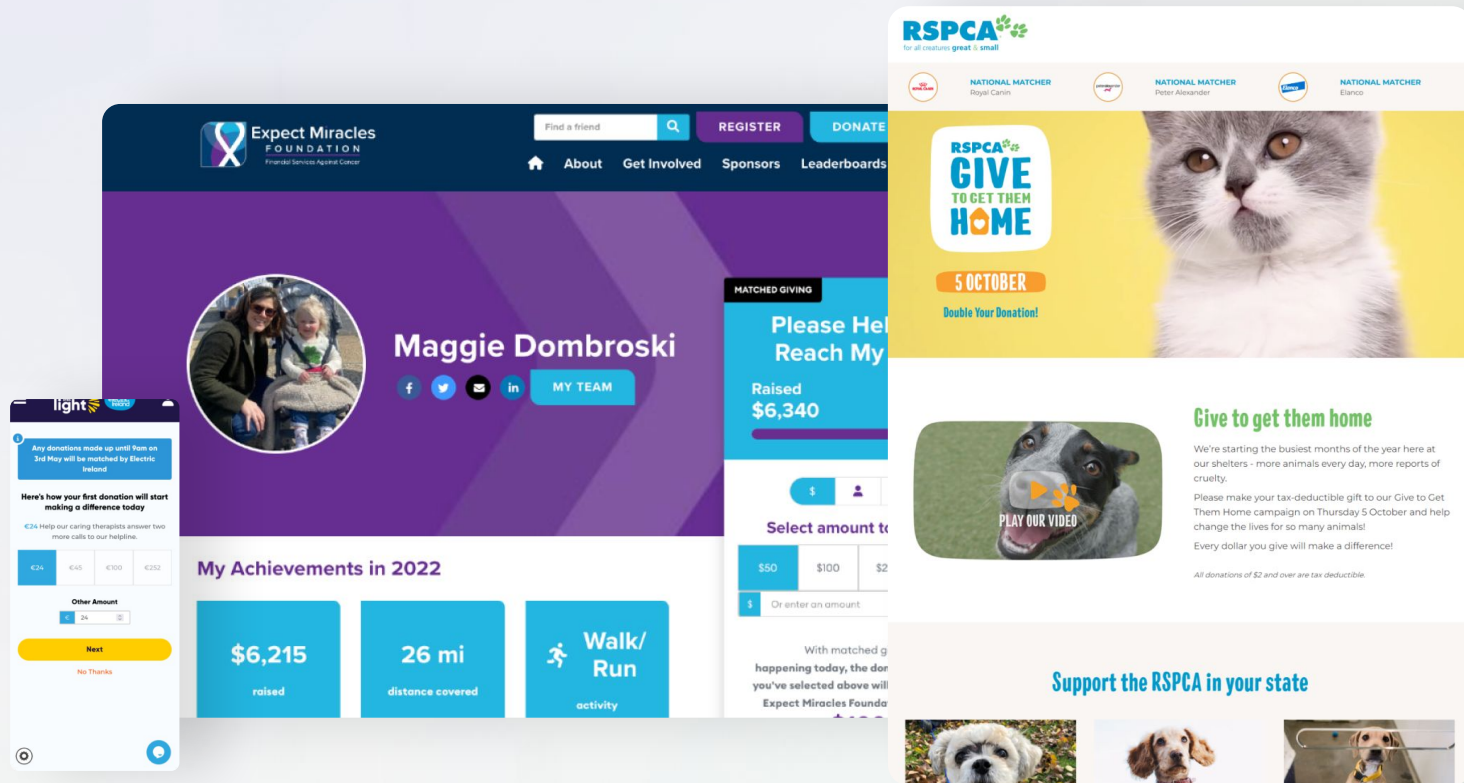
# Around the world



# What is a Giving Day?

"A dedicated day where a charity's community is focused on hitting a specific fundraising goal"





# What we will be covering

1. Giving Day Playbook
2. Ways to use Giving Days across the fundraising department
3. Going through a Case Study





The Giving Day Playbook

# **How to build out your Giving Day Experience** 🤔

---



## TOOLS

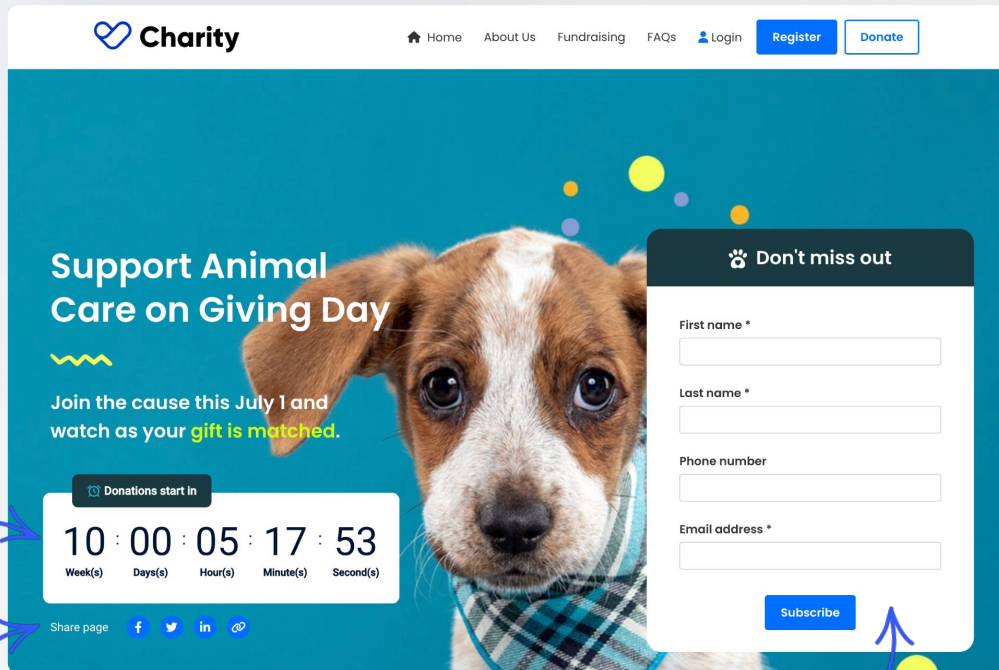
# Before

- ✓ Create your proposition
- ✓ Choose your audience
- ✓ Segment your database
- ✓ Choose your time!
- ✓ Set your goal
- ✓ Decide on Giving Day branding
- ✓ Build your campaign pages
- ✓ Consider matched funding
- ✓ Plan your marketing comms
- ✓ Build a buzz on social media



TOOLS

# Design Essentials



Countdown Clock

Social Sharing

'Remind me' /  
early donations

## Highlight Matched Giving



Laurinda Reeta just donated \$334

Ljuben Andrey just donated \$157


Izzy Rhode just donated \$655

Jay Ioldorus just donated \$198

Marke Einar just donated \$109

Make a Difference

Support and DOUBLE your impact!




Food Supply

\$25=\$50

Your contribution can make a significant impact on the lives of furry friends who rely on our care and compassion.

Donate




Pet Toys

\$50=\$100

Your contribution can make a significant impact on the lives of furry friends who rely on our care and compassion.

Donate



Pet Shelters

\$100=\$200

Your contribution can make a significant impact on the lives of furry friends who rely on our care and compassion.

Donate

Helping Paws

Responsible Care for Pets and Wildlife

Join the cause and donate to provide proper food, shelter, and medical to animals in need.

On this Giving Day, let's come together to show our love for animals by supporting their well-being and ensuring they get the care they deserve.

Donate now

\$

We need your Support!

\$10

\$25

\$50

\$100

\$

Other Amount

Donate



## Early CTA

Why people  
should support  
you

QR codes

Secondary CTA

Celebration  
of Matched  
Funders


Helping Paws

## Supporting Animal Welfare through Charity

Join the cause and donate to provide proper food, shelter, and medical to animals in need.

On this Giving Day, let's come together to show our love for animals by supporting their well-being and ensuring they get the care they deserve.

[Donate now](#)



Scan this qr-code

Your generosity on this special day has helped us to continue providing essential care and support to the animals in our care





or

Take your support to a new level and fundraise for us

[Create a fundraiser](#)

Make a Difference

### Our matched sponsors



## TOOLS

# Matched Giving

### Our 2023 Partners

#### Major Partner

seed  
HERITAGE

#### Media Partners

shopper   

#### Sponsors

Thanks to all our partners, sponsors and supporters for helping Children's Medical Research Institute - Jeans for Genes find cures for children's genetic diseases.

### Our Matchers



Wendy

I'm supporting JDRF on this appeal because of their role in the development of new advances in type 1 diabetes control and prevention, whilst also supporting those living with the disease. I hope that with the help of JDRF a prevention and a cure can be found for type 1 diabetes in the future.



Katherine

I'm supporting JDRF because I have lived with type 1 for nearly 40 years and my father, Jonathan, was one of the founding members of JDRF UK. He'd be delighted to see how much the research supported by JDRF has helped immeasurably improve and understand the lives of those living with type 1.

We would like to thank our wonderful matchers, Wendy and Katherine, including another donor who wishes to remain anonymous.

Before

# Comms...



## TOOLS

# During

- ✓ Launch!
- ✓ Update campaign page design essentials
- ✓ Remind your audience that **now is the time to give**
- ✓ Build momentum with your marketing comms
- ✓ Kick-start your Matched Giving
- ✓ Segment your audience
- ✓ Contact your audience again halfway through
- ✓ Make sure donors feel valued





## TOOLS

# Design Essentials

Reset the clock!

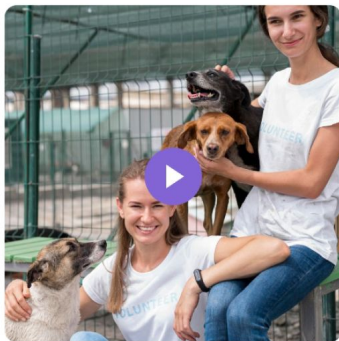
Celebrate Matched Givers

CTA

Donation  
ticker

The screenshot shows a fundraising page for 'Charity'. The header includes the 'Charity' logo, navigation links (Home, About Us, Fundraising, FAQs, Login), and buttons for 'Register' and 'Donate'. Below the header, there are three 'Matcher' sections, each with a logo and the text 'Company Name'. The main content area features a large image of a puppy and the text 'Support Animal Care on Giving Day today!'. Below this, a message states: 'Donate to provide proper food and shelter, to animals in need. Donate today and watch as your gift is matched.' A 'Donations end in' timer shows '01 : 01 : 06 : 13 : 46' with labels for Week(s), Days(s), Hour(s), Minute(s), and Second(s). A 'Share page' section includes social media icons for Facebook, Twitter, LinkedIn, and YouTube. A 'We need your Support!' section contains a donation form with buttons for '\$10', '\$25', '\$50', and '\$100', and a text input field for 'Other Amount'. A 'Donate' button is at the bottom of the form. At the bottom of the page, a 'Donation ticker' displays a list of recent donors and their amounts: 'Reeta just donated \$334', 'Ljuben Andrey just donated \$157', 'Izzy Rhode just donated \$655', 'Jay Iaidorus just donated \$198', and 'Marke Elmar just donated \$109'.

Strong case  
for support



Helping Paws

## Responsible Care for Pets and Wildlife



But we can't do it alone. We need your support to continue our life-saving work, rescuing, sheltering, and advocating for our furry friends who can't speak for themselves. Your donation, no matter how big or small, can be the turning point in an animal's life.

[Donate now](#)



### Matched Giving is Live

Your gift will make 2x the impact

\$25

\$50

\$50

\$100

\$75

\$150

\$100

\$200

Matched  
Giving  
multiplier

Helping Paws

## Thank You for Your Support in Our Giving Day Animal Care Appeal

Your generosity on this special day has helped us to continue providing essential care and support to the animals in our care

10

People donated

\$2,281

Raised so far

9

Total fundraiser

### ★ Top Donors

\$82



Mike Dennis

Such an amazing cause, I love the little fishes :)  
66:5d ago

\$324



Margo Floriana

66:5d ago

\$334



Laurinda Reeta

66:5d ago

Live impact stats

Recognise your fundraisers

Shout out top donors

\$82

Mike Dennis

Such an amazing cause, I love the little fishes :)  
66:5d ago

\$324

Margo Floriana

66:5d ago

\$334

Laurinda Reeta

66:5d ago

\$157

Ljuben Andrey

66:5d ago

\$178

Jake Leopold

66:5d ago

\$655

Izzy Rhode

66:5d ago

\$198

Jay Isidorus

66:5d ago

\$109

Marke Einar

66:5d ago

\$248

Jessica Blair

66:5d ago

\$27

Anonymous

9:01d ago

## TOOLS

# Matched Giving

**Your donation will be tripled!**  
**Make 3 times the impact!**



**\$50 = \$150**  
**\$100 = \$300**  
**\$200 = \$600**  
**\$500 = \$1500**

**Donate today!**

**Every gift will be matched,  
whilst funds last**

Add your message to the Wall of Hearts and let's show the world how we're coming together to support one another and improve lives. Fund research to cure, treat and prevent type 1 today.

**Donate now to add your  
heart to the wall**

[Donate](#)

**DOUBLE** your  
type 1 research  
donation at  
no extra cost

**£100  
becomes  
£200**

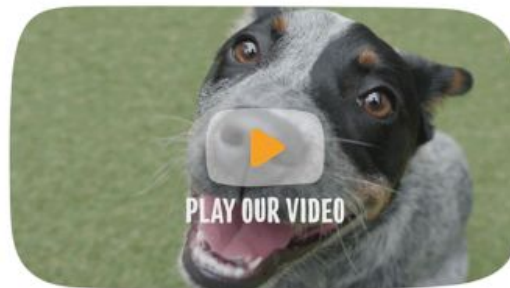
**£50  
becomes  
£100**

**£30  
becomes  
£60**

**Only until  
midnight on  
8 June 2023**

## Give to get them home

We're starting the busiest months of the year here at our shelters - more animals every day, more reports of cruelty. Please make your tax-deductible gift to our Give to Get Them Home campaign on Thursday 5 October and help change the lives for so many animals!



**EVERY DONATION DOUBLED!** **\$50 = \$100**

Every dollar you give will make a difference and for **one day only** will be **doubled!**

All donations of \$2 and over are tax deductible.

If you would prefer like to make a donation over the phone, please call the RSPCA Victoria's shelter line on: XX XXXX XXXX

## Rescue, care, adopt

More than animals came through the doors at RSPCA in the last 12 months, that's XX every single day. Neglected, abandoned, homeless. But this life-saving animal welfare work would not be possible without the support of animal lovers across our community!

During

# Comms...



## TOOLS

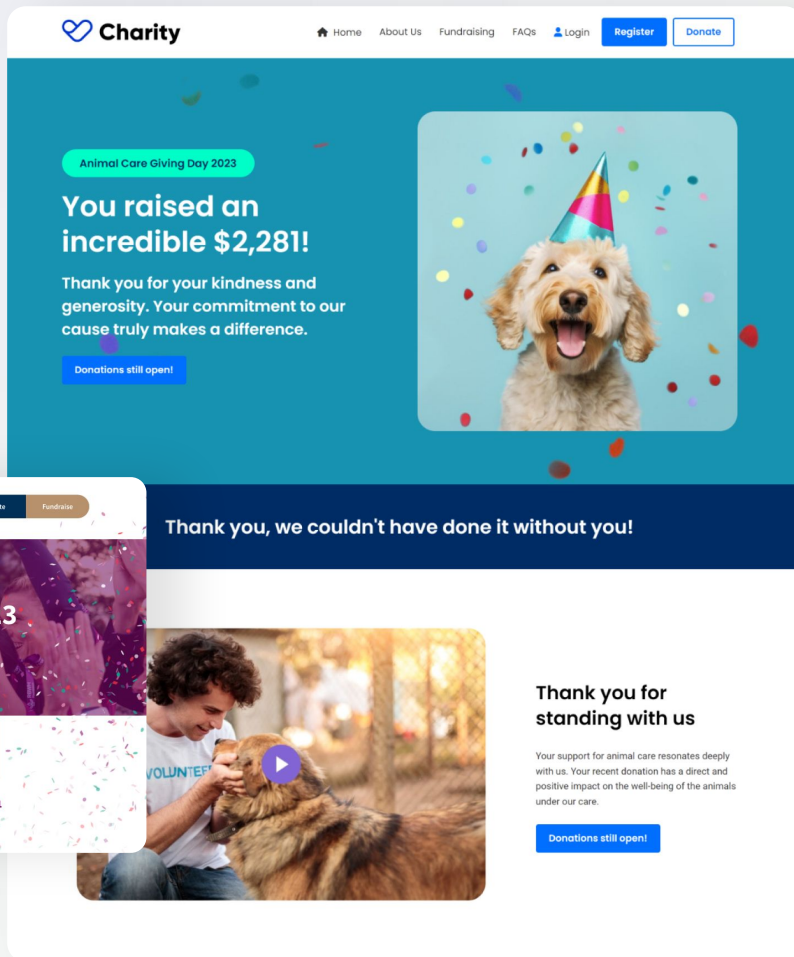
# After

- ✓ Update campaign page design essentials
- ✓ Celebrate and thank your community
- ✓ Big reveal of your total
- ✓ Shout about the impact of your Giving Day total
- ✓ Thank your major donors and matched funders
- ✓ Thank **all** donors
- ✓ Follow up comms – convert them to regular givers
- ✓ Evaluate and analyse your data



## TOOLS

# Design Essentials





Final push  
for donations

Helping Paws

## Responsible Care for Pets and Wildlife



Join the cause and donate to provide proper food, shelter, and medical to animals in need.

On this Giving Day, let's come together to show our love for animals by supporting their well-being and ensuring they get the care they deserve.



We need your Support!

\$10

\$25

\$50

\$100



Other Amount

Donate



Helping Paws

## Supporting Animal Welfare through Charity



Join the cause and donate to provide proper food, shelter, and medical to animals in need.

On this Giving Day, let's come together to show our love for animals by supporting their well-being and ensuring they get the care they deserve.

Donate now



Make a Difference

## Our matched sponsors



Thank your  
community

## Thank you to all our supporters

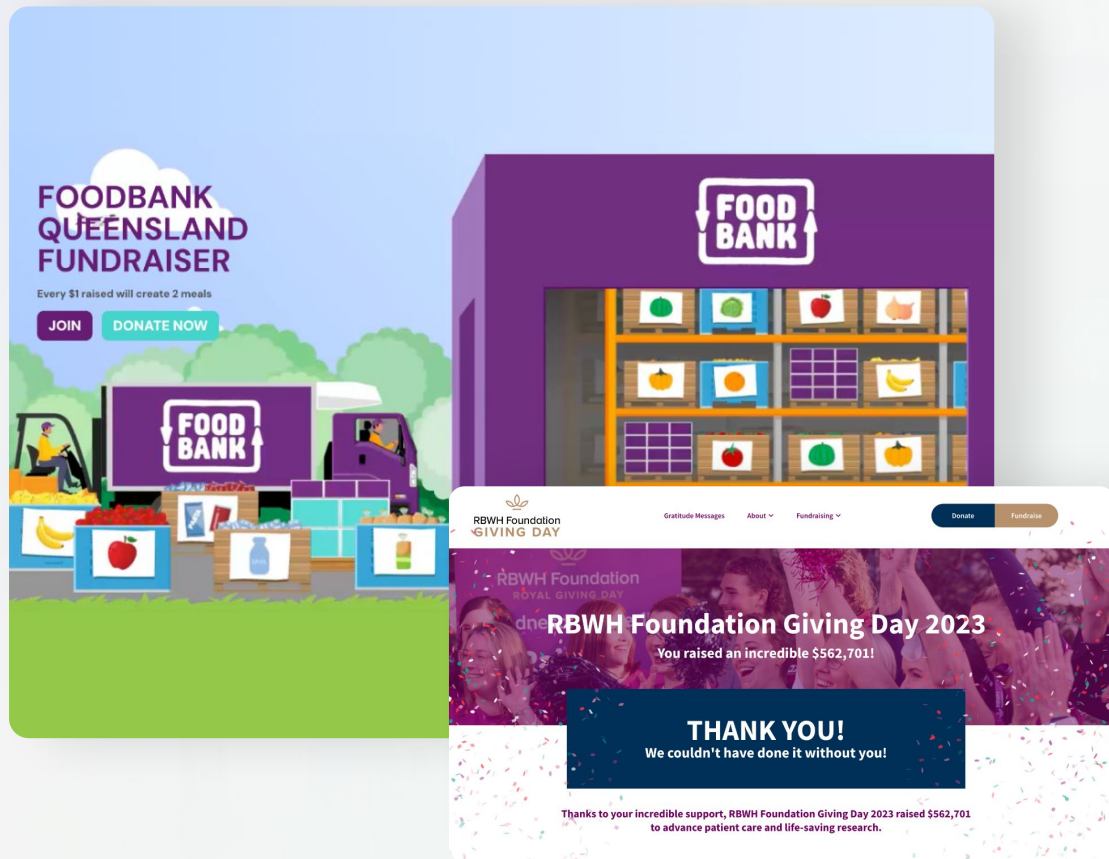


Your generosity on this special day has helped us to continue providing essential care and support to the animals in our care

<b>\$52</b> <b>Mike Dennis</b> Such an amazing cause, I love the little fishes :) 663d ago	<b>\$324</b> <b>Margo Floriana</b> 865d ago	<b>\$334</b> <b>Laurinda Reeta</b> 865d ago	<b>\$157</b> <b>Ljuben Andrey</b> 865d ago
<b>\$178</b> <b>Jake Leopold</b> 865d ago	<b>\$655</b> <b>Izzy Rhode</b> 865d ago	<b>\$198</b> <b>Jay Isidorus</b> 865d ago	<b>\$109</b> <b>Marke Einar</b> 865d ago
	<b>\$248</b> <b>Jessica Blair</b> 865d ago	<b>\$27</b> <b>Anonymous</b> 907d ago	

TOOLS

# Impact




After

# Comms...



# Templates


## It's already done for you


 **Charity**

Full Page Templates   Content Pages   Donation Pages

Make a Difference

**Support and DOUBLE your impact!**

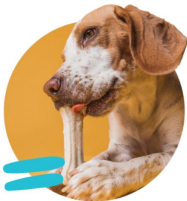




**Food Supply**

**\$25=\$50**


Your contribution can make a significant impact on the lives of furry friends who rely on our care and compassion.



**Pet Toys**

**\$50=\$100**


Your contribution can make a significant impact on the lives of furry friends who rely on our care and compassion.



**Pet Shelters**

**\$100=\$200**

Your contribution can make a significant impact on the lives of furry friends who rely on our care and compassion.

 **Charity**


Home   About Us   Fundraising   FAQs   Login   Register   Donate

Animal Care Giving Day 2023

**You raised an incredible \$2,281!**

Thank you for your kindness and generosity. Your commitment to our cause truly makes a difference.

Donations still open!



**Thank you, we couldn't of done it without you!**

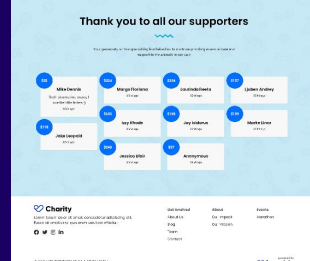
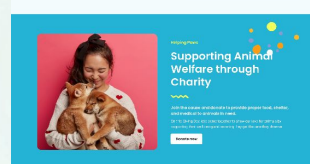
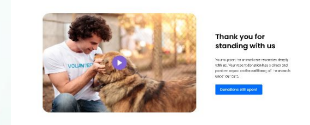
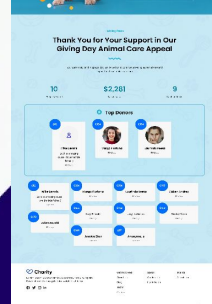
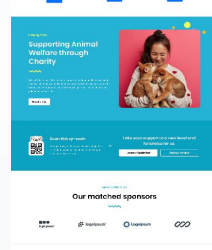
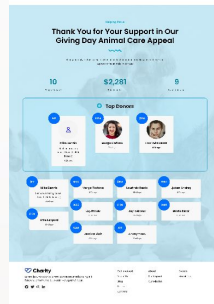
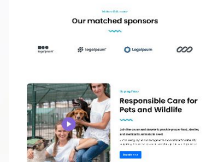
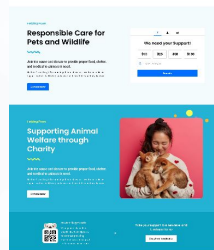
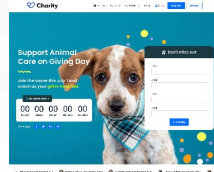
TOOLS

# Templates

 **Before** | Save the date lead gen

 **During** | Live countdown to give

 **After** | Thank you's & celebration



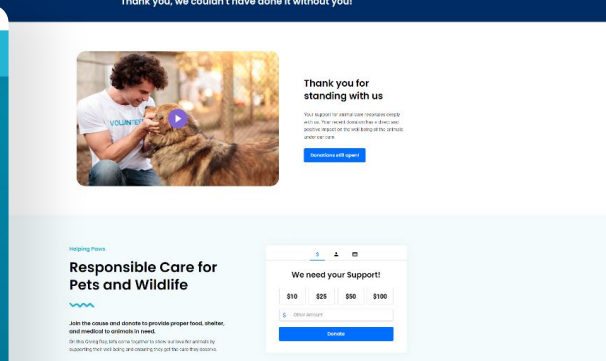
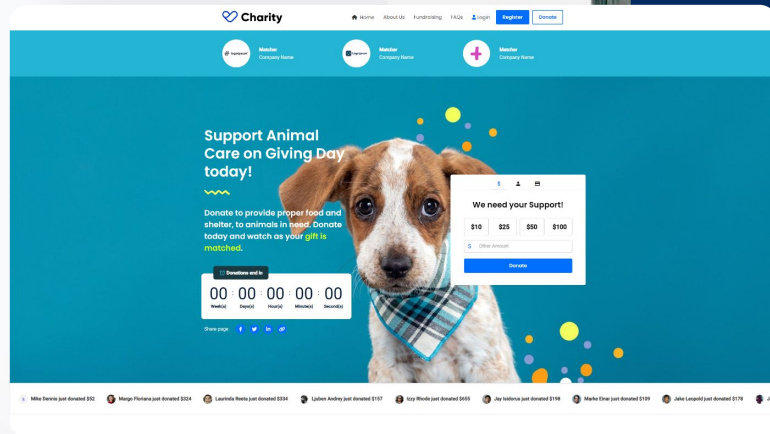
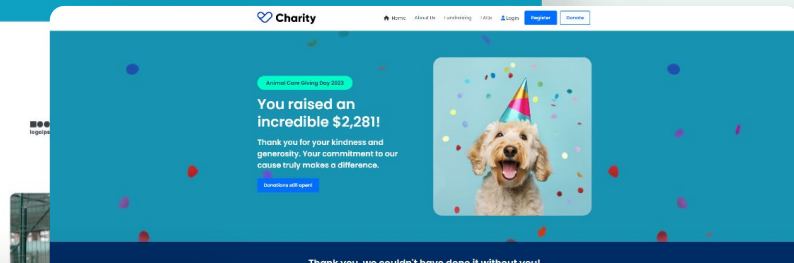
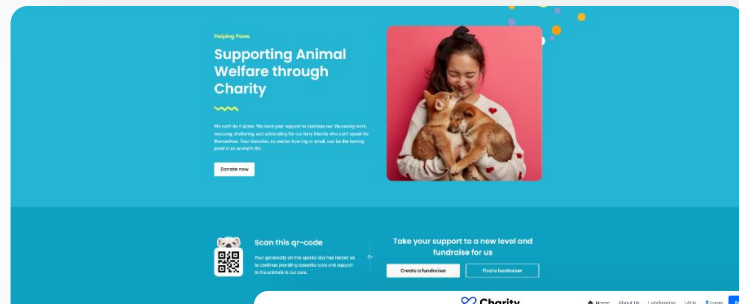
TOOLS

# Templates

 **Before** | Save the date lead gen

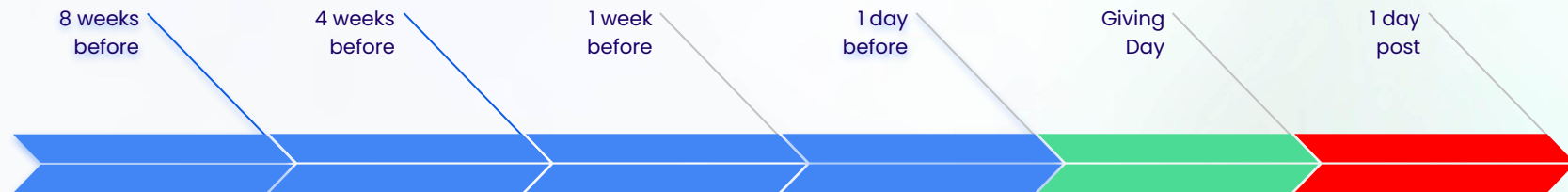
 **During** | Live countdown to give

 **After** | Thank you's & celebration



## PLANNING

# Full Timeline



### Plan + scope

Decide concept and design

Gather key stakeholders

Begin Matched Giving chats

### Launch

Social media and database comms - save the date

Further Matched Giving cultivation

Log reminders for supporters - or get early donations!

### Hype building

Retarget supporters, remind them Giving Day is coming

Announce your goal

Let them know they can donate early!

### Countdown

Update campaign page design

Reminder comms blast to build urgency

### Here we go!

Regular contact with supporters, flag key milestones

Segment your comms if possible

### Post Campaign

Update campaign page design

Thank you message to all donors

Next Call To Action

## PLANNING

# Full Timeline



### Plan + scope

Decide concept and design

Gather key stakeholders

Begin Matched Giving chats

### Launch

Social media and database comms - save the date

Further Matched Giving cultivation

Log reminders for supporters - or get early donations!

### Hype building

Retarget supporters, remind them Giving Day is coming

Announce your goal

Let them know they can donate early!

### Countdown

Update campaign page design

Reminder comms blast to build urgency

### Here we go!

Regular contact with supporters, flag key milestones

Segment your comms if possible

### Post Campaign

Update campaign page design

Thank you message to all donors

Next Call To Action



TEAMS

# How to utilise Giving Days for every team within a Fundraising Department

---



## TEAMS

# High Value Teams

- Major Donors and Corporates
- Mutually beneficial offers
- Super Donors
- Matched Givers
- Giving Day Champions



## TEAMS

# Event Teams

- You've got a ready made day to focus on!
- See if you can get donations on the day matched
- Incentivise giving on that day through prizes and rewards
- Random acts of kindness



## TEAMS

# Community & DIY Teams

- During a Campaign – pick a time period
- Random acts of kindness
- Make the most of it
- Champion strategy



TEAMS

# Individual Giving Teams

- Focal point in traditional appeals
- In Memory (community feel and support)
- Help get more regular donors



## TEAMS

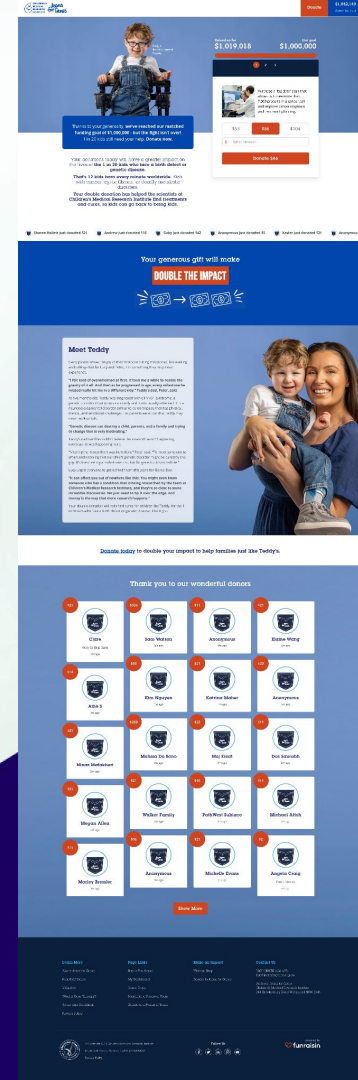
# Everyone!

- Why just one team, when you could get the whole department involved?
- Coordinate timelines and pool your resources
- Use our financial coding in the back end - makes it clear which team various pots of money is going to!
- Consider elements you can add to tie everyone together - new gamification badge, featured fundraiser wall



# CMRI – Jeans for Genes

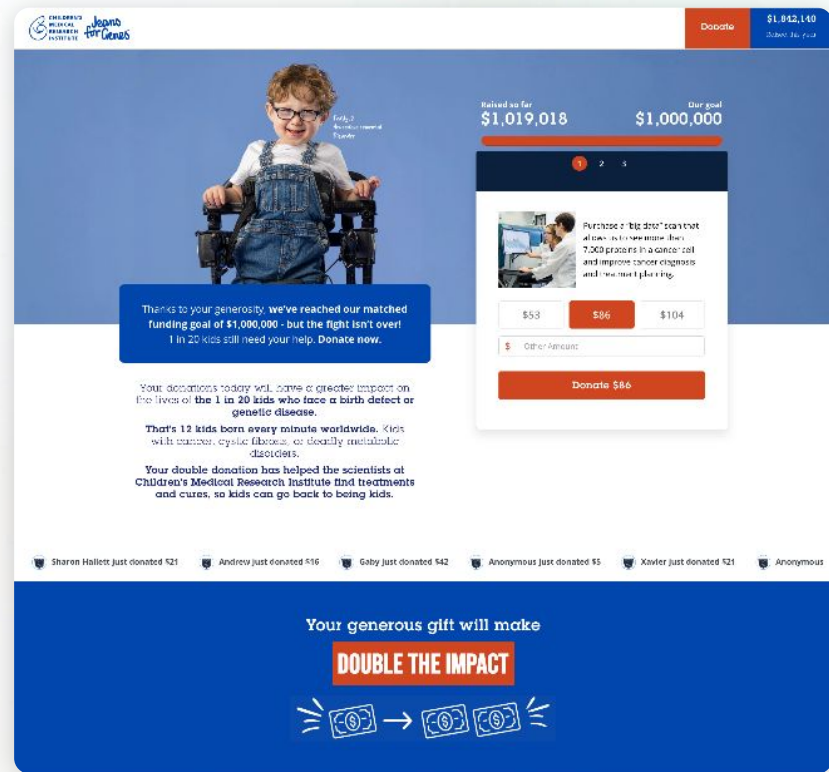
- 48 hours of giving
- Matched Giving turned on night before the main day and every \$ was matched – **total of AUD\$500K**
- Two pronged acquisition approach
  - New donors were prompted to donate on any fundraising page or the primary double page
  - Past donors had a tailored PURL, with personalisation tags and custom dollar handles pre set – + x1, x1.5 x2 of previous years donation amounts.





# CMRI – Jeans for Genes

- 48 hours of giving
- Matched Giving turned on night before the main day and every \$ was matched – total of AUD\$500K
- Two pronged acquisition approach
  - New donors were prompted to donate on any fundraising page or the primary double page
  - Past donors had a tailored PURL, with personalisation tags and custom dollar handles pre set – + x1, x1.5, x2 of previous years donation amounts.



LET'S TALK

# Jeans for Genes

With our speaker:



**Natalie Lamont**

Technical Project Manager



CHILDREN'S MEDICAL RESEARCH INSTITUTE **Jeans for Genes**

Donate \$1,842,140 Robert J. Ford

Raised so far **\$1,019,018** Our goal **\$1,000,000**

Help 2 children research a cure

Thanks to your generosity, we've reached our matched funding goal of \$1,000,000 - but the fight isn't over! 1 in 20 kids still need your help. **Donate now.**

Your donations today will have a greater impact on the lives of the **1 in 20 kids who face a birth defect or genetic disease.**

That's 12 kids born every minute worldwide. Kids with cancer, cystic fibrosis, or deadly metabolic disorders.

Your double donation has helped the scientists at Children's Medical Research Institute find treatments and cures, so kids can go back to being kids.

Purchase a "big data" scan that allows us to sequence over 7,000 proteins in a cancer cell and improve cancer diagnosis and treatment planning.

\$53 **\$86** \$104

\$ Other Amount

**Donate \$86**

Sharon Haller just donated \$21 Andrew just donated \$16 Gabby just donated \$42 Anonymous just donated \$5 Xavier just donated \$21 Anonymous

Your generous gift will make **DOUBLE THE IMPACT**

Illustration of three dollar bills with arrows pointing right.

# The Result

- Raised \$2.2m
- Raised \$600k in the lead up
- 35,830 Research Hours Funded
- 6,815 Participants
- 29,327 Donations
- Top Fundraising Page raised \$147k



# Summary

- There's a new trend to keep an eye out on
- A number of aspects to think about:
  - Timeline – Remember your story's Beginning, Middle and End
  - Comms
  - Audience
  - Impact
- Matched Giving
- Get everyone involved – make it a team effort



# Digital Giving Summit 🖐️

16 November, 10:00 AM GMT & ADT



Q & A

# Any questions? 🙋



# Share your feedback!



# Thank you

Keep an eye out for the full recap and recording in your inbox early next week!



**[paulp@funraisin.co](mailto:paulp@funraisin.co)**

Chat with Paul



**[victoria@funraisin.co](mailto:victoria@funraisin.co)**

Chat with Victoria





# Thank you 🙌

Keep an eye out for the full recap and recording in your inbox early next week!



**[paulp@funraisin.co](mailto:paulp@funraisin.co)**

Chat with Paul



**[victoria@funraisin.co](mailto:victoria@funraisin.co)**

Chat with Victoria

