



GivingTuesday 2019 Organisation Support Kit

What a difference a day can make
#GivingTuesdayAUS



GivingTuesday is a growing movement in Australia, and a booming movement across the world.

GiveNow is delighted to be a partner of GivingTuesday in 2019, and we're eager for as many organisations on GiveNow to take advantage of this brand new fundraising opportunity.

We've put together this toolkit to help you prepare your fundraising campaign on GiveNow. For more general GivingTuesday resources, you can find a range of toolkits and case studies on the [GivingTuesday Australia website](#).

It's never too late to jump aboard this campaign, so whether you're seeing this one month or one day ahead of GivingTuesday, make sure you get involved on December 3.

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About GivingTuesday

GivingTuesday is a global giving movement that's been built by individuals, families, organisations, businesses and communities in countries around the world. Through this movement, millions of people have come together to support and champion the causes they believe in and the communities in which they live.

GivingTuesday started in the US in 2012 and is now gaining momentum in Australia, partly through the support of GiveNow – Australia's first and best giving platform.

GiveNow considers GivingTuesday the “opening day” of Australia's festive giving season, ahead of Christmas and summer. For more information about the history of GivingTuesday, visit www.givingtuesday.org.au/about.

This year's GivingTuesday falls on Tuesday, December 3, 2019.

Eight great reasons to get involved

1. This is your chance to join a movement gaining huge momentum, especially as the international GivingTuesday team increase their efforts on activities outside of North America.
2. It provides a platform on which to ask for support based on a spirit of simple generosity, rather than cultural / religious events or a pragmatic impetus such as tax time.
3. Social media is a huge part of GivingTuesday, so use the campaign to harness the phenomenon of social media. You'll also see a lot of support and activity coming in hot from the international community.
4. The ideas behind GivingTuesday are fresh for most Australians, and we know they will respond to the GivingTuesday call. We're a generous bunch, after all!
5. It's a brand, spanking new opportunity to engage your supporters, so you can use this as a day to try something new and creative, or try out our Crowdraiser feature and use your supporters to connect with broader audiences.
6. Across the world, 15 - 35 year olds are embracing the GivingTuesday message, so you can use GivingTuesday to speak directly to your younger supporters.
7. If you're pressed for time, simply incorporating GivingTuesday into your end-of-year campaign can help boost your fundraising efforts.
8. It's free! There are no fees involved at all, so you can make the most of the opportunity to engage your audiences without worrying about the cost.

How to get involved in GivingTuesday

As an Australian not-for-profit registered with GiveNow, we'll support you to make the most of this fundraising opportunity. Using our services and the promotion we and the global GivingTuesday movement will be undertaking on social media, we're confident we can help you see a bump in your donations. Your role is to simply think about how you can engage your supporters to get them behind you on GivingTuesday.

Run a fundraising campaign

You can either refresh your existing, active GiveNow cause, or you can submit a new, separate GivingTuesday themed cause. We've provided some hints on how to shape your campaign below.

You might simply ask your existing donor base to support your updated GiveNow cause on the day, adding GivingTuesday to your cause text and social media posts you might choose to share.

Use our CrowdRaiser feature and include social fundraising

We strongly suggest you consider harnessing the power of our social fundraising tool, CrowdRaiser™, to make the most of the opportunity GivingTuesday presents. You can use CrowdRaiser to let your current supporters become online fundraising champions on your behalf, securely collecting funds online that will be included in your normal, secure GiveNow remittance.

Your supporters would do this by creating their own CrowdRaiser page and then asking their friends and family to donate to your organisation on the day. Easy! Ideally you would have as many supporter possible all asking dozens of their friends and family to donate.

Make some noise on social media

The Giving Tuesday movement is all about social media, so use the #GivingTuesdayAUS and hashtag as frequently as you can to make your cause travel. We've also provided some example social media posts in this toolkit, so it can be as easy as filling in your details, and scheduling these on your social media accounts.

You should also use GivingTuesday to get creative with social media. Because there will be so many organisations and individuals posting about GivingTuesday, join in as much as you can. 'Go Live' on Facebook, put together some Instagram stories telling stories about your campaign, or schedule some advertisements to help boost your fundraising reach.

How to shape your GivingTuesday campaign

We know that donors respond well when they feel like they're contributing to something achievable, so pick a specific fundraising target (maybe tied to something your organisation can buy, or a specific amount of money to run a program) and write your campaign narrative around this target.

Make sure your narrative includes clear language about what your community's needs are and how funds will be spent. Your supporters will need to be confident they know why they are helping out. Make sure your cause text on GiveNow contains simple and short sentences and language.

Images are a powerful way to communicate with people quickly, so update the images on your cause page and feel free to include the GivingTuesday Australia logo as well. This is true for CrowdRaiser™ campaigns as well, so it is worth considering including images to send in your recruitment emails (see below) so that your supporters can use them when setting up their fundraising pages.

Videos are brilliant tools to show potential supporters what goes on behind the scenes. We are not suggesting you need a TV-ready advert. A well put together short amateur video on YouTube still goes a very long way and can be used in different modes. Include the YouTube link in your cause, social media posts and (where relevant) the recruitment email asking for social fundraisers to set up a CrowdRaiser.

Using social media

Social media is a key part of GivingTuesday communications. It's also one of the best ways to engage your donors and community, and to share your organisation's mission and values.

Don't forget to use the hashtag #GivingTuesdayAUS on social media when talking about your campaign. All the GivingTuesday campaigns in Australia will be using it, and it's a way to get your activities in among the group.

Our team is always online and would love to retweet and share your campaign updates, even in the months leading up to December 3. We are happy to help spread awareness about your campaign on social media. All you need to do is tag GiveNow and GivingTuesday Australia in your posts.

Sample tweets

Support us this #GivingTuesday by donating to us at (insert link to GiveNow Cause) #GivingTuesday @GiveNowNews

Make a difference this #GivingTuesday by helping us raise funds. Create your CrowdRaiser for [Cause Name] #GivingTuesday @GiveNowNews

Sample Facebook posts

Join the worldwide #GivingTuesday movement and help redefine the giving spirit! You can donate, fundraise, volunteer or 11 advocate for us. How will you give back this year? #GivingTuesdayAUS

Today is #GivingTuesday! Support us by donating now at (insert link to GiveNow Cause) #GivingTuesdayAUS