

# 5 Winning Strategies to Boost Your #GivingTuesday Fundraising Initiatives

Just two years following its inception, 2014 #GivingTuesday donations reached \$45.68 million. In 2016, donations reached \$168 million. Last year, \$274 million was donated. Is your organization ready for #GivingTuesday 2018? Here are five strategies you can use to reach your fundraising goals.

## 1. Start Early!

There's no rule book for #GivingTuesday that says you need to wait until Tuesday morning to begin accepting donations – break into Black Friday and Cyber Monday and let your donors give early. You'll also want to begin mentioning #GivingTuesday to your supporters well in advance. Social conversations start mentioning it as early as September, so don't wait!

## 2. Set-up Recurring Donations.

It's great to have someone donate once, but it's even better to have a supporter give again and again. When setting up your donation page, give your supporters the option to continue giving past #GivingTuesday with a recurring monthly donation.

## 3. Use a Landing Page and Test It.

#GivingTuesday is a major event and deserves to be treated that way. Since AlumniFinder has provided you with social media resources, use the extra time to create a dedicated donation page for #GivingTuesday and send potential supporters there. Prominently display a button for donors to give to your cause. Double check any forms or donation links to make sure everything on your website is working correctly for #GivingTuesday.



For assistance with your #GivingTuesday fundraising initiatives, contact AlumniFinder today at 888-732-0581.

### 4. Create a #GivingTuesday Goal and Share It!

The best goals you can set are tangible goals. Are you building a well? Aiding a family in need? Creating a new scholarship for underprivileged students? Tell people where the money they are giving you is going. Donors want to know what they are supporting. For additional incentive, add a progress bar to your donation page to let your donors know how much more you need to reach the goal. Remember, if you're close to hitting it, you can always adjust the goal as the day goes on.

### 5. Make it a Matching Gift!

This is a great way to add to the urgency of #GivingTuesday. Create a matching gift for all donations for #GivingTuesday. There are many companies that will match donations for charitable giving, so do your research and see if you can secure this valuable additional support for your organization.

## The AlumniFinder Difference

Since 2001, AlumniFinder has supported the growth of higher education and nonprofit institutions by powering intelligent fundraising.

AlumniFinder's suite of tools increases fundraising results by enabling you to efficiently maintain the accuracy and completeness of your donor and alumni records, use analytics to identify supporters with the greatest ability and likelihood to donate, and obtain a 360 degree view of your current and prospective supporters.

Trust our team of experts to guide you through the entire fundraising process and serve as an extension of your development office.