

Bernadette

M A C K

Hey Susan!

Last week I published a blog post about Giving Tuesday and the future of online giving. [You can read it here.](#)

UPDATE: There are now only 349 days until #GivingTuesday2020.

Why I am so obsessed with counting down the days until next Giving Tuesday? Because a great campaign takes planning, strategy, and TIME.

Each year, more and more nonprofits participate in the worldwide day of giving (see blog post for details) - and the successful ones are showing up with **intention**. Anyone can post a link to their donation site and slap on a hashtag - but the groups who will fully capitalize on the day are creating a strategy and they are starting now. It doesn't have to be complicated or overly time consuming but it does have to be stepped out. **If increasing donations is on your #2020Goals list, start by ensuring that your Giving Tuesday game is strong.**

Here are four ideas to help you maximize your efforts over the next 49 weeks:

- 1) **Make a list of 46 one-line posts** related to donors, donations, or your mission to post on your social media channels each week, on the same day, beginning in January. (Hint: create them in batches and pre-schedule them to post automatically. Advanced Hint: create a nicely-designed template (or pay someone to do it) so that they all match your brand)
- 2) **Create 4 easy contests to increase followers on your social platforms** - one for each quarter. Give away a small gift card, ticket to an event, or another item that your community values. Prizes can go to randomly-drawn winners from the pool of new followers - or come up with your own method of doling out prizes. (Advanced hint: run a small-budget FB ad campaign with each contest to increase your reach - consult an ads expert to make the most of your modest spend.)
- 3) **Develop one strong lead magnet to use throughout the year** to bring more subscribers to your email list. A good email list will be important when you start promoting your #GivingTuesday campaign. Unlike social media, the list is your property and your subscribers are a captivated

audience. Leaving your #GivingTuesday results up to an algorithm does not a solid fundraising plan make.

4) Channel your inner Jerry Lewis and **stage a social media telethon**. Create a plan to go live on Facebook or Instagram (or both) with an interesting story or presentation that will inspire viewers to make donations right on the spot. Consider scheduling this event on **#GivingTuesday Eve** (aka Cyber Monday) when shoppers are already online with their credit cards handy. The engagement from your live broadcast might even help your posts get better viewership the next day.

So, my friend, with the exception of an optional small ad budget and graphic design fee, starting early can make a huge impact on your campaign results with almost no additional expenses. With a little planning and consistent effort, you can win the (giving) day!

Keep Up the Good Work,

Bernadette

P.S.

Need help developing your plan? Want more advice and ideas about how to execute an unbelievable giving day? I can help. Drop me a line or give me a call today.

BernadetteMack.com [@therealbernmack](https://www.instagram.com/therealbernmack)

[Dig this email? Forward it to a friend.](#)