

Development Services

Learning & Development
Webinar

October 26, 2022

GivingTuesday: Creating Your Strategy for Success

LET'S DISCUSS

- 1** YEAR-END GIVING STRATEGY
- 2** CAMPAIGN PLANNING & INCENTIVES
- 3** Q & A AND SUCCESS STORIES



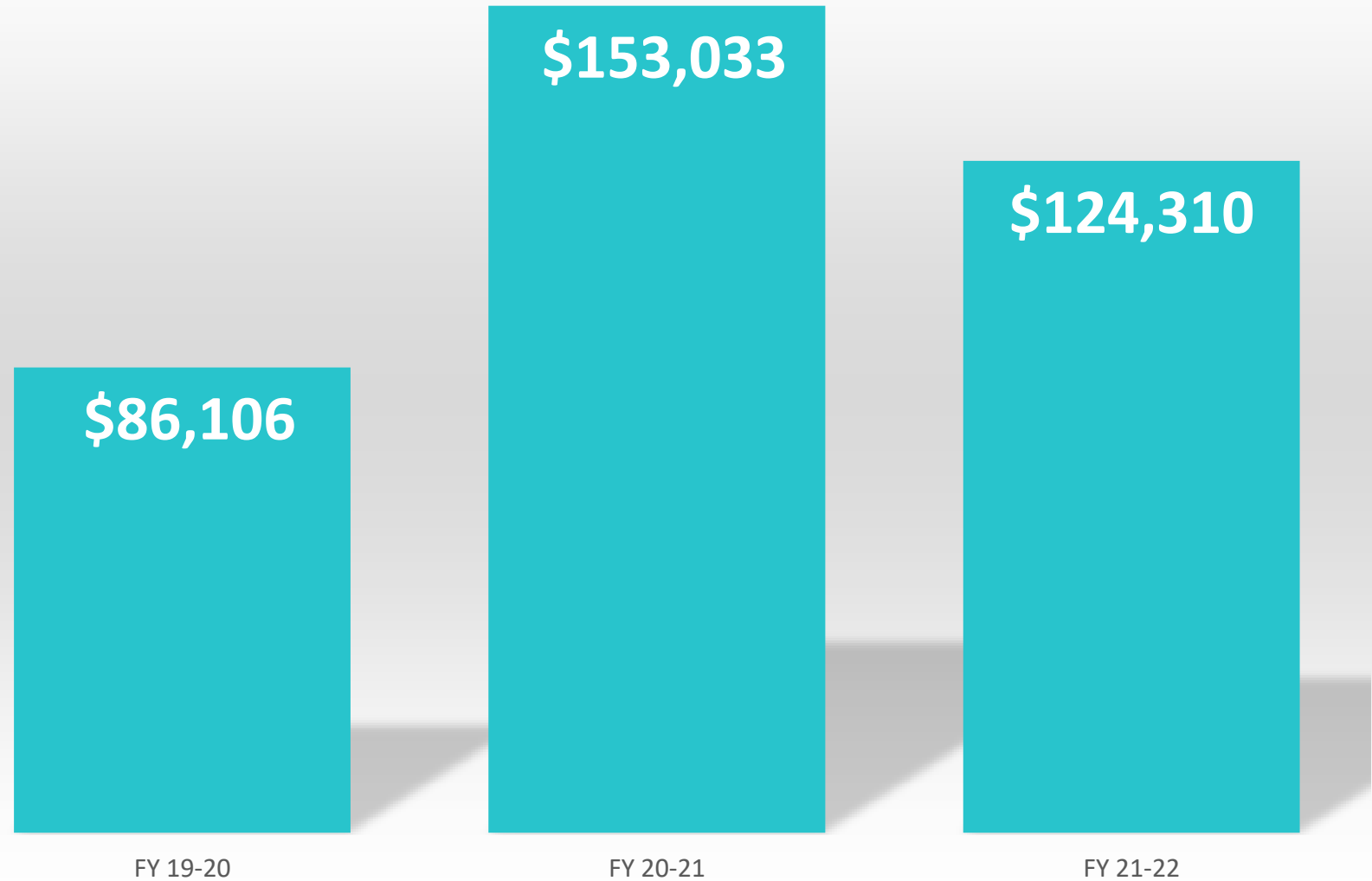
31%* of all charitable giving happens in December

12%* of all charitable giving happens in the last three days of the year

*CharityNavigator.org

GivingTuesday Results: 2021

- 547 donors
- 646 gifts
- 143 new donors



YEAR-END GIVING: 4 Phase Solicitation Strategy



Program-Specific Direct Mail Appeals: Mid November



Local Appeal Letters: Mid December



Giving Tuesday: Nov 29



Year-End Emails: Dec 26-31

Together we give.



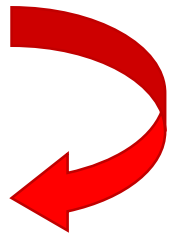
November 29, 2022

#GivingTuesday, a global day of giving that harnesses the collective power of individuals to celebrate generosity worldwide.

#GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) Kick off the holiday season with us!



START HERE



Get *The Scoop* eNews

eddelk@ucanr.edu



Register to participate



Campaign-In-A-Box

Windows taskbar: (4) All Files | Powered by Box, Customize Your Email

Browser tabs: (4) 2020 Giving Tuesday | Power...

PowerPoint window: UC ANR Editorial Calendar Giving Tuesday 2020 - Saved

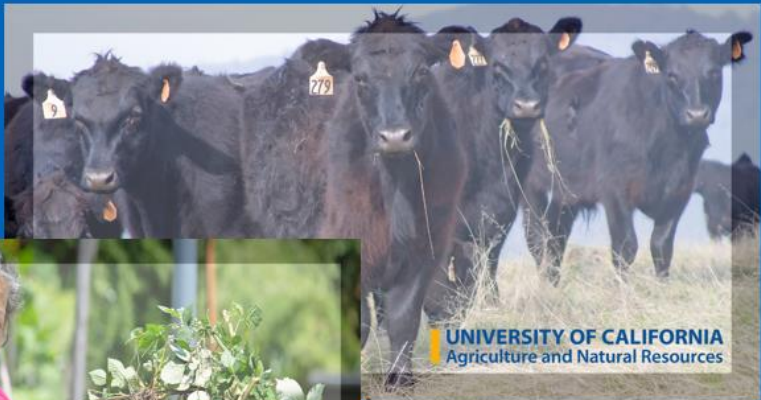
PowerPoint ribbon: File, Review, View, Help. Groups: Paragraph, Drawing, Editing, Voice, Designer.

PowerPoint slide content:

- Image 1: A woman in a sun hat holding a basket of vegetables. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources
- Image 2: A group of black cows in a field. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources
- Image 3: A woman in a pink shirt holding a bunch of green beans. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources
- Image 4: A woman with glasses holding a small chick. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources
- Image 5: A man in a blue vest and cap working with a plant. Text: #GIVINGTUESDAY

Excel window: Emily D Delk (ED). Grid columns L, M, N, O.

System tray: 100%, 3:59 PM, 10/20/2020



UC ANR Giving Tuesday

The Countdown to #GivingTuesday Is On!



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WHERE TO DIRECT DONORS

ucanr.edu/givingtuesday



Join us on Tuesday, November 30 for #GivingTuesday, a global day of giving that harnesses the collective power of generosity worldwide. #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.)

Our mission to connect the power of UC research in agriculture, natural resources, nutrition, and youth development.

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

SUPPORT A PROGRAM **DONATE**

UCANR
GIVINGTUESDAY

\$191,943 RAISED 811 DONORS

- UC ANR: DONATE TO UC AGRICULTURE & NATURAL RESOURCES
- UC Master Gardeners: DONATE TO UC MASTER GARDENERS
- California 4-H: DONATE TO CALIFORNIA 4-H
- UC Cooperative Extension Offices: DONATE TO UC COOPERATIVE EXTENSION OFFICES
- RECS
- CALIFORNIA
- UC IPM

PRIZE CHALLENGES!

Donor Challenge

- \$500 prize to the twenty funds that have the greatest number of unique donors

Donation Challenge

- \$500 prize to the first ten funds that secure an individual \$500+ donation

In-It-To-Win-It Challenge

- \$500 prize to the ten funds that raise the most on GivingTuesday

4-H Match

- \$50,000 available for a 1:1 match starting at midnight

**AND THE
WINNER
IS...**



STRATEGIES FOR SUCCESS



- What social media channels do you use to promote the campaign?
- How do you use/tailor the Campaign-In-A-Box Toolkit?
- Do you promote the campaign outside of social media?
Ex. Announcements at meetings, flyers, mailed pieces, newsletters, email?
- How are volunteers engaged in the campaign?
- Have Incentive Prizes helped motivate your group/donors?
- What are your goals for the money your raise?

We're Here to Help

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