Development Services

Learning & Development Webinar

October 17, 2023

GIVINGTUESDAY Hot Topics and Tips for Success

Presenter:

Emily Delk

Director of Annual Giving & Donor Stewardship

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LET’S DISCUSS

1. YEAR-END GIVING STRATEGY
2. CAMPAIGN PLANNING & INCENTIVES
3. HOT TOPICS AND Q & A

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31%* of all charitable giving happens in December

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

*CharityNavigator.org

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YEAR-END GIVING: 4 PHASE SOLICITATION STRATEGY

- Local Appeal Letters:
  Nov-Dec
- Giving Tuesday:
  Nov 28
- Program-Specific Direct Mail Appeals: Mid Dec
- Year-End Emails:
  Dec 26-31

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#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!

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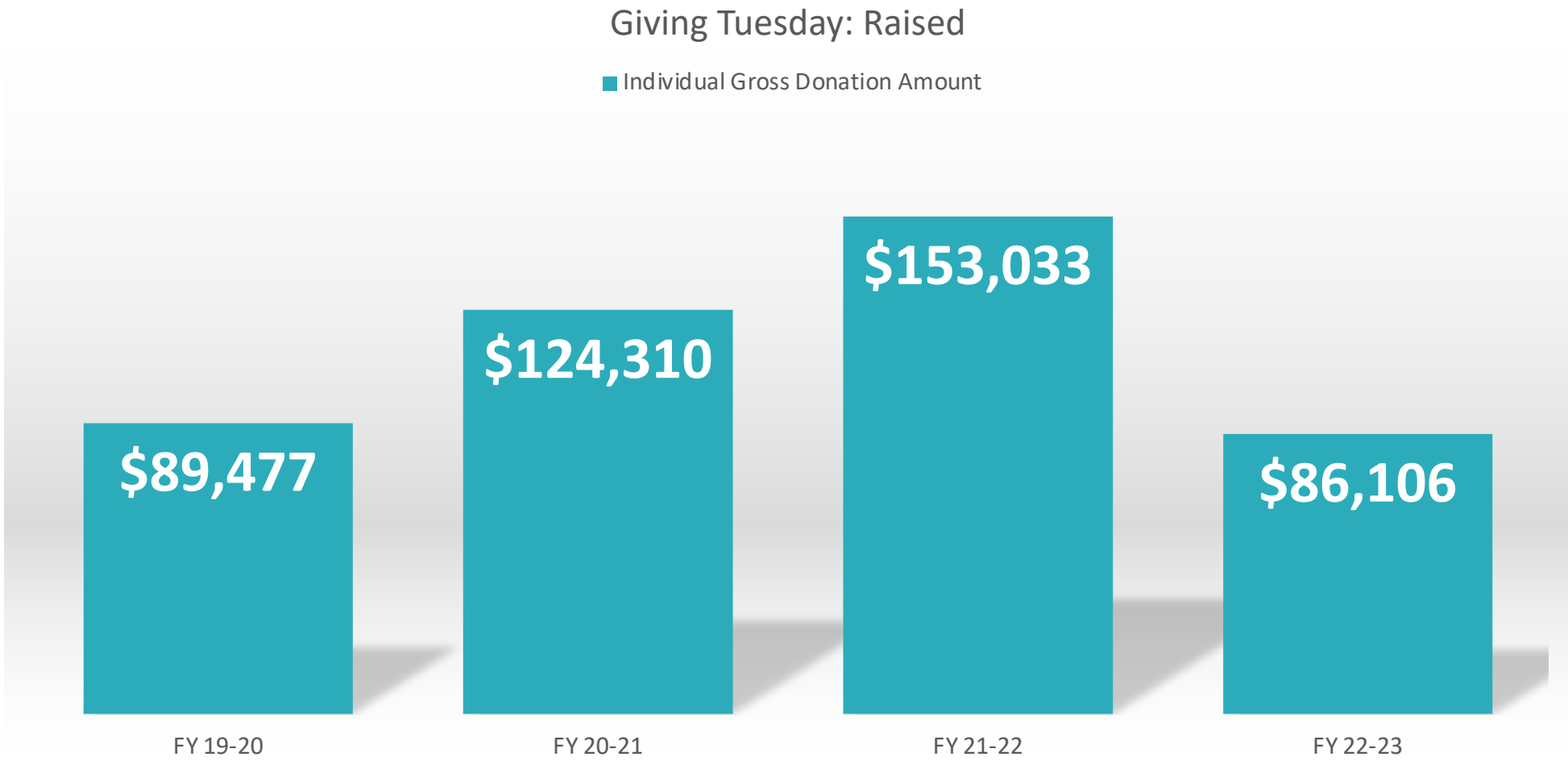
OUR PROGRESS



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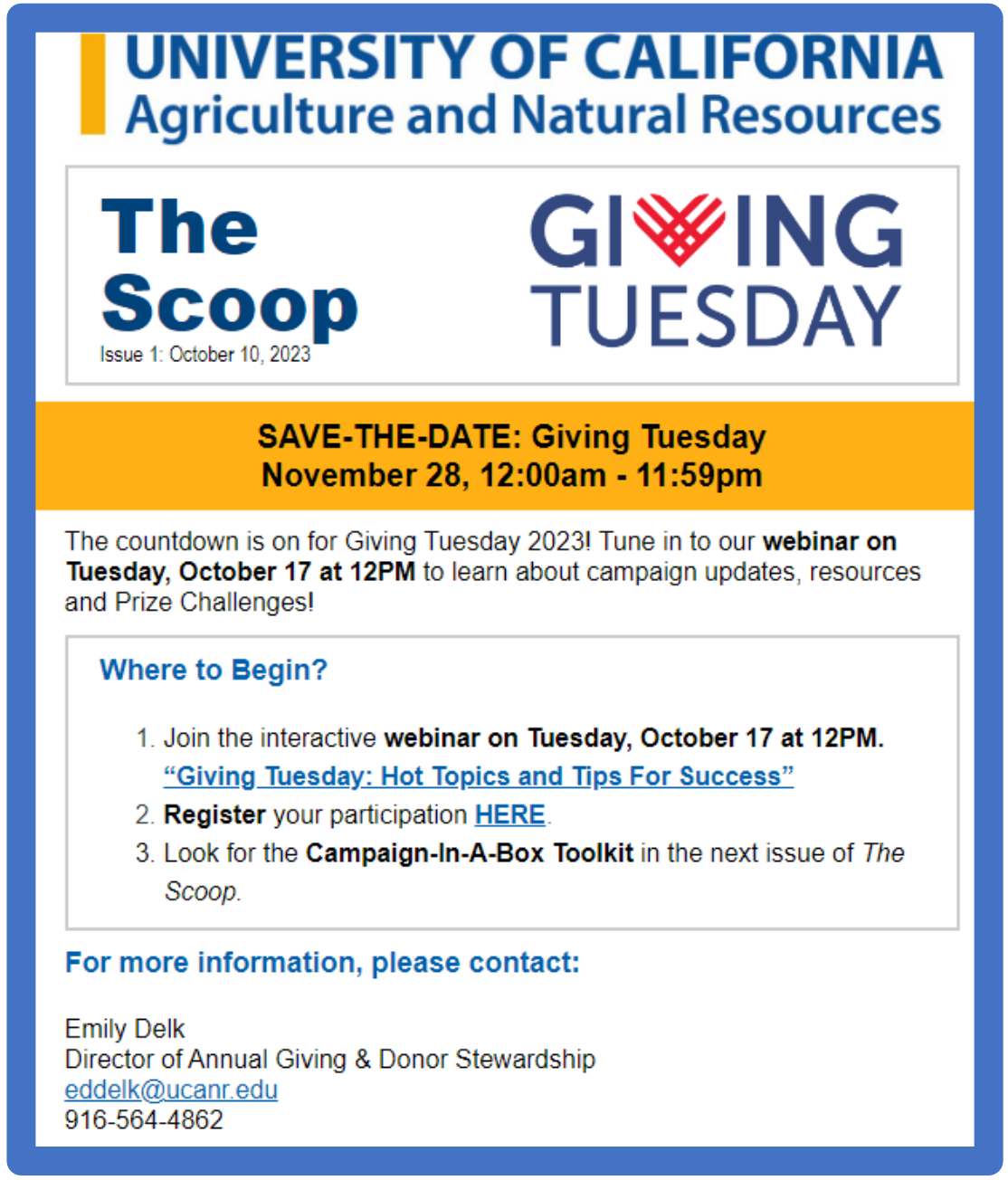

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The Scoop

Issue 1: October 10, 2023

GIVING TUESDAY

SAVE-THE-DATE: Giving Tuesday
November 28, 12:00am - 11:59pm

The countdown is on for Giving Tuesday 2023! Tune in to our **webinar on Tuesday, October 17 at 12PM** to learn about campaign updates, resources and Prize Challenges!

Where to Begin?

1. Join the interactive **webinar on Tuesday, October 17 at 12PM.** "Giving Tuesday: Hot Topics and Tips For Success"
2. **Register** your participation HERE.
3. Look for the **Campaign-In-A-Box Toolkit** in the next issue of *The Scoop*.

For more information, please contact:

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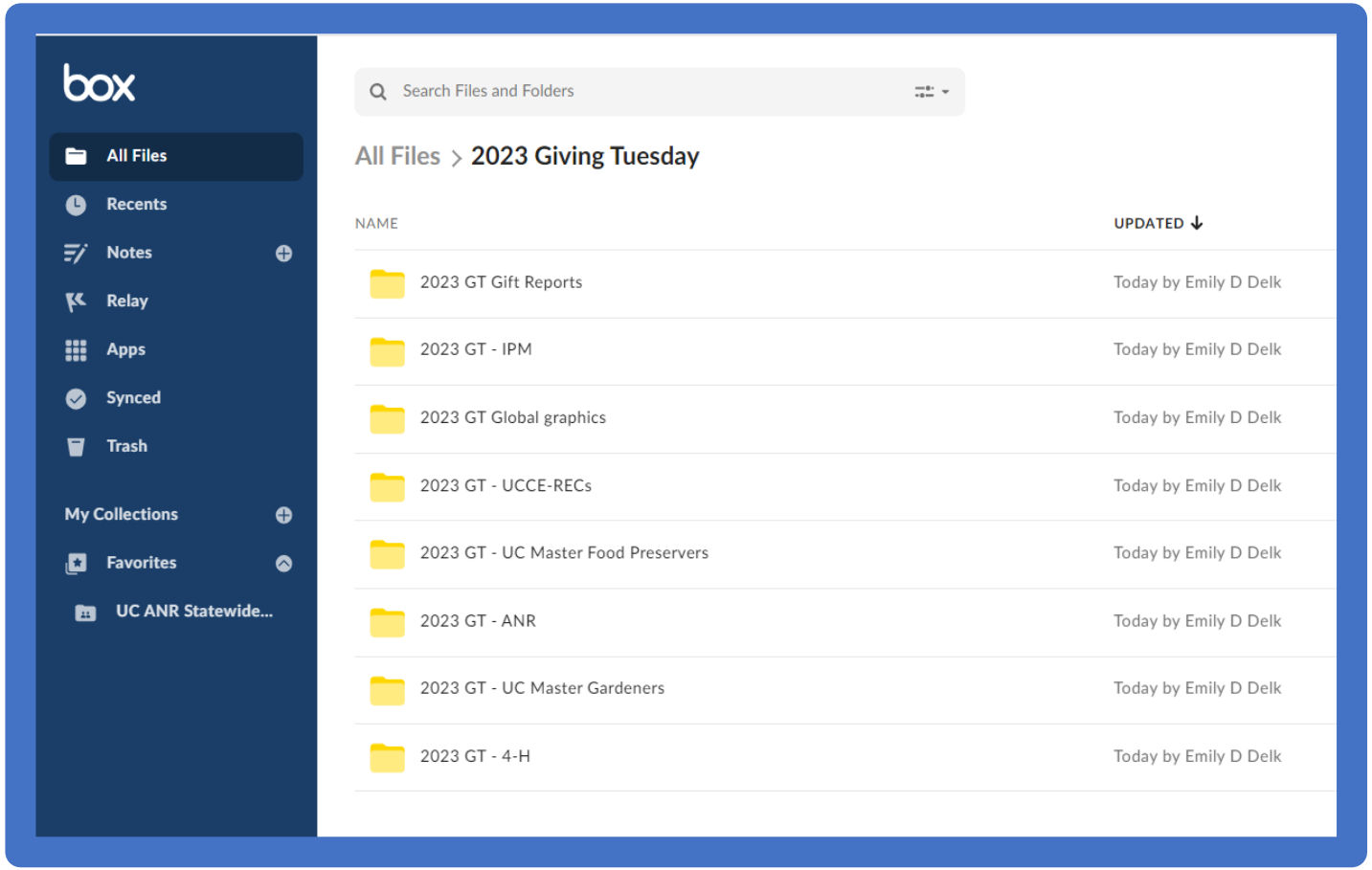

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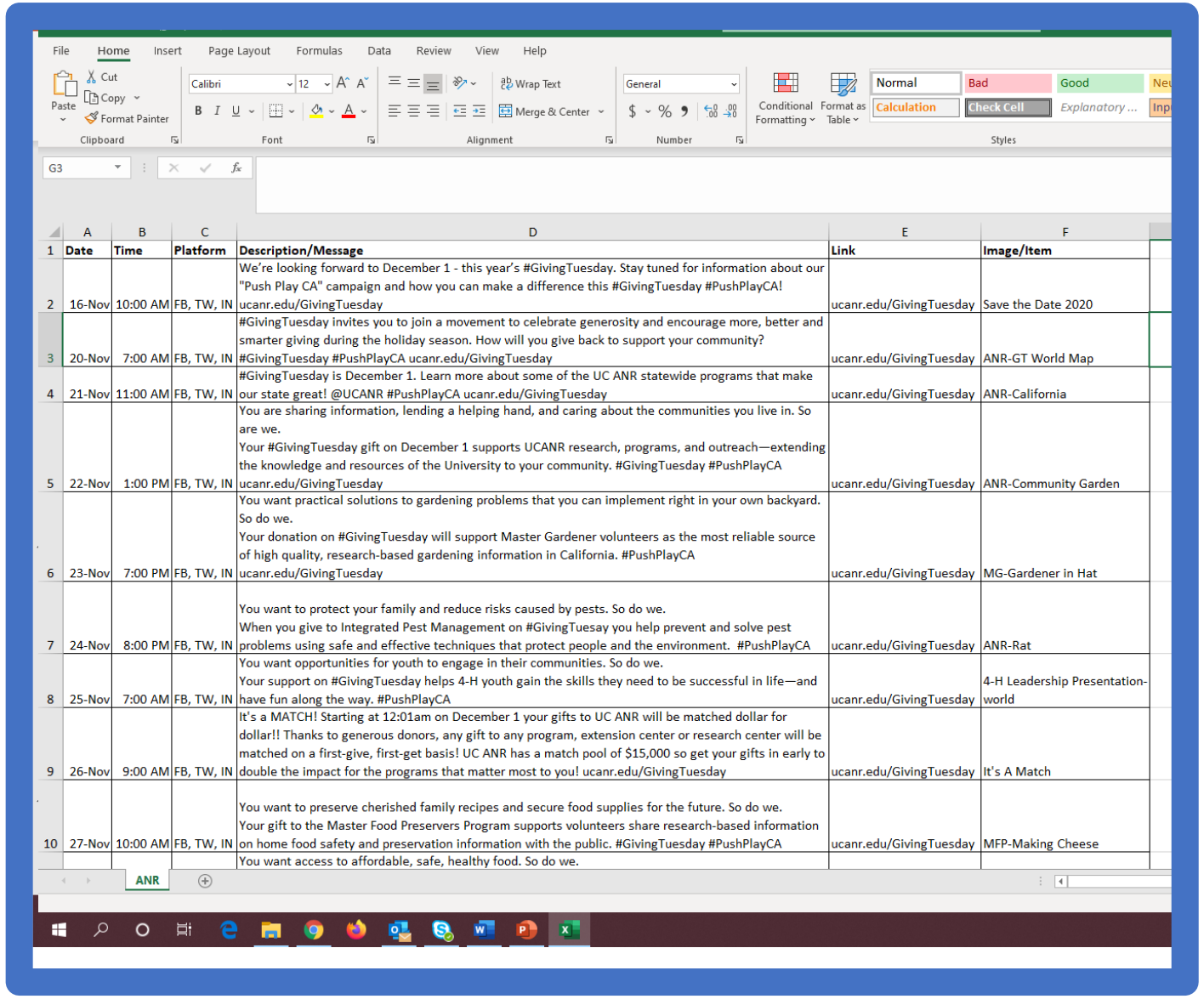

	A	B	C	D	E	F
1	**Date**	**Time**	**Platform**	**Description/Message**	**Link**	**Image/Item**
2	16-Nov	10:00 AM	FB, TW, IN	We're looking forward to December 1 - this year's #GivingTuesday. Stay tuned for information about our "Push Play CA" campaign and how you can make a difference this #GivingTuesday #PushPlayCA! ucanr.edu/GivingTuesday	ucanr.edu/GivingTuesday	Save the Date 2020
3	20-Nov	7:00 AM	FB, TW, IN	#GivingTuesday invites you to join a movement to celebrate generosity and encourage more, better and smarter giving during the holiday season. How will you give back to support your community? #GivingTuesday #PushPlayCA ucanr.edu/GivingTuesday	ucanr.edu/GivingTuesday	ANR-GT World Map
4	21-Nov	11:00 AM	FB, TW, IN	#GivingTuesday is December 1. Learn more about some of the UC ANR statewide programs that make our state great! @UCANR #PushPlayCA ucanr.edu/GivingTuesday	ucanr.edu/GivingTuesday	ANR-California
5	22-Nov	1:00 PM	FB, TW, IN	You are sharing information, lending a helping hand, and caring about the communities you live in. So are we. Your #GivingTuesday gift on December 1 supports UCANR research, programs, and outreach—extending the knowledge and resources of the University to your community. #GivingTuesday #PushPlayCA ucanr.edu/GivingTuesday	ucanr.edu/GivingTuesday	ANR-Community Garden
6	23-Nov	7:00 PM	FB, TW, IN	You want practical solutions to gardening problems that you can implement right in your own backyard. So do we. Your donation on #GivingTuesday will support Master Gardener volunteers as the most reliable source of high quality, research-based gardening information in California. #PushPlayCA ucanr.edu/GivingTuesday	ucanr.edu/GivingTuesday	MG-Gardener in Hat
7	24-Nov	8:00 PM	FB, TW, IN	You want to protect your family and reduce risks caused by pests. So do we. When you give to Integrated Pest Management on #GivingTuesay you help prevent and solve pest problems using safe and effective techniques that protect people and the environment. #PushPlayCA	ucanr.edu/GivingTuesday	ANR-Rat
8	25-Nov	7:00 AM	FB, TW, IN	You want opportunities for youth to engage in their communities. So do we. Your support on #GivingTuesday helps 4-H youth gain the skills they need to be successful in life—and have fun along the way. #PushPlayCA	ucanr.edu/GivingTuesday	4-H Leadership Presentation-world
9	26-Nov	9:00 AM	FB, TW, IN	It's a MATCH! Starting at 12:01am on December 1 your gifts to UC ANR will be matched dollar for dollar!! Thanks to generous donors, any gift to any program, extension center or research center will be matched on a first-give, first-get basis! UC ANR has a match pool of $15,000 so get your gifts in early to double the impact for the programs that matter most to you! ucanr.edu/GivingTuesday	ucanr.edu/GivingTuesday	It's A Match
10	27-Nov	10:00 AM	FB, TW, IN	You want to preserve cherished family recipes and secure food supplies for the future. So do we. Your gift to the Master Food Preservers Program supports volunteers share research-based information on home food safety and preservation information with the public. #GivingTuesday #PushPlayCA	ucanr.edu/GivingTuesday	MFP-Making Cheese
				You want access to affordable, safe, healthy food. So do we.		

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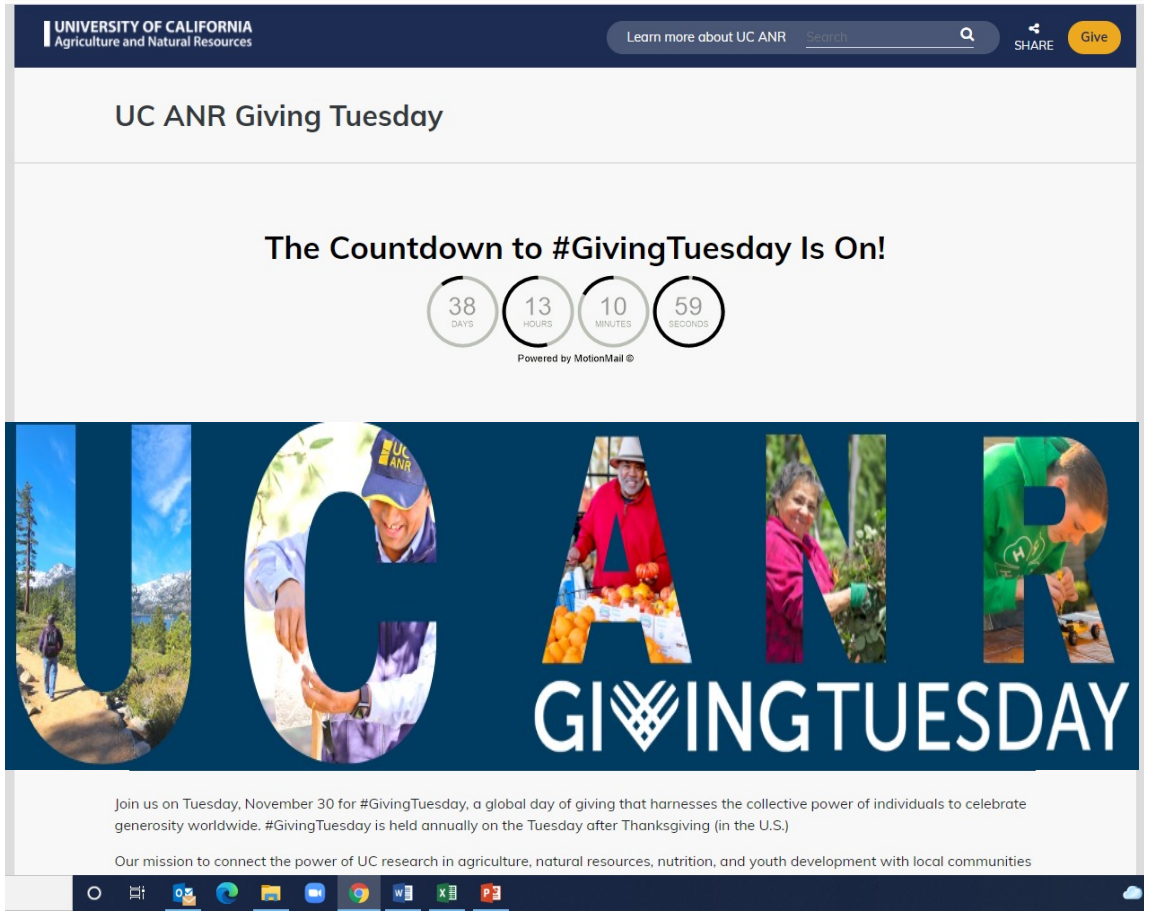
SOCIAL MEDIA BEST PRACTICES

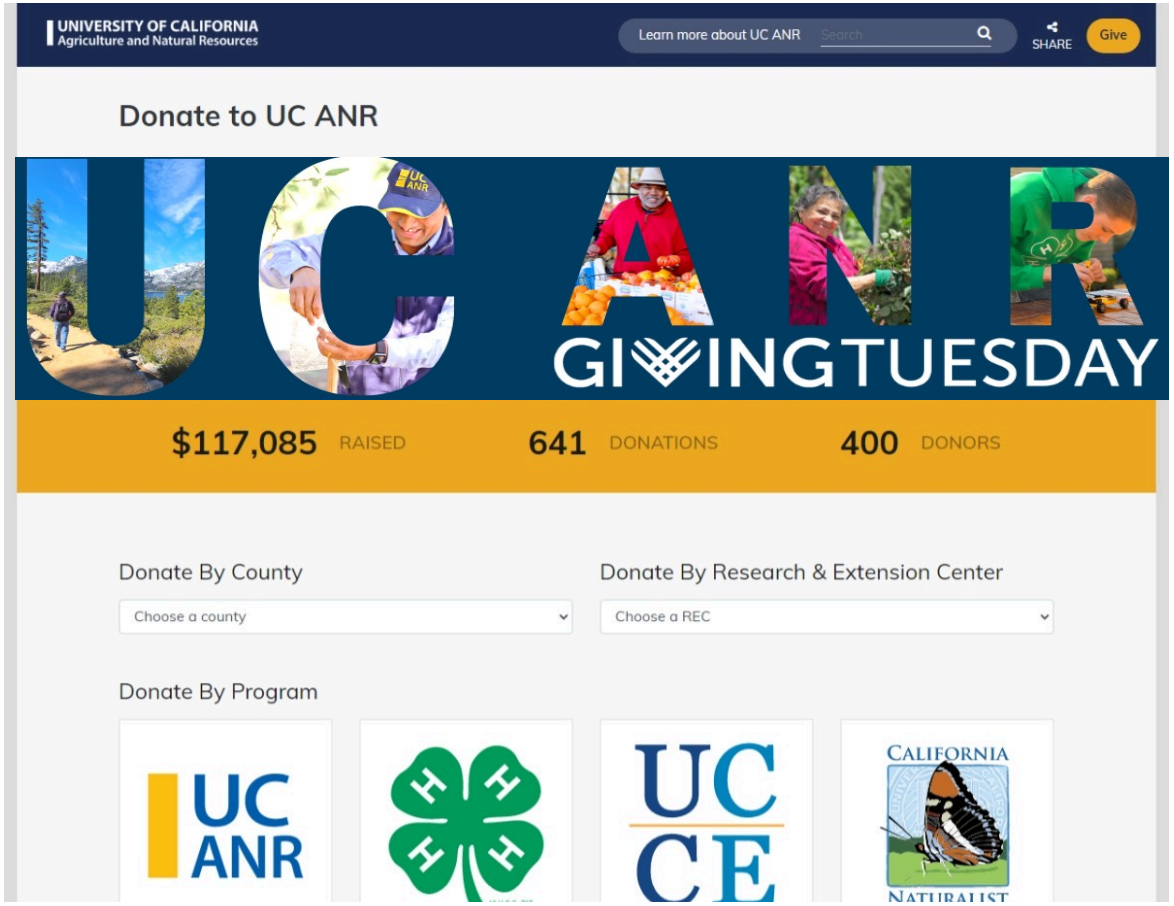
- Be brief
- Use hashtags
- Maximize Social Media Platforms

DONATION PLATFORM: **donate.ucanr.edu/GivingTuesday**

NOW:



NOV 28:



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HOT TOPIC: Donor Retention

Communicate

Show impact

Share goals

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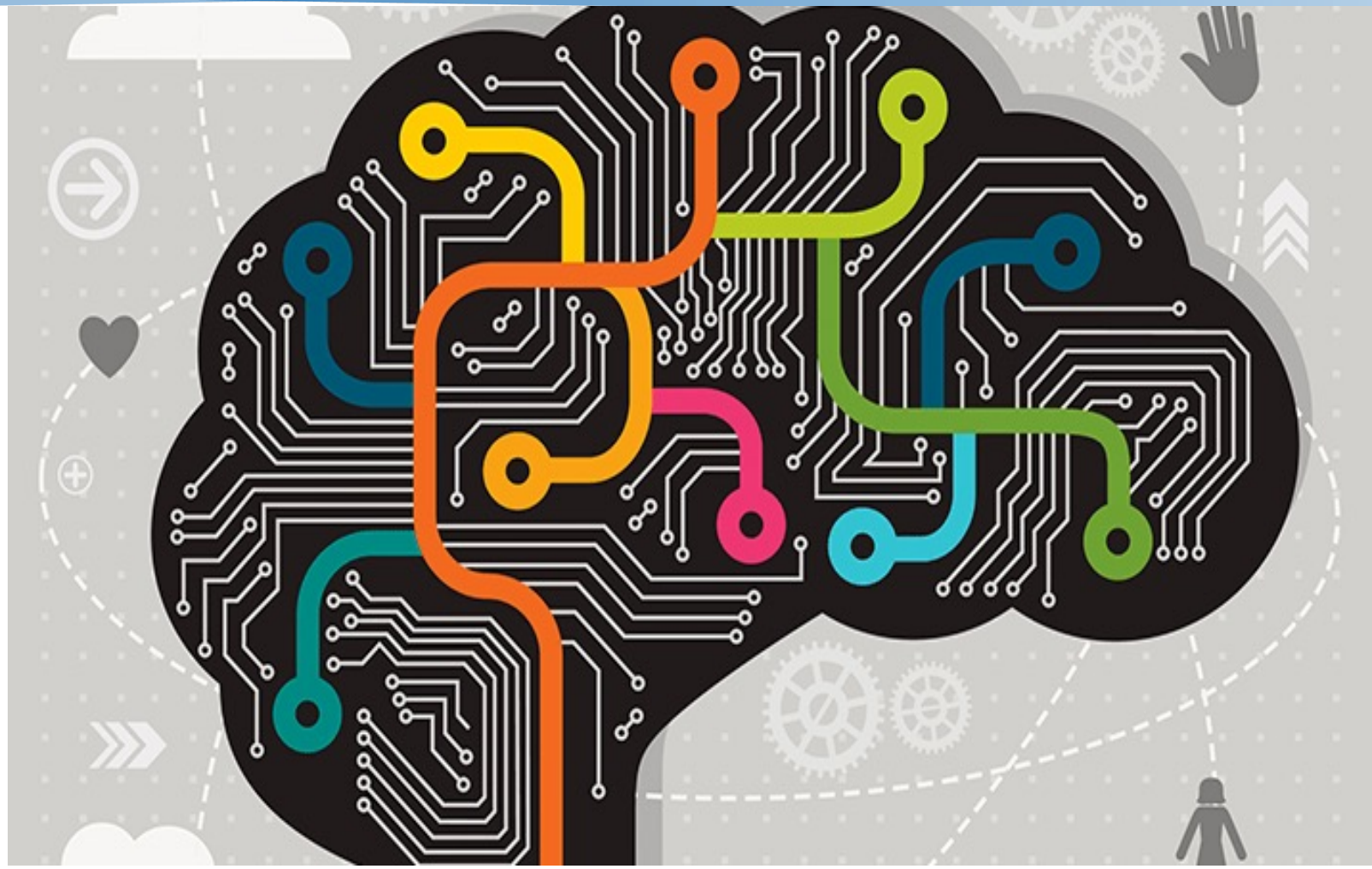
HOT TOPIC: Artificial Intelligence (AI)

A tool, not a substitute

Spur creativity

Personalize and edit



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PRIZE CHALLENGES!

Donor Challenge	• $500 prize to the 10 funds that have the greatest number of unique donors
Donation Challenge	• $500 prize to the first 4 funds that secure an individual $500+ donation
In-It-To-Win-It Challenge	• $500 prize to the one fund that raises the most on GivingTuesday
4-H Match	• $20,000 available for a 1:1 match up to $3K per county starting at midnight

LET'S REVIEW…

- *The Scoop* eNewsletter
- Register to participate and receive gift notifications
- Campaign Toolkit: Oct 31
- Review Online Express funds by Nov 1

We're Here to Help

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