



GIVING TUESDAY

STRATEGIES FOR YOUR CAMPAIGN

TUESDAY, NOVEMBER 1 | 11:30 AM - 12:30 PM



Clara Bergan
Greater Des Moines
Habitat for Humanity



Emily Parker
Greater Des Moines
Habitat for Humanity



Joan Bindel
MercyOne
Des Moines Foundation



Addie Olson
Community Foundation
of Greater Des Moines



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Giving Tuesday

CLARA BERGAN, DIRECTOR OF ADVANCEMENT

EMILY PARKER, DONOR RELATIONS & EVENTS MANAGER

Mark your calendars for Giving Tuesday on [November 30th!](#)

On this day of global generosity, Greater Des Moines Habitat for Humanity has a special challenge.

When 100 donations, of any size, are made to GDM Habitat for Humanity on Giving Tuesday, a generous gift from our friends Paul Hlivko and Melinda Urick will be unlocked!

Will you help unlock Paul and Mel's generous gift this Giving Tuesday? [Save the date and be 1 of 100 supporters who are committed to helping local families achieve the dream of homeownership.](#)



Paul Hlivko & Melinda Urick

ADD TO CALENDAR

Save the Date



Planning Process

- Identified and coordinated challenge donor in April of 2021
 - Values
 - Social Media Presence
 - Connection to Habitat
- Gathered quotes and completed all filming with challenge donor
- Confirmed timeline between Marketing and Development teams

Donor Challenge: 100 Donations to Unlock a Mystery Gift

Today is Giving Tuesday! Will you help us reach our goal of 100 gifts today?

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Will you help unlock Paul and Mel's generous gift today?

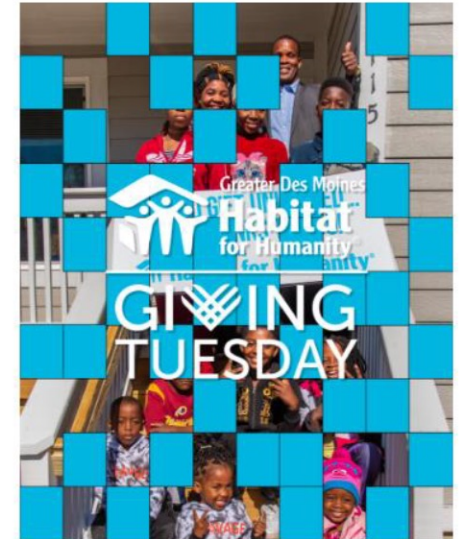
Be one of 100 and give today!

Watch the video below and hear why Paul and Mel are choosing to support Greater Des Moines Habitat for Humanity on Giving Tuesday and want you to join them.



Example email

- Clear and attainable goal
- Incentive to give-
 - “Be one of 100 and give today!”
- Graphic updated throughout the day to reveal mystery gift
- Any amount makes a difference/helps meet the challenge goal
- ★ Results: 127/100 gifts made



Will you be one of 100 to help unlock generosity this Giving Tuesday?

Our friends Paul Hlivko and Melinda Urick have pledged a generous gift to Greater Des Moines Habitat for Humanity — but only if we can get 42 donors to give in the next 8 hours.

Be one of 100 and give today!

When Paul and Mel's generous gift is unlocked on Giving Tuesday... we'll have YOU to thank! Follow along on social media to see our Giving Tuesday progress!



Will you be one of 100 to help
unlock generosity?

GIVING TUESDAY
November 30, 2021

- Giving Tuesday logo with Habitat colors/branding
- Social Media Toolkit (image files, text for each social platform, reposting instructions) shared with board and committees
- Easily recognizable as Habitat – lots of organizations sending communications at one time
- All graphics linked to the give page

Branded Graphics & Social Media Toolkit





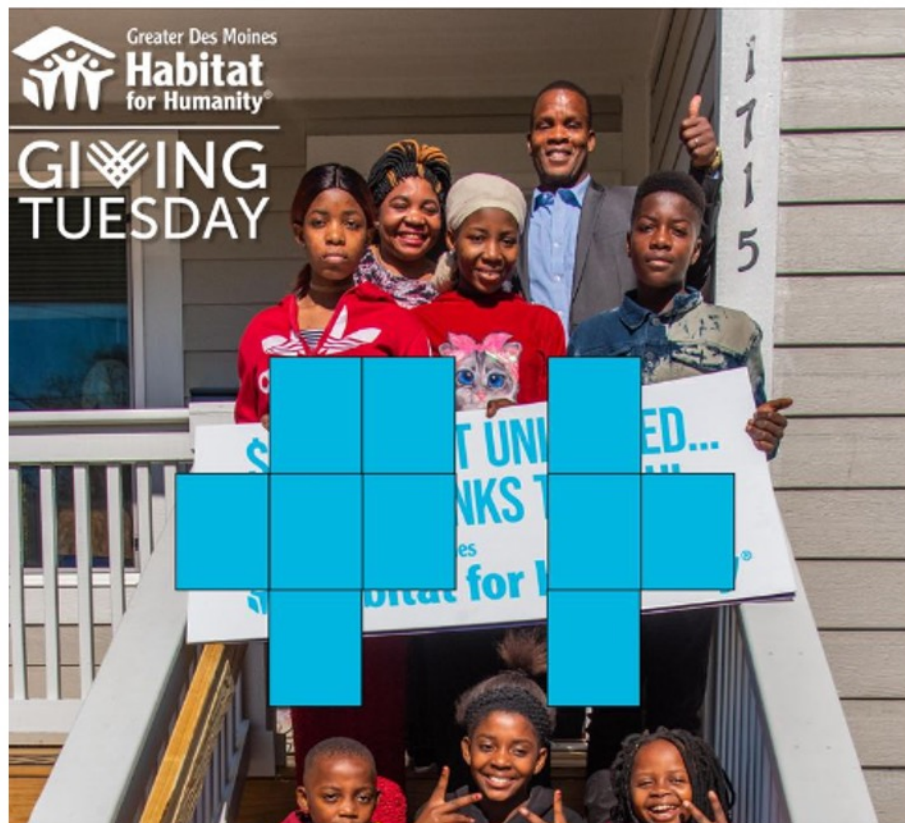
Greater Des Moines Habitat for Humanity

November 30, 2021 · 🌐

#GivingTuesday GOAL UPDATE: Only ten gifts to go before we unlock an additional gift for our 100 don#GivingTuesday

Our friends Paul Hlivko and Melinda Mel Urick have pledged a generous gift to Greater Des Moines Habitat for Humanity — but only if we can get 10 donors to give by the end of #GivingTuesday! Let's finish this challenge strong so that we may be able to have an even greater impact in providing affordable housing for our neighbors in our communities.

Will you be ... [See more](#)



Communications Timeline

- Email: Save the Date (two weeks prior)
- Social Media Post
- Email: Kickoff (morning of Giving Tuesday)
- Social Media Post
- Email: Update (afternoon of Giving Tuesday)
- Social Media Post
- Social Media Post
- Email: Thank you (the next day)
- Social Media Post
- Email: Affiliate Newsletter
- Handwritten Thank You Letters

2022 Plan

- Replicate 2021 plan with a few changes
- New challenge donor
- Updated graphics
- Adding a text to give segment
- Adding a visual countdown to the give page and communications (email and social media)





Wishing you a wonderful Giving Tuesday!

Is Your Organization Ready for Giving Tuesday

November 1, 2022



Joan M. Bindel, MBA, CFRE
Vice President of Philanthropy
MercyOne Des Moines Foundation



Kendall Begnoche
Annual Campaign and Communications Manager
MercyOne Des Moines Foundation

MercyOne Giving Tuesday Team



MercyOne is a large organization, but
Smaller nonprofit organizations can do this
too!

MercyOne Des Moines
Foundation has
participated in
Giving Tuesday
for the past four years
primarily through a
social media
campaign.

Background

Giving Tuesday is a global generosity movement that harnesses the power of people and organizations to transform their communities and the world through a single day of giving.

Giving Tuesday aligns with the holiday shopping season and falls on the Tuesday following Thanksgiving. It has inspired hundreds of millions of people to give, collaborate and celebrate generosity.

Strategy

People do not just give because they are asked to, they give because they are inspired and motivated to through compelling stories and need.

The MercyOne Campaign will be virtual and executed on our owned media channels, including on our website, e-blasts, e-newsletter and social media.

We partner with our organization's PR/Marketing team to request doing a press release that highlights the matching gift and what the funds will be used for.

By starting our Giving Tuesday marketing efforts five to six weeks early, previous donors are already sending in their donation to support the William J. Semon Family Resource Fund.



**“We give to what
touches our hearts,
and this is what
touches mine.”**

Linda Semon, Donor

William J. Semon Family Resource Fund

Adaptations

Year 1

- Facebook fundraiser only
- MercyOne Children's Hospital

Year 2

- Expanded to other social media channels
- New fund of focus

Year 3

- Matching Gift
- Repeat fund of focus
- Video messages

Year 4

- Refreshed messaging
- Repeat fund of focus
- More testimonials



Snapshot of funds raised on Giving Tuesday

Three-Year History*

	Goal	Amount Raised	Match Amount	# Donors	Total
Year 1	5,000	\$1,808	\$0	25	\$1,808
Year 2	\$5,000	\$3,532	\$3,532	38	\$7,064
Year 3	\$10,000	\$13,567.50	\$13,567.50	61	\$27,135
Year 4 (YTD)*	\$10,000	\$3,300 (YTD)	0	4	

MERCY
ONESM

Des Moines Foundation

GIVING TUESDAY

November 29, 2022

Unleash Generosity

#SupportMercyOneDSM

Unleash generosity this Giving Tuesday.

"I have had many patients brought to tears when I am able to give them a gift card at just the right time to get them over financial drought," said MercyOne Des Moines Cancer Center Oncology Nurse Navigator Kim Carstens, BSN, RN, OCN.

"As MercyOne Des Moines Cancer Center oncology nurse navigators, we are extremely grateful for the generosity of the Semon family and your support of MercyOne Des Moines cancer patients."

- We drive all traffic to our website
- We have a specific landing page that has testimonials, data, and video about the fund of focus
- Linked to a giving page with a specialized form (in Blackbaud RE/online express module) for the Semon Fund Giving Tuesday
- The progress bar is great to see a total (the first few years we did a manual progress bar that day)
- We have also used a program called Rallybound/Neon

Facebook

- Facebook is our primary social media platform
- Event scheduled and posted in October
- Posts one to two times a week leading up to Giving Tuesday
- Posts Every Hour on Giving Tuesday
- Every post has a call to action and link back to our website
- Peer-to-Peer: Donor and family shares our posts

- We also sprinkle posts throughout our other social media platforms including LinkedIn, Twitter and Instagram.



Don't forget the Day of Thanks!

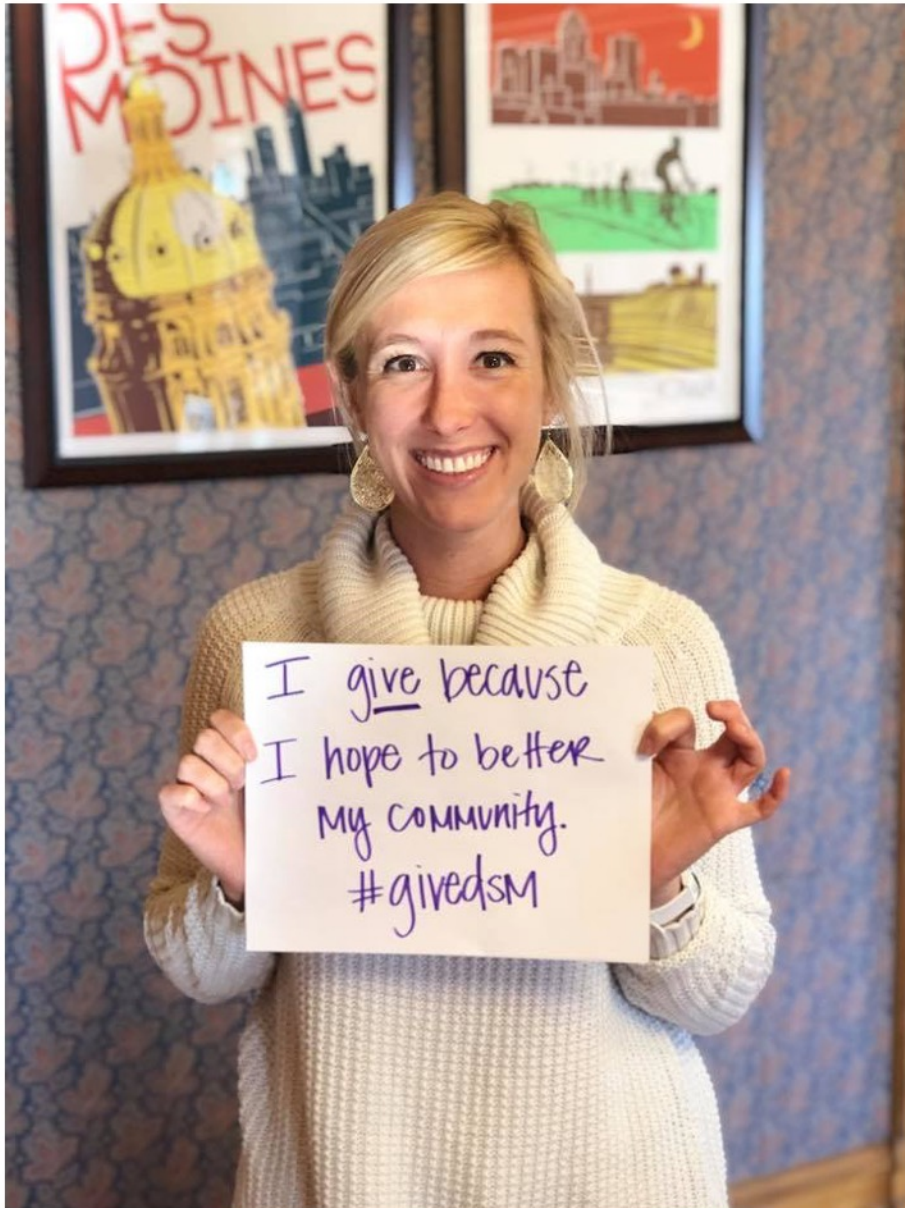
Prepare to thank your donors on the Wednesday following Giving Tuesday!



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STRATEGIES FOR YOUR CAMPAIGN

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Giving Tuesday Goals

- Connect donors with causes they care about on GIVEdsm
- Drive awareness of the Community Foundation
- Engage with both new and familiar faces
- Support the nonprofit community



IMPACT MADE EASY

Be a part of our community's solutions by **supporting the needs** of nonprofit organizations you care about.

→ Read more about GIVEEdsm



platform provided by


Current Opportunities

GIVING CATEGORIES

SEARCH

Showing 46 needs | Sorted by Newest



Category

- Senior / Older Adults
- Employment/Workforce Development
- Certification/Ongoing Training
- Job Placement
- Environment
- Health
- Mental Health

Type


- Timely Need
- Capital Campaign
- General Support

Sort By

Newest (default) ▾

SEARCH

Showing 4 needs of 46 total | Sorted by Newest




Doors of Progress

Progress Industries

\$0 of \$75,000 Goal

→ MAKE A GIFT




Invest in Equitable Education

By Degrees Foundation

\$100 of \$25,000 Goal

→ MAKE A GIFT




IT Navigator

EMBARC

\$0 of \$25,000 Goal

→ MAKE A GIFT



Circles of Success Campaign

Dress for Success Des Moines

\$159,056 of \$285,000 Goal

→ MAKE A GIFT

Sharing Stories

- Utilize board and committee members, staff, donors, and community champions to share their giving stories.
- Make sharing as easy as possible.
- Engage media.





Community Foundation fund holders Margo and Don Blumenthal give to support animal-related and social service organizations. Pictured at the Blank Park Zoo.

2022 Campaign: Give Where You Live





Community Foundation fund holder Fred Weitz gives to support arts and culture in the community. Pictured at Mainframe Studios.

2022 Campaign: Give Where You Live



GIVEdsm Resources

