

GIVING TUESDAY

Identifying Your Approach

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GOAL: To walk out of this session with the following

1. Tactical approach to Giving Tuesday and other high netting fundraising/marketing campaigns for your organization/company
2. Steps to Plan Informative Testing and mid-campaign strategic shifts while still maintaining Team sanity
3. Planning Steps on how to test throughout the year while preserving your strategy and goals for the year

Case Study: Carpenter's Shelter Giving Tuesday 2020

6 Email Series, starting with a Save The Date

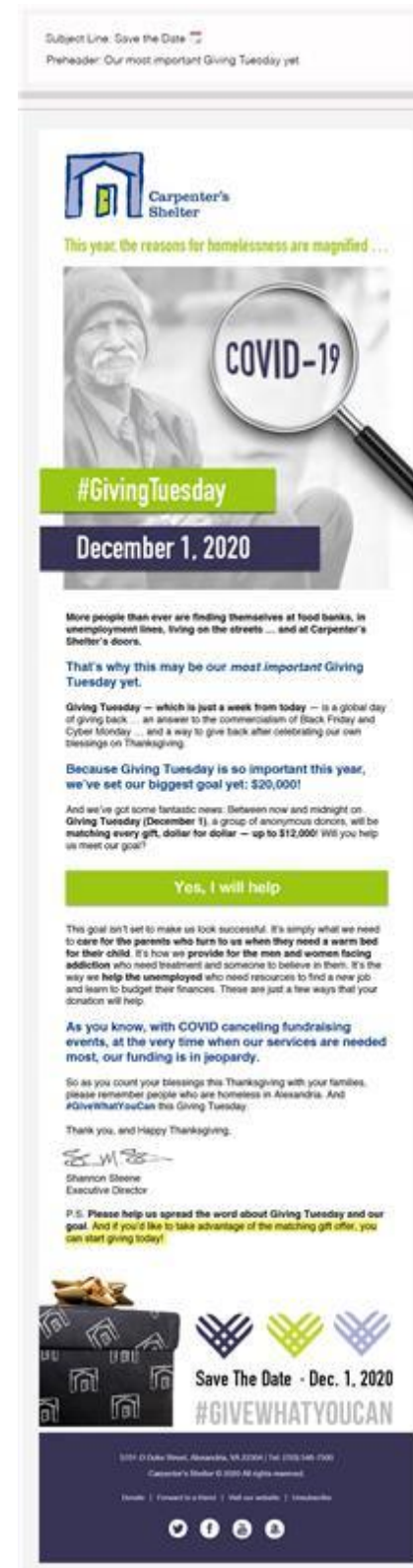
Success of Save the Date led to FWD Strategy, even after two other successful sends.

Tested signer in FWD, the success of which lent to multiple signers moving forward.

Used UTMs throughout to track clickable location/audience traffic

Takeaway: Mid-campaign strategic shifts work, Adjusting Donation Page mid-campaign aided in lifted results, multiple signers work with this audience

Goal: \$20,000 (Match: \$12,000)
Raised: \$43,000



Case Study: Carpenter's Shelter Giving Tuesday 2021

Added video from Shannon that was teased in the email and embedded on Donation Page.

FWD: strategy deployed on test winners

Symbolic Giving presented in multiple ways

Creative strategy focused on branding this campaign for years to come.

Countdown timer set for end of Giving Tuesday, creating urgency.

Stories of those supported by Giving Tuesday's mission boosted results (identified in 2021 testing through the year)

Goal: \$60,00 (Match: \$20,000)

Raised: \$95,078

Subject Line: FW: Carpenter's Shelter Giving Tree
Preheader: Every gift makes a difference this #CSGT!

Subject Line: All around the world, millions of people are giving
Preheader: Are you?

Salutation:
We're halfway through Giving Tuesday, and we still have a lot to raise to hit our \$60,000 goal on behalf of Alexandrians experiencing homelessness. Every gift you make today is being matched dollar for dollar by generous donors, up to \$20,000, so choose an item from our Giving Tree below and make a tangible difference in a neighbor's life right now.

Your #CSGT gift will help us care for the parents who turn to us when they need a warm bed for their child. It will allow us to provide for the men and women facing addiction who need treatment and someone to believe in them. It will help the unemployed who need resources to find a new job and learn to budget their finances. There are just a few ways that your donation will help.

Will you share your blessings with those in need and double your impact today?

YES, I CARE!

Sincerely,
Jamila Smith
Jamila Smith
Community Relations Manager

From: Jennifer Parnoch
Date: [redacted]
To: [redacted]
Subject: Carpenter's Shelter Giving Tree

Giving Tree

Every gift makes a difference this #CSGT!

Dear "Salutation",
Giving Tuesday is here, and we have \$60,000 to raise! Are you willing to help out your neighbors in need?

Three generous donors have agreed to match up to an additional \$10,000 in gifts. For a total match of \$20,000! So give early to maximize your impact on families and individuals in Alexandria who are experiencing homelessness.

GIVE NOW

Pick an item from our virtual Giving Tree to help our current and future residents seeking a warm bed, a meal, medical care, help finding a job or just someone to believe in and advocate for them. Please give what you can!

\$10	\$25	\$45
\$50	\$90	\$100
\$130	\$500	

We're almost there!
Just hours left to join in on #CSGT!

02:45:15
HOURS MINUTES SECONDS

Salutation,
Right now, all around the world, millions of people are giving back to charities and organizations that are transforming their communities. And today, hundreds of you have already donated to Carpenter's Shelter. If you've already given, thank you from the bottom of my heart!

But there are just hours left in Giving Tuesday, and we still haven't met our \$60,000 goal.

We're more than halfway there, but we still need another 150 compassionate friends to step up with a donation of \$10 or more by midnight tonight.

JOIN THE MOVEMENT

Every gift given today supports an Alexandria neighbor who needs us — whether it's for a warm bed, a hot meal, employment resources, counseling, medical care or a safe place for their child to sleep.

Last year, 624 women, men and children depended on Carpenter's Shelter — that's 624 individuals who could still be on the streets if not for the generosity of our community. But over the next few months, an estimated 1.15 to 1.64 million people in VA, MD and DC are at risk of losing their homes.

Cheryl lost her job due to the pandemic and found herself and her three children with nowhere to turn. At Carpenter's Shelter, she found not just food and shelter, but the support she needed to turn her life around. One's working through a computer certification program to boost her earning potential, and with the help of a Housing Locator, is hoping to find a new home very soon!

Thanks to friends like you, Carpenter's Shelter helped 138 families like Cheryl's move into affordable, permanent housing in 2020. This is how your gifts make a real, tangible difference in the lives of your neighbors.

In a year marked by so much uncertainty, the one steadfast truth has been that friends like you continue to care for those in need in our community. You can be a beacon of hope for those who lost their jobs due to COVID-19, faced eviction because they could no longer pay rent, and would have nowhere else to turn if it wasn't for Carpenter's Shelter. But time is running out.

BE A BEACON OF HOPE

Sincerely,
Monica W. Quillen
Monica W. Quillen
Director of Development

#CSGT

Throughout The Year

Focused winners on other high-dollar fundraising campaigns.

Never left testing and active pivoting behind.

Focused previous test winners on other high-dollar fundraising campaigns.

Continue to focus testing strategy around specific missions.

Include cohesive copy and creative on all landing pages, and on and offline copies.

How to Plan for Mid-Campaign Strategic Shifts

Biggest fundraising holidays fall on actual holidays, so planning ahead is necessary.

Pivoting with copy is easier to do in real time than pivoting creative.

While it is a heavier lift on the front end, creating both versions of creative tests ahead of time will save time in the long run.

Focus on the metrics you want to see. Plan tests to boost those metrics.

Key Takeaways

Testing and making shifts mid-campaign boosts results.

Save your team time and sanity by planning ahead.

Always focus on your mission and those you service.

Thank



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