

GIVING TUESDAY

JustGiving Guide 2024



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01

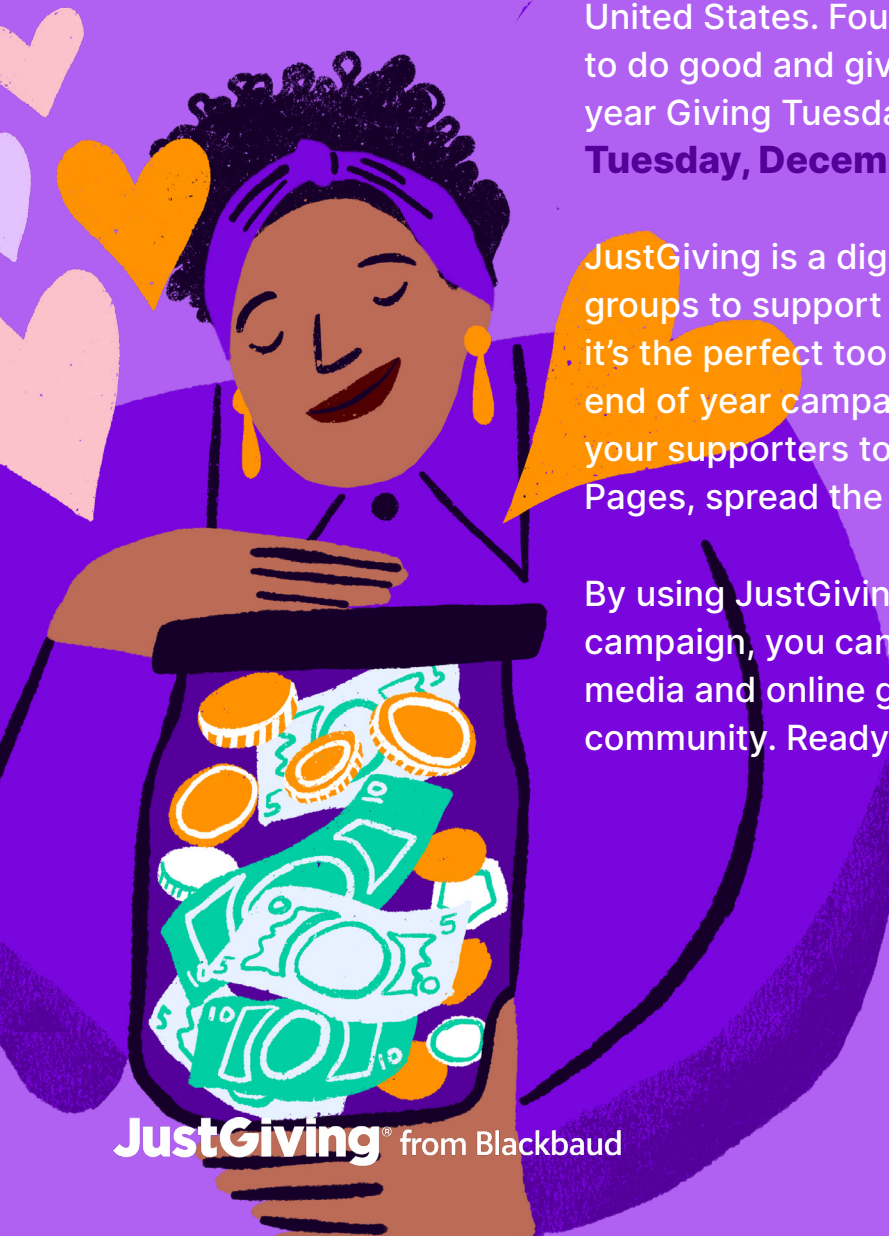
Introduction

The end of the year can be a hectic time for many. Amidst the hustle and bustle of the holiday season, it's easy to lose sight of the true meaning of the season. Giving back to our communities, especially during the end of the year, is a way to remember what's truly important. By participating in Giving Tuesday, organizations like yours can make a real impact in our communities and help those in need.

Giving Tuesday is a global day of giving that takes place on the Tuesday following Thanksgiving in the United States. Founded in 2012 to encourage people to do good and give back to their communities, this year Giving Tuesday takes place on **Tuesday, December 3rd.**

JustGiving is a digital hub that empowers people and groups to support the causes they care about. And it's the perfect tool to use for your Giving Tuesday or end of year campaign, as it simplifies the process for your supporters to give directly, set up Fundraising Pages, spread the word, and monitor results.

By using JustGiving for your Giving Tuesday campaign, you can harness the power of social media and online giving to make a real impact in your community. Ready to get started?



02

Insights and Trends

The Value of Peer-to-Peer Fundraising

Peer-to-peer fundraising is a powerful strategy that amplifies a nonprofit's reach and impact by leveraging the personal networks of its supporters. By empowering individuals to champion a cause, organizations can tap into diverse audiences, fostering a sense of ownership and personal connection among donors. This method not only increases fundraising potential but also builds a community of engaged advocates who can sustain long-term support and amplify the organization's mission through authentic, grassroots efforts. The result is a more dynamic, resilient, and far-reaching fundraising approach that builds donor stream and enhance donor acquisition efforts for both immediate and long-term success.



ON JUSTGIVING

\$108

average donation

\$1,623

average fundraising page value

15

donations per fundraising page

Giving Tuesday 2023

The GivingTuesday Data Commons estimates that giving on Giving Tuesday in 2023, in the United States alone totaled \$3.1 billion, a modest increase of 0.6% from 2022. 34 million adults in the U.S. participated in GivingTuesday in some way, contributing support to critical causes and non-profit organizations.



Giving Tuesday campaigns raised **\$1.55 million** on JustGiving (up 11% from 2022)



Over **7,000** donations were made to Giving Tuesday Campaign Pages



Giving Tuesday 2023 *on* JustGiving

Over **400** organizations participated



Average donation value: **\$219**



Average Campaign Page value: **\$3,846**



Top Tip from our JustGiving expert:

"Participate in some way, even using the day to say thank you is a good strategy. On a day and a time of year when everyone is marketing, do not stay silent. Let your supporters know you are participating, you care, and days centered on generosity are important to you."

Take advantage of the materials the team at [GivingTuesday.com](https://givingtuesday.com) has created. There are blank logos, reports, tips, tricks, training, etc. When Giving Tuesday is over, head to the same team for global reporting and insights for how Giving Tuesday went on a global level."



Jackie Zimmerman
Partners Programs Manager

Giving Tuesday Lookbook



Kidsmart Giving Tuesday

What we like:

- Colorful header photo and background image are eye catching to draw you in
- Clear and succinct messaging about the organization's mission



OWLS Lacrosse #GivingTuesday #GiveAHoot for #ChicagoKids

What we like:

- Use of cover video
- Clear call to action
- Examples of what your gift will accomplish



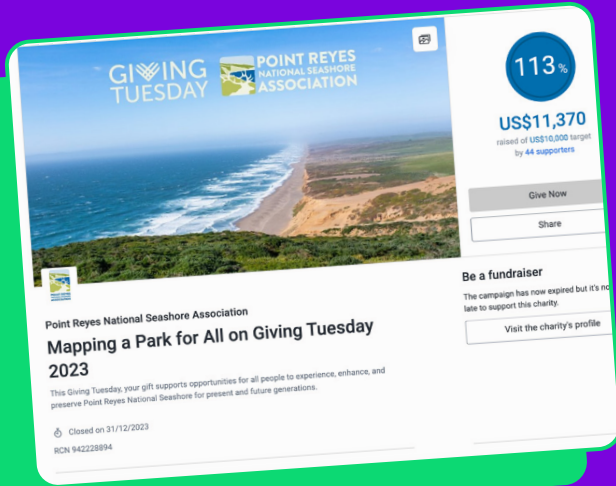
Give Justice on Giving Tuesday

What we like:

- Giving Tuesday branded cover photo incorporating personal photos
- Youtube video embedded directly into story section
- Clear call to action and ask to share page



Giving Tuesday Lookbook



Mapping a Park for All on Giving Tuesday 2023

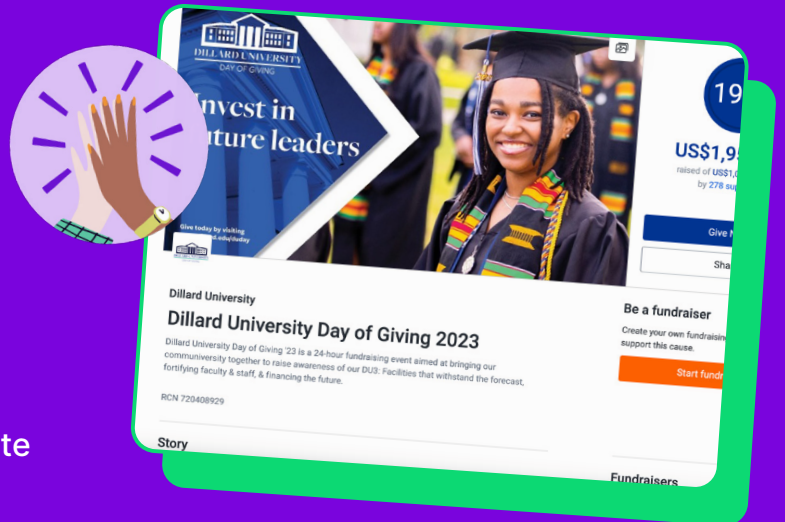
What we like:

- Giving Tuesday branded cover photo with matching landscape background image
- Photos embedded directly in the story section
- Other ways to give linked

Dillard University Day of Giving 2023

What we like:

- Branding & consistent color scheme
- Clearly defined goal
- Use of headers in story section
- Use of Fundraising Pages to designate different areas of giving



Little Angels Service Dogs - Giving Tuesday

What we like:

- Use of embeddable images as headers
- Use of "quotes" feature



Want to talk through how to make your campaign a success?

[Book a call with our Success Team.](#)

03

Step-By-Step Campaign Creation

Whether this is your first time creating a JustGiving campaign or you're a seasoned pro, we've compiled some handy planning tips for you.

List your event on JustGiving

Listing your event on JustGiving is a critical first step. This makes it easier for you to promote the event to your supporters and once listed, you can also track how much has been raised for a specific event in your reports.

List your event

1. Log in to your JustGiving account
2. Click on the Events & Widgets tab and select Add an event
3. Add the requested details about your event and click Continue
4. Add the details of the person who is managing the event at your organization and their email address
5. Click Submit event
6. After completing these steps, you'll receive an email letting you know we've received your request. We'll reach out within 48 hours to confirm your event has been listed on JustGiving

Create your Campaign Page

Think of a Campaign Page as an online hub for your fundraising event. It includes all the critical 'Who? What? When? Where? Why? How?' information that your fundraisers and supporters need to know.

Your Campaign Page is an opportunity for you to tell stories: about your organization, the people and causes you help, and the event itself. Most importantly, the Campaign Page is where you can collect donations and connect Fundraising Pages for the event!

When setting up your Giving Tuesday Campaign Page, here's a step-by-step guide:

1. [Log into](#) your JustGiving account
2. Navigate to the Campaign tab
3. Name your Campaign Page (e.g. 'Giving Tuesday 2024')
4. Follow the [set-up steps](#). You can leave your Campaign in 'Draft mode' if you need to come back to it and make extra tweaks before publishing it
5. Once live, you can use deep links and [QR codes](#) to connect fundraisers to the campaign and start collecting donations
6. You can [edit your campaign](#) at any time

Important! You can go back and edit the details in your campaign after you publish **EXCEPT** your campaign URL.

Link your event and Campaign Page

Listing your event on JustGiving makes it easier for you to promote it to your supporters and encourage them to fundraise online. You can also track how much has been raised for a specific event in your reports (pg.14). Connecting an event also makes it easier for your fundraisers to create their pages by minimizing the number of steps in the fundraising page creation flow.

For best results, we recommend linking your events with your Campaign Pages. The best

method is to link to your event during Campaign Page creation. To do this:

1. List your event first (pg. 8 for the step-by-step process)
2. Wait for the event to be approved by the JustGiving team (see important info below)
3. Create your Campaign Page. You will see an option to link a listed event to your page during the Campaign Page creation flow

Important!

- *Once an event has been linked to a Campaign Page it cannot be removed*
- *Only Fundraising Pages linked to that event can be connected to the Page*
- *It can take up to 24 hours for your event and Campaign Page to be linked.*

Optimize your Campaign Page

Campaign Pages include a range of functions and tools to help you spread the word, bring people together, and help your fundraisers make a real impact. Here are some simple strategies you can employ to make your campaign really stand out.

Personalize your page background

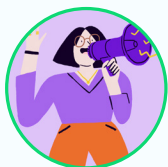
Put your organization or event branding and colors front and center and make the page an extension of your brand and personality. Internal JustGiving data shows that even the simple step of adding a background color to a Campaign Page can significantly increase your page value. You might also consider adding:



Background Photos You don't necessarily need to create any new content here. You can use existing assets from your website, social media, or even use your campaign header photo. For best results, use a version of the campaign header photo that doesn't have any text. Preview the campaign to make sure the photo isn't too blurry and doesn't distract from the rest of your messaging.



Background Hexes You can set the background color by using a hex code. If you don't know the hex code for the color you want, you can use Google to help. Search 'Hex Code', find a website that can help, and choose any color you desire.



Storytelling Effective storytelling can have a huge impact on your event. By crafting a narrative around your cause, your fundraisers, and the personal stories of people you want to support, you can raise awareness and emotional connections to your fundraising efforts. [Here's some more inspiring examples of great storytelling.](#)

Top Tip from our JustGiving expert:

“Effectively communicating a call to action in your story section is key to driving engagement. Do you want your supporters to make a direct donation, create a fundraising page, or simply share this campaign to their social channels? Why not all three! Calling out these action items can help your supporters see they have more than one way to participate.”



Anna Hounsom
Customer Success Manager



Story Tools

Campaign Pages have several Story Tools you can employ to add that personal touch to your Giving Tuesday fundraising. Here are a few tips when crafting your story:

Increase text size where appropriate by using the T symbol. Note: This doesn't have to be just for headers; it can also be used to highlight important information such as key dates or event details.

Include quotes from relevant stakeholders. Messages from fundraisers and beneficiaries can be a great way to inspire empathy. After all, these events are about helping other people and causes in very personal ways.

Add links. You might point visitors to your organization's website, social media, or any URLs that are relevant to your event.

Add photos. A picture can say a thousand words. Add depth and color to your story by including photos on your page. These could be showing the work your organization does, or if it's a repeat event, share some snaps from last year to give new supporters a sense of what they can expect on event day.

Include infographics and illustrations. Create some visual material to help communicate ideas and info in a more interesting way. Ideas include:

1. Charts that highlight last year's achievements, such as lives touched or successful projects
2. Graphics or 'shopping lists' that outline how potential donations could impact current initiatives
3. Event illustrations that outlines key event details, the map of a running event, etc.

Produce a video. One of the most effective ways to engage visitors and share information is by sharing a video on your Campaign Page. It's never been easier to grab your phone, put on your director's hat and make your own cinematic masterpiece. This could be informative, comedic, or really tug at people's heart strings. Whatever video you make, ensure that it fits the overall feeling that you want people to have when they take part in your event.



The organization "Outreach With Lacrosse & Schools" maximized their use of their Campaign Page tools and storytelling for their [2023 Giving Tuesday campaign](#). It only takes a little extra time but makes the world of difference to the impact of your campaign.



04

Step Up Your Peer-to-Peer Fundraising

JustGiving Campaign Pages are a great way to collect direct donations on custom branded landing pages, but you can also leverage your supporters and their networks to maximize your fundraising efforts. Encourage your supporters to create their own personalized Fundraising Pages connected to your campaign. Once signed up to fundraise on your behalf, fundraisers can customize their own Fundraising Pages with personal stories and photos. Individuals are more likely to donate to a friend or family member, than they are to an organization.

During the Campaign Page creation flow, you'll be asked if you'd like to allow fundraisers to create a page directly from your campaign. Once you click 'yes', you'll be given the choice to set default

options for your fundraisers' pages including:

1. Default page title
2. Default target goal
3. Default cover photo
4. Default story

You'll find more tips for fundraisers through this guide, including:

- Fundraising links (pg. 13)
- Fundraising page reports (pg. 14)
- Find your inactive fundraisers (pg. 15)
- Engage with your fundraisers early and often (pg. 15)
- Thank your donors and fundraisers (pg. 16)

Top Tip from our JustGiving expert:

"Take the time to set some thoughtful defaults for your fundraisers' pages. While you'll have fundraisers that are excited to share their personal story and connection to your organization, you'll most likely also have fundraisers that just want to quickly create a page to share with their family and friends. Setting these defaults will help those fundraisers complete their page creation and give them a good starting point to begin fundraising!"

Remember, they most likely aren't professional fundraisers and might be new to fundraising altogether! Let's give them the tools they need to be successful."



Anna Hounsom
Customer Success Manager

05

Promote your campaign

Once your campaign has been created and published, it's time to get sharing! Your campaign URL should look something like this: www.justgiving.com/campaign/yourcampaignname

You can add this link to your website, email communications, social media platforms — anywhere your supporters might see it.

There are also some additional tools you can use to make sharing more effective.

Campaign Deep Links

The more times a visitor must click around on a website, the less likely they are to take that final preferred action (such as 'make a donation' or 'set-up a fundraising page'). Deep links can help mitigate this by reducing the number of steps a visitor must take. Using deep links outside of JustGiving is ideally matched with a clear call-to-action like 'Make a donation now' or 'Sign-up today'.

To locate (or create) deep links for your Campaign Page:

1. Navigate to the Campaigns tab in your account.
2. Click View existing campaigns.
3. Click the Actions menu.
4. Choose Donate Link or Page Creation Link.

What's the difference between Donation Links and Fundraising Links, you may ask?

Donation Links

Bring supporters right to the donation section of your Campaign Page. This helps increase conversion rates (the number of people who donate versus the number of people who simply visit your page) and could also increase the average donation amount. Include this link in your emails, in fundraising toolkits, or on social media.

Fundraising Links

Fundraising deep links will direct supporters directly to the fundraising page creation flow connected to your designated



campaign. This link ensures that all Fundraising Pages are connected to the overall campaign and make it faster for fundraisers to set up their own page. All donations raised on Fundraising Pages will roll up into your campaign total that is visible on your main campaign page.

QR Codes

You see them everywhere now, but have you ever tried to make your own QR code? It's actually very easy and is an excellent way to expand your campaign's reach. Learn how to create your QR code [here](#).

Create a fundraiser toolkit

Lean into your supporters to promote your campaign by providing a fundraising toolkit for them to utilize this Giving Tuesday. Create a landing page on your website (or even a google drive) with social media content and copy so that your fundraisers promoting their pages can be as easy as copying and pasting! Things you might want to include in your toolkit may include:

- Welcome and thank you messages
- Step-by-step instructions on how to create a fundraising page
- Images sized to fit different social media platforms
- Suggested copy for social media posts

Reporting for your campaign

Reports can be found in your charity account under the [Reports tab](#). You can use reports to find and thank your donors, see any correlation between marketing and fundraising activity, and understand the aspects of your Giving Tuesday campaign that work best, and those that don't! There are [three types of reports](#) available in your JustGiving account:

1. Payment Reports
2. Donation Reports
3. Fundraising Page Reports



06

Best Practice Tips

Reach new audiences

Find your inactive fundraisers

Use your Fundraising Page reports to find the fundraisers taking part in your campaign who have received 0 donations so far. You can encourage them to share their Fundraising Page ([shared pages](#) have a 96% activation rate!) and self-donate to kickstart their fundraising. Here's some [Essential Tips](#) that help with activation rates

Engage with Fundraisers Early and Often

Fundraisers love to hear from the non-profits they support. Whether you are working with experienced fundraisers, newbies, or (in most cases) somewhere in between, it's always a good idea to establish open communication with them. If your fundraisers are happy and supported, they will be even more motivated to put in the hard work to help make your fundraising event a big success.

JustGiving has several resources that you can share with your fundraisers, including:

- [Top 10 Fundraising Tips](#)
- [Fundraising Page Checklist](#)
- [Sharing Your Page on Social Media](#)



Top Tip from our JustGiving expert:

“Supporting your fundraisers is a great way to give them that extra push towards reaching their fundraising goals. Simply reaching out to them can make a big impact. Doing this will bring the comfort of knowing they have someone to contact for questions, fundraising advice and support. Hearing from the organization can be encouraging and lets them know their fundraising efforts aren't going unnoticed!”



Stephanie Barrett
Peer-to-Peer Consultant

Thank Your Donors and Fundraisers

Everyone likes to feel appreciated, and that couldn't be truer when it comes to fundraising. If you take the time to thank fundraisers and donors, you will be well on your way to building strong relationships between your organization and some potentially lifelong supporters.

Refer to your reports to find your supporters' contact details so you can reach out to them with personalized messages. Some organizations thank their supporters with personal phone calls, text messages, recorded video messages, gift certificates, and private celebration events. When it comes to stewardship, you can be as creative as you like.



Your Campaign Checklist

Wherever you are in your campaign planning, you can use this campaign checklist to ensure you have all the basics covered.



- List your event on JustGiving before creating your Campaign Page
- Connect your Campaign Page to the approved event
- Enable fundraising pages to be connected to the campaign
- Use your campaign tools to tell your story and make the most impact
- Set a fundraising target
- Share your campaign Fundraising Link to encourage fundraisers to create their pages as early as possible
- Share some JustGiving fundraising tips with your fundraisers to help them get started
- Make sure to share your campaign far and wide via digital and print, and use your campaign page QR code

07

JustGiving Support and Resources

Whatever your fundraising needs may be, we've compiled a list of resources to help you.

Customer Success Team

Our amazing Customer Success team is always on hand to help your organization achieve your fundraising goals.

Whether it's helping you make the most of the tools in your account, or chatting through your event and campaign plan, they're with you every step of the way. They pride themselves on helping charities raise the funds they need to continue their life-changing work.

[Book a call with the Success Team](#)

Email: Anna.Hounsom@blackbaud.com

Getting Started on JustGiving

New to JustGiving or just looking for a refresher on the tools and features? We've got you covered! We've compiled a list of helpful resources to help you get started:

- [Not on JustGiving yet? Sign Up Now!](#)
- [JustGiving Basics 101 - On Demand](#)
- [JustGiving Basics 101 - Live Session \(limited availability\)](#)
- [On-Demand Resource Library](#)

Customer Support Team

JustGiving's Support Team is available to help with any day-to-day issues you might be having with your account or answer any questions you have. You can also live chat with them for an even quicker response.

- [Contact Support](#)
- [Charity FAQs](#)

Blackbaud's Raiser's Edge NXT & eTapestry

Save time managing your organization's data with the native Blackbaud Raiser's Edge NXT and eTapestry integrations into JustGiving. With these integrations, you'll have a real time feed, pulling fundraising and donation data from JustGiving into Blackbaud Raiser's Edge NXT or eTapestry, giving you the most accurate and up-to-date data while saving you from manual imports.

Use this to strengthen supporter relationships with timely and meaningful outreach. And best of all, it only requires a one-time, easy setup. Start using the integration today:

- [Raiser's Edge NXT Setup](#)
- [eTapestry Setup](#)