

▶ ONLINE WEBINAR



GivingTuesday **PART 1**

# How to Plan a High-Impact GivingTuesday Campaign



**AUGUST 28**

 Raisely  keela



**Madison Severyn**

Account Executive

Raisely



**Stefania Bracho Liberatore**

Customer Success Manager

Keela

## Who are we



### Raisely

Raisely is a free fundraising platform that lets nonprofits create donation pages, peer-to-peer campaigns, events and more to drive higher support



### Keela

Keela is a nonprofit CRM that automates donor engagement, tracks giving history and provides AI-driven insights to improve fundraising and donor retention

# What we're covering today

Lessons from Black Friday

What Makes a GivingTuesday Campaign Convert

A Donor Journey Built to Acquire

Strategic Phases That Drive Acquisition

Tools and Templates to Launch Fast

What's Next

**GivingTuesday is your  
Black Friday**

## LESSONS FROM BLACK FRIDAY:

# Anticipate, Convert, Follow Through

### Black Friday

\$10.8 billion online in 2024 (US)

\$11.5 billion on Shopify in 2024 (CA)

87.3 million shopped online (globally)

### GivingTuesday

\$3.6 billion in 2024 (US)

\$50 million in 2024 (Canada)

18.5 million donated \$\$\$ (globally)

**50–70%** of traffic = mobile

Mobile-optimized donation pages  
raise up to **126% more**



 **Donors are more likely to give on GivingTuesday than on any other day of the year**

*\*GivingTuesday Data Commons*

# What Makes a Campaign Convert

Research shows **people decide in under 7 seconds** whether they'll even stay on a donation page.

**GIVINGTUESDAY CAMPAIGNS:**  
**The 5 Key Elements of  
High-Converting  
Campaigns**

**1. Lead with emotion**

**2. Design for mobile**

**3. Keep it short**

**4. Make it feel real**

**5. Reduce friction**

# GIVINGTUESDAY CAMPAIGNS: 1. Lead with emotion

The screenshot shows the landing page for Edgar's Mission's Giving Tuesday campaign. The background is a sunset over a field with a white goat in the foreground. The page features the organization's logo, navigation links, a main headline, a descriptive paragraph, a progress bar, and a prominent 'Donate' button.

**EDGAR'S MISSION**  
Our Mission is Kindness

Animals Sanctuary Community Latest Shop [Donate](#)

## Help Us Provide One Year of Food for Edgar's Mission

This Giving Day, we need your support to reach our goal of \$250,000. Today, with the help of a generous matched donor we're calling on our community to come together and achieve something incredible: securing a whole of year's food in just one day!

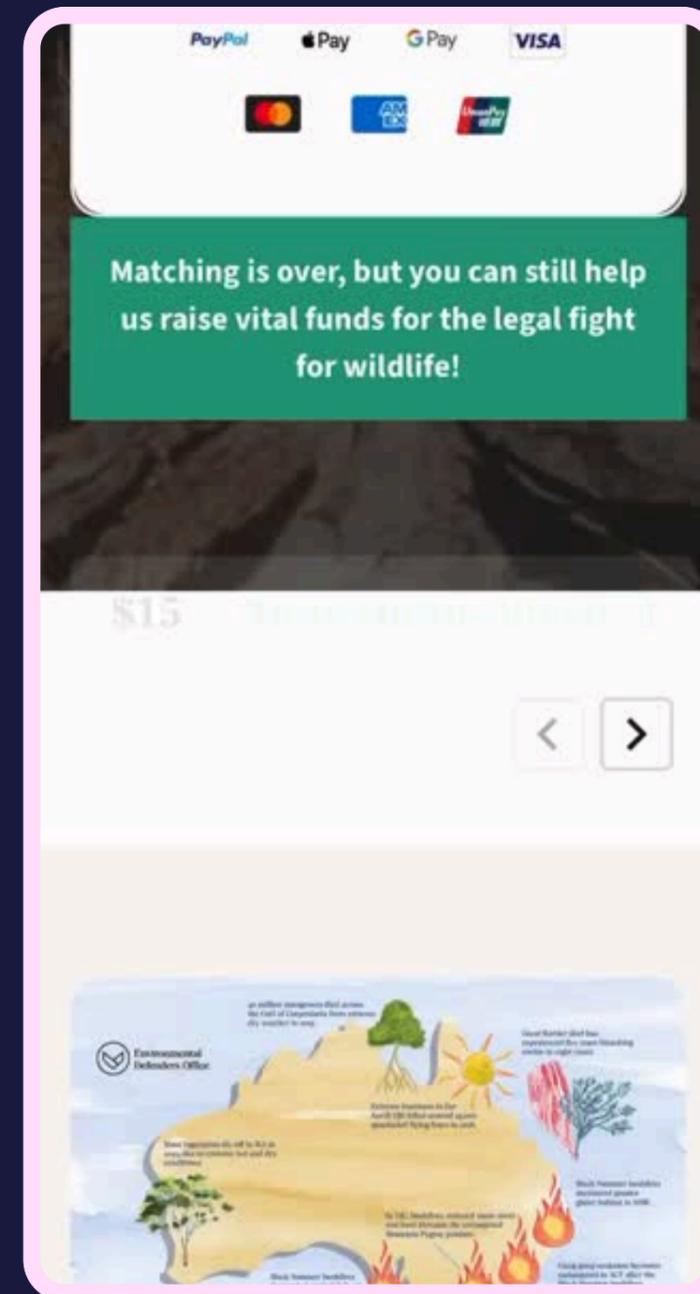
\$255,674 raised \$250,000 goal

[Donate](#)

25 Kathy donated

# GIVINGTUESDAY CAMPAIGNS: 2. Design for mobile

Optimizing for mobile could **increase donations by up to 126%.**



## GIVINGTUESDAY CAMPAIGNS: 3. Keep it short

2–4 simple screens instead of one long form — have been shown to improve completion by 75%



# GIVINGTUESDAY CAMPAIGNS: 4. Make it feel real

The screenshot displays the Forever Projects website interface. At the top, there are navigation links for 'Discover', 'Take Action', and 'About', followed by the 'Forever Projects.' logo and a 'Give' button with a heart icon. The main content area features a large image of a woman holding a child, with the headline: 'Help women break the cycle of poverty and create a self-sustaining future'. Below this, a sub-headline reads: 'Join the giving community of 105 people, each giving an average of \$50 a month. 100% of your support will fund locally-led teams in Tanzania'. To the right, there is a donation selection panel with 'Monthly' and 'One-time' tabs. Three donation options are listed: \$15 (nutrition and basic needs), \$30 (resources and capital for a business), and \$100 (empower a carer for life). A 'Choose another amount' option is also available. At the bottom, it indicates 'Donating every month in Australian Dollars' and lists payment methods: Apple Pay, Google Pay, Direct Debit, Visa, Mastercard, American Express, and JCB.

Discover Take Action About Forever Projects. Give

Monthly One-time

 **\$15**  
Over 12 months, support a family to meet nutrition and basic needs

 **\$30**  
Over 12 months, provide a family with resources and capital to start a business

 **\$100**  
Over 12 months, empower a carer for life and keep families together, forever

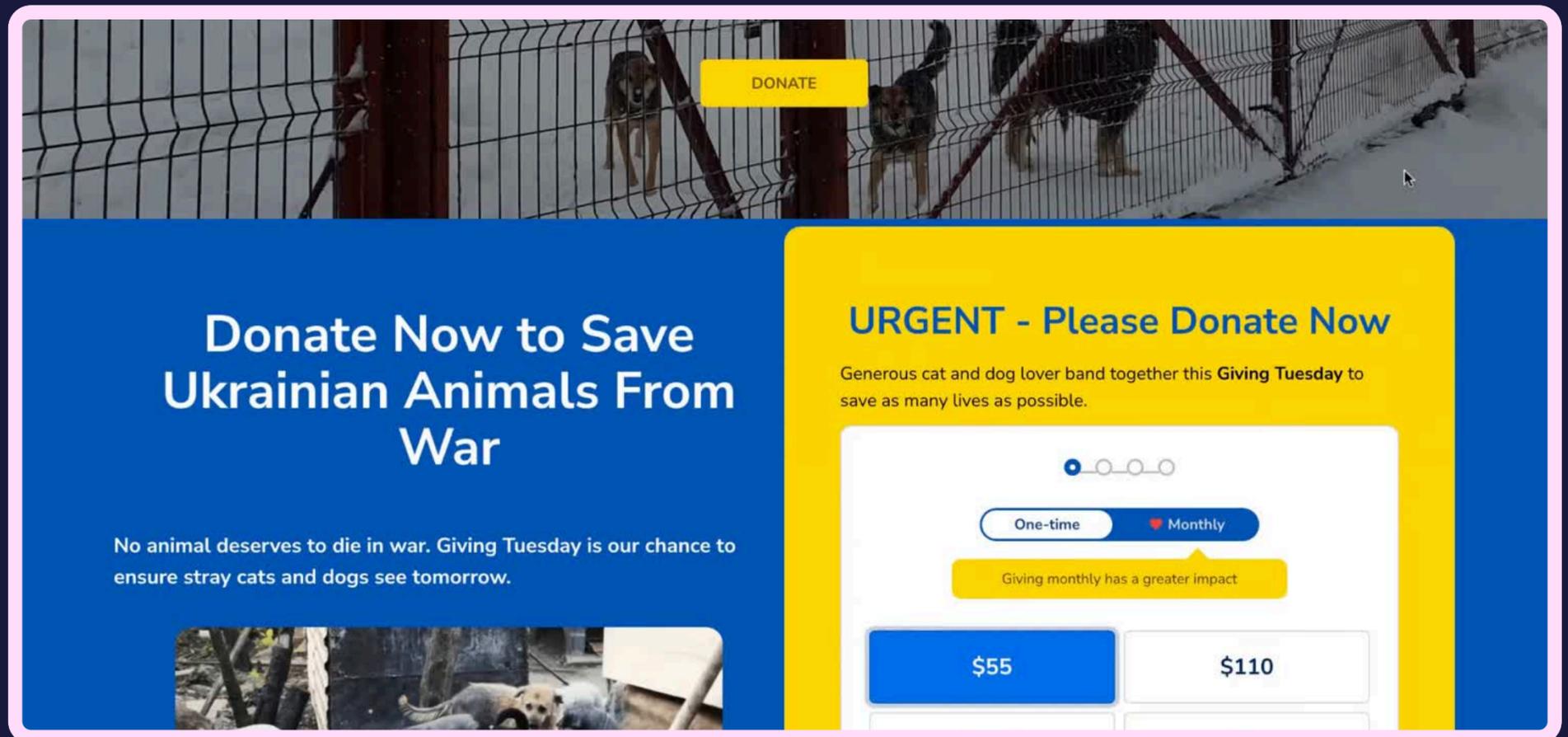
\$ Choose another amount

Donating every month in Australian Dollars

Apple Pay Google Pay Direct Debit VISA Mastercard American Express JCB

## GIVINGTUESDAY CAMPAIGNS:

# 5. Reduce friction



The screenshot shows a landing page for a Giving Tuesday campaign. At the top, there is a banner image of dogs in cages with a yellow "DONATE" button. Below this, the main headline reads "Donate Now to Save Ukrainian Animals From War". A sub-headline states, "No animal deserves to die in war. Giving Tuesday is our chance to ensure stray cats and dogs see tomorrow." To the right, a yellow box contains the text "URGENT - Please Donate Now" and a sub-headline: "Generous cat and dog lover band together this Giving Tuesday to save as many lives as possible." Below this, there is a progress indicator with four circles, the first of which is filled. Two buttons are visible: "One-time" and "Monthly" (which is selected and highlighted with a red heart icon). A yellow callout box points to the "Monthly" button with the text "Giving monthly has a greater impact". At the bottom, there are two buttons for donation amounts: "\$55" and "\$110".

**Donate Now to Save Ukrainian Animals From War**

No animal deserves to die in war. Giving Tuesday is our chance to ensure stray cats and dogs see tomorrow.

**URGENT - Please Donate Now**

Generous cat and dog lover band together this Giving Tuesday to save as many lives as possible.

One-time  Monthly

Giving monthly has a greater impact

\$55 \$110

**A successful campaign is one that earns attention quickly, keeps things simple, and makes donors feel good about their gift.**

## Quick Poll

# What's your biggest barrier to running a GivingTuesday campaign?

1. Competing priorities at year-end
2. Limited staff or budget to execute
3. Not knowing where to start or what works
4. Creating a donation page that actually converts

# The Donor Journey

**20–30% of first-time donors give again without follow-up —**

**those who receive multiple touches before and after giving are 43% more likely to give again.**

**MEET ALEX...**

**a first-time**

**GivingTuesday donor**

# TEASER EMAIL



**This Giving Tuesday, your gift can  
rebuild hope.**



A gift of **\$10** can provide meals for a family in need this holiday season — and with matched giving, your impact goes even further.

Together, we can help communities thrive again.

[Donate now](#)

Every contribution makes a difference. Thank you for being a part of this movement!

# CAMPAIGN

**parkinson's**  
WESTERN AUSTRALIA

Parkinson's WA Website SHARE CAMPAIGN

**GIVING TUESDAY**

## Give Today, Empower Tomorrow

By giving today, you are making a meaningful difference in the lives of West Australians living with Parkinson's. Your support and hope to those facing the challenges of this condition every day. Together, we can empower individuals and families to live with dignity and strength.

Join us in creating a brighter future—because every gift brings us one step closer to better care and lasting change.

Progress indicator: 1 of 4 steps completed

One-time  Monthly

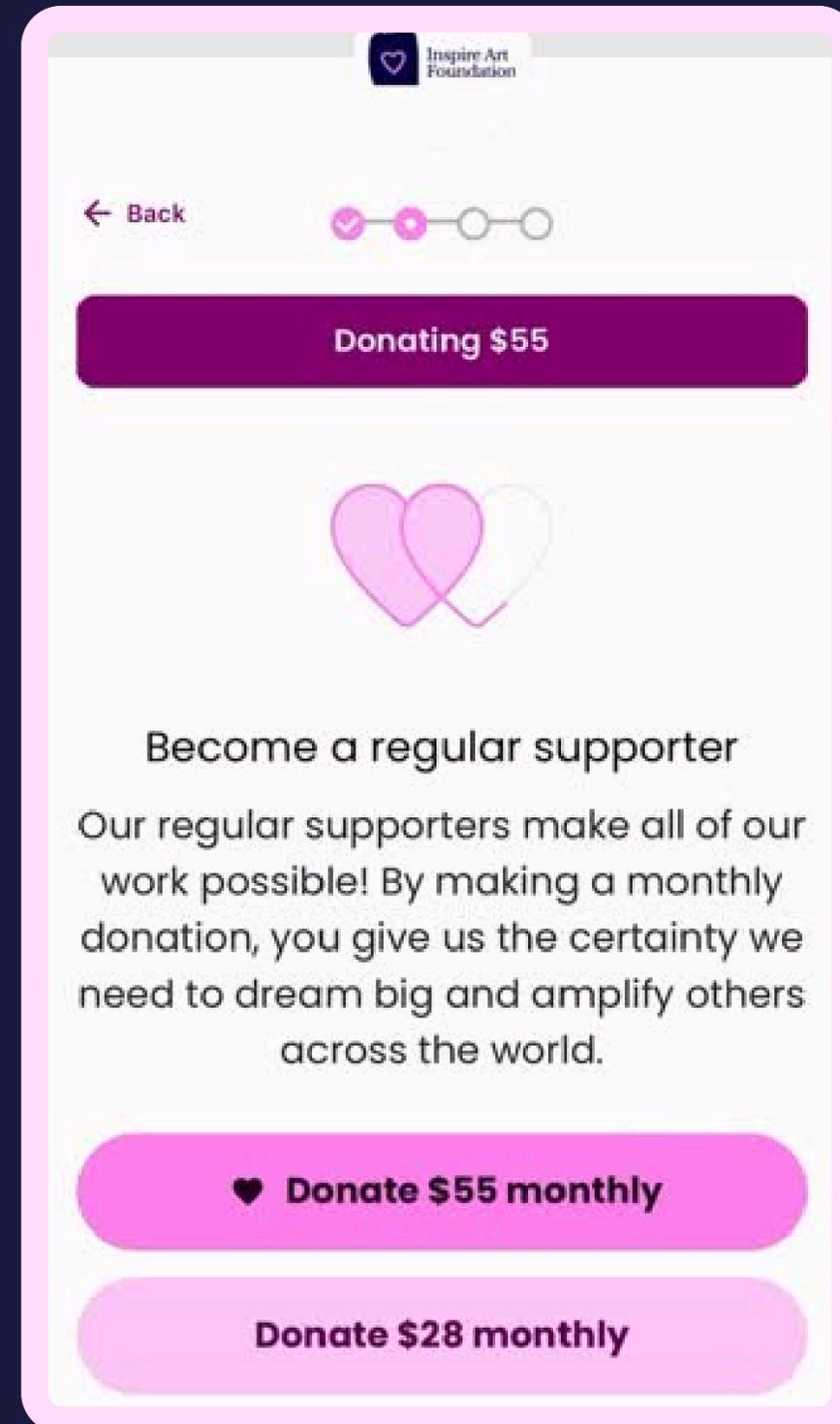
Giving monthly has a greater impact

\$50	\$100
\$200	\$500

\$ Enter custom amount

Donating in Australian Dollars

# DONATION



# THANK YOU



Thank you for donating  
\$50!

Thank you so much test for helping our organisation.

**Help by spreading the word!**

Fundraisers shared on social media raise more.

 Share

 Post

 Email

 Copy Link

# FOLLOW UP



## Thank you for your donation!

Thanks to your generous support, we are making a difference for our community. Because of your donation of **\$25**, we achieved an important milestone.

**WE'RE  
COMBATING  
FOOD  
INSECURITY  
WITH YOUR  
DONATION**



Your support makes a real impact — thank you!

[Donate again](#)

With gratitude,

**Building Hope**

# DECEMBER INVITE



🎁 Give the gift of hope this holiday season 🎁

## Give Joy. Grow Impact.

Your donation today helps bring warmth, joy, and support to those who need it most.



Hi Jennifer,

The holidays remind us of the power of community. While many of us gather with loved ones, there are still families and individuals in our community who face the season with uncertainty.

This December, you can change that. Your gift will provide warm meals for families, safe shelter for youth, and care packages for seniors.

Together, we can make sure the holidays are filled with kindness, care, and connection.

[👉 Donate now](#)

Thank you for sharing your light this holiday season.

With Gratitude,  
Building Hope

# **DONOR JOURNEY:** **Why it works**

**Starts emotionally**

**Builds trust quickly**

**Reduces friction**

**Delivers value instantly**

**First gift to future engagement**

# Three Phases that Drive Acquisition

**PHASE ONE:**  
**Build Anticipation**

November 1- 30

**Impact stories + countdowns**

**Tease your match or goal**

**Send early access emails**

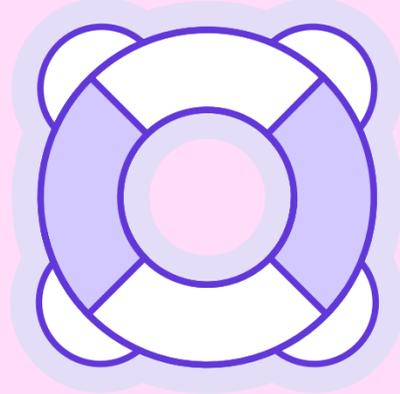
**Tailor your messaging**

## TAILORED MESSAGING:



### **New donors**

Clarity, emotional appeal, and a simple path to give



### **Returning Donors**

Loyalty messaging and early access



### **Lapsed donors**

Reminder of past impact to re-engage

**PHASE TWO:**  
**Convert on the Day**

December 2

**Mobile-first campaign page**

**Donation amounts to impact**

**Multiple touchpoints**

**Use urgency**

**Show what's next**

**Campaigns that use match incentives, timely updates, and recurring prompts raise up to 3.7x more.**

## Give the Gift of Hope This Giving Tuesday

### Empower Parkinson's WA

Every donation made up to \$5000 will be matched by an anonymous donor, helping us to reach our goal.

Join us in creating a healthier, more connected community for all.

This Giving Tuesday, December 3rd, 2024, we invite you to make a meaningful impact on the lives of people living with Parkinson's by supporting Parkinson's WA.

Your generosity helps fund vital programs, services, and research that bring hope and support to those living with



#### Become a regular supporter

Did you know that by becoming a regular giver, you can make an even greater impact? With a small, ongoing contribution, you'll help us provide consistent care, support, and resources for people living with Parkinson's all year round. By setting up regular giving, you're not only helping us plan for the future, but you're also ensuring that individuals and families affected by Parkinson's continue to receive the essential services they rely on. Join us as a regular giver today and make a lasting difference!

♥ DONATE \$100 MONTHLY

DONATE \$50 MONTHLY

Keep my one-time \$100 donation

**PHASE THREE:**  
**Build Momentum  
After the Gift**

December 3-31

Send a thank-you message

Share an impact update

Invite to appeal or regular donor

Frame next steps



## This Giving Tuesday, your gift can rebuild hope.



A gift of **\$10** can provide meals for a family in need this holiday season — and with matched giving, your impact goes even further.

Together, we can help communities thrive again.

[Donate now](#)

Every contribution makes a difference. Thank you for being a part of this movement!



## Thank you for your donation!

Thanks to your generous support, we are making a difference for our community. Because of your donation of **\$25**, we achieved an important milestone.



Your support makes a real impact — thank you!

[Donate again](#)

With gratitude,

**Building Hope**



## Thanks for donating, Robert!

Your generous support has helped Building Hope make a difference.



Feel like making another impact? Every contribution moves us close to our mission!

With gratitude,  
**The Building Hope Team**

[Donate now](#)

[Our Impact](#)

[Contact Us](#)



You are receiving this email because you opted in via our website or other source.

## Quick Poll

**What have your past challenges been with GivingTuesday donors?**

1. Acquiring enough first-time donors
2. Converting interest into actual donations
3. Following up quickly and effectively
4. Turning one-time givers into repeat supporters

# Tools and Templates

Giving Tuesday starts in:

00 : 00 : 00 : 00  
DAYS : HOURS : MINUTES : SECONDS



Donate

GIVING  
TUESDAY

# Support a New Art Therapy Center

Art therapy has the power to heal and transform lives. On this special day of giving, your support is essential to help us open a new center dedicated to providing life-changing art therapy to those in need.

Donate

AU\$50 George donated

## WEBSITE TEMPLATE

# Giving Tuesday

A quick, high-converting template designed for GivingTuesday campaigns, with optional peer-to-peer functionality to boost your reach.

### Features

- ✓ Simple best-practice structure
- ✓ Optimized call-to-actions
- ✓ Mobile-first design
- ✓ Optimized donation form
- ✓ Peer-to-peer functionality
- ✓ GivingTuesday branding

Preview

Start

FREE RESOURCE

## Leverage AI to create meaningful donor connections this GivingTuesday

Our AI assistant helps you craft personalised, impactful email journeys that resonate with your supporters and inspire action.

[Access the tool →](#)





Solutions ▾ Features ▾ Pricing Why Ke

GIVINGTUESDAY

## Giving Tuesday Resources for Nonprofits

Giving Tuesday 2025 • December 2nd, 2025

Giving Tuesday is the biggest day in nonprofit fundraising. To help you prepare for your next Giving Tuesday campaign, we've compiled this list of free campaign templates, tips, and resources.

Get the resources you need to run a successful Giving Tuesday campaign.



### Complete kit of GivingTuesday Resources

Free campaign templates, tips, and resources to run a successful GivingTuesday campaign





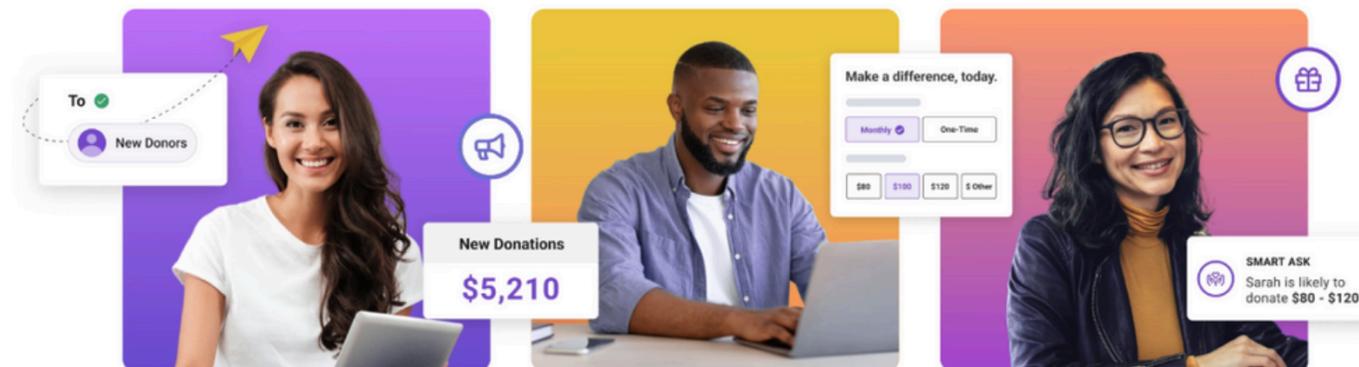
Power top-tier campaigns for your charity, all for free



Book a demo



The intelligent nonprofit CRM that makes nurturing donors easy



Book a demo

# Next Steps

## TAKEAWAYS

**If you remember  
anything from today**

Three campaign phases

Optimize for mobile

Guide the donor journey

Use segmentation

Use the right tools

▶ ONLINE WEBINAR



GivingTuesday **PART 2**

# Turn One Day Into Year-Round Support



**OCTOBER 23**

 Raisely  keela

Got questions?

Ask away!



Power top-tier campaigns  
for your charity, all for free



Book a demo



The intelligent nonprofit CRM  
that makes nurturing donors easy



Book a demo