

▶ ONLINE WEBINAR



GivingTuesday **PART 2**

Turn One Day Into Year-Round Support



OCTOBER 23

 Raisely  keela



Stefania Bracho Liberatore

Customer Success Manager

Keela



Jonathan Lerner

Director of Development

RAPS

ON DEMAND WEBINAR

GIVING
TUESDAY

GivingTuesday Reloaded: Smart Campaigns, Loyal Donors, Bigger Impact

On-Demand Session: Build a Giving Tuesday Campaign That Converts

Recorded on August 28th, 2025

Get the strategies, tools, and templates you need to design campaigns that inspire action without overwhelming your team.

Whether you are a first-time fundraiser or a seasoned pro, this session will help you raise more, plan smarter, and keep donors engaged well beyond the holidays.

You'll see real examples, fundraising data in action, and a step-by-



What you'll learn:

- How to design a high-converting year-end strategy that blends emotion, timing, and insights from recent fundraising trends
- How Raisely and Keela work together to create seamless donor journeys, from campaign pages to personalized emails and impact tracking
- Smarter segmentation and timing techniques to maximize GivingTuesday and December giving momentum
- How to retain more donors with automation strategies and meaningful touchpoints that build loyalty

Who are we



Keela

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



Raisely

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

What we're covering today

Giving Tuesday → Donor Growth

Retention Strategies

Interview with Jonathan Lerner from RAPS

Mapping Giving Tuesday Into Year-Round Strategy

Q&A

What happens after Giving Tuesday matters

Giving Tuesday is the single biggest donor acquisition event in the world.

Last year, \$3.6 billion was given in the U.S., and in Canada, more than \$50 million was raised in just 24 hours.

20–30% of first-time donors will give again.

With a retention plan, that jumps to 43%.



**Without Follow-up:
20–30 Repeat
Donations**



**With Follow-up:
40–45 Repeat
Donations**

**Giving Tuesday is a
Launchpad for Donor
Growth**

STEP 1 AFTER GIVING TUESDAY

Segmentation

The image shows a user interface for segmenting contacts. On the left, a 'Filter' dialog box is open, showing a filter named 'Best Way to Reach Out' with the condition 'Contains any of' and a selected value 'Email'. On the right, a list of contacts is displayed under the heading 'Best Way to Reach Out'. Each contact has a checkbox, a colored profile icon, a progress bar, and the text 'Email'.

Best Way to Reach Out			
<input type="checkbox"/>		<div style="width: 50%;"></div>	Email
<input type="checkbox"/>		<div style="width: 50%;"></div>	Email
<input type="checkbox"/>		<div style="width: 50%;"></div>	Email

STEP 1 AFTER GIVING TUESDAY

The Four Giving Tuesday Personas

1. First time

2. Returning

3. Increased Gift

4. Engaged non-giver

STEP 2 AFTER GIVING TUESDAY
Personalization

Donor retention rates jump 10–15% when follow-up is personalized instead of generic.

STEP 2 AFTER GIVING TUESDAY

Personalization

First time = Welcome

Returning = Reward

Lapsed = Reassurance

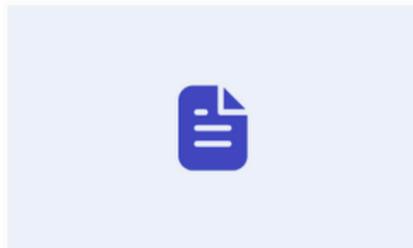
Engaged non-donors = Invitation

Subject: Your Donation Receipt

Thank you for your generous contribution to Building Hope. We are very grateful for your gift.

Please find your donation receipt attached.

With gratitude,
The Building Hope Team



DONATION RECIE....pdf
137.5kb

Email Marketing Content

Edit Send

✔ Subject

Welcome, [Donor Name]! Your Gift Is Already Making An Impact.

Preview Text:

We're thrilled to have you join our community. See what your support makes possible!

✔ Content

 BUILDING HOPE

Dear [Donor Name], we're so glad you joined us for Giving Tuesday! Your generosity has immediately gone to work, helping us reach our critical goal to fund local mental health services. This is more than just a donation—it's a partnership.

Here's what your support made possible - Your gift helped secure a week of one-on-one counseling sessions for a local student in need. Every dollar you shared helps us turn hope into reality.



Want to see the impact firsthand? Watch this short 90-second video to meet one of the families your support helps every day.

[Watch Our Mission Video](#)

With gratitude,
The Building Hope Team

STEP 3 AFTER GIVING TUESDAY

Define the next action - an invitation

Content download

Social media follow

Attend an event

Next gift (December appeal)



🎁 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 reminds 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

Quick Poll

After Giving Tuesday, which 'next action' do you prioritize for your first-time donors?

- A follow-up ask for a second, small gift within 30 days
- An invitation to convert their gift into a sustained monthly donation
- A survey/invitation to a non-monetary touchpoint (e.g., volunteer sign-up, virtual tour)
- A detailed, multi-channel Impact Report showing where the money went.

Retention Strategies

The average first-time donor retention rate is under 25%. That means three out of four people who gave on Giving Tuesday may never give again.

RETENTION STRATEGIES
Phase 1: The Golden Window (Days 0–30)

Go beyond the receipt

Celebrate the gift

Speak to the impact

The Second Ask

Focus	What to send	Action items
Gratitude and Proof (Days 0-7)	The immediate thank you	Send a personalized email (not just a receipt!) within 24 hours.
	Visual Impact	Send a image or testimonial (within 72 hours) showing impact of their donation.
The Next Chapter (Days 8-30)	The Story of Progress	Share how the collective Giving Tuesday funds are moving the needle.
	The Second Ask	Segment and make a second, soft ask before the end of the month.



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.

Research shows that donors who make a second gift within 30 days are twice as likely to become long-term supporters.

RETENTION STRATEGIES

Phase 2: Building the Habit (Days 31–60)

Identity-based framing

Show Social Proof

Bridge to Year-End

Community member

Focus	What to send	Action items
Community & Identity	Monthly Giving Invitation	Position the donor as someone who already gives and ask them to formalize it.
Social Proof	Donor Validation	Show them they aren't alone. People like to act in line with their peers.
Year-End Bridge	Continuation Ask	Frame the final year-end appeal as the continuation of their Giving Tuesday support.

Email Marketing Content

Edit Send

✔ Subject

Keep Your Impact Going: Join Our Sustaining Circle Today!

Preview Text:

Your November gift was just the start. Help us build reliable support for 2026.

✔ Content

🏠 BUILDING HOPE

Dear [Donor Name], your Giving Tuesday gift was so impactful, and it's clear you believe in our mission. Now that you've seen the power of your support, we invite you to formalize that commitment.

Will you join our 'Sustaining Circle' to keep that impact going every month? Monthly giving provides the stable funding we need to plan ahead and helps ensure our programs are always available.



You're not alone in this! Over 300 of our Giving Tuesday donors have already joined our monthly program. By becoming a Sustaining Member, you help us turn one-time hope into year-round healing.

[Join the Sustaining Circle](#)

With gratitude,
The Building Hope Team

RETENTION STRATEGIES
**Phase 3: Long-Term
Close (Days 61–90)**

Close the loop

Collective results

Impact Summary

Future connection

Focus	What to send	Action items
Collective Results	Impact Report/Roundup	Share the final, big-picture results from the entire Nov/Dec giving season.
Tax & Admin	Giving Summary	Send any necessary tax or giving summaries. This adds tangible value.
Future Connection	Next Invitation	Invite them to their next non-monetary touchpoint.

Email Marketing Content

Edit Send

✔ Subject

The Final Tally: See Your 2025 Impact and Giving Summary

Preview Text:

Together, we made history! Plus, find your clean, easy-to-read summary for your records.

✔ Content

 BUILDING HOPE

Dear [Donor Name], what an incredible end to the year! Together, you and the rest of our community raised \$120,000 for local mental health services. That funding is now secured and will fully cover our youth outreach program through 2026. Take a look at the final results and what your dedication accomplished.

[View the Full Impact Report](#)

Need your records? Below is a clean, easy-to-read summary of all your 2025 giving, including your Giving Tuesday contribution. You can download your official tax receipts directly from your donor portal.

Donation Summary			
Date	Gift Amount	Description	Eligible Amount
November 7, 2025	\$100	One Time	\$90
November 14, 2025	\$100	One Time	\$90
Total Eligible Amount	\$180		

We'd love to stay connected beyond the giving season. We're hosting a Spring Virtual Open House to show you exactly where the funds are going. It's a great way to meet our team and ask any questions you have.

[RSVP to the Virtual Open House](#)

With gratitude,
The Building Hope Team

Interview with RAPS

Meet The 2025 Champion of Change



RAPS | Regional Animal Protection Society

REGIONAL ANIMAL PROTECTION SOCIETY

SAVING AND IMPROVING THE LIVES OF ANIMALS

RAPS is one of Canada's largest and most innovative animal-serving agencies. We are re-imagining no-kill rescue by helping animals ... *and their people.*

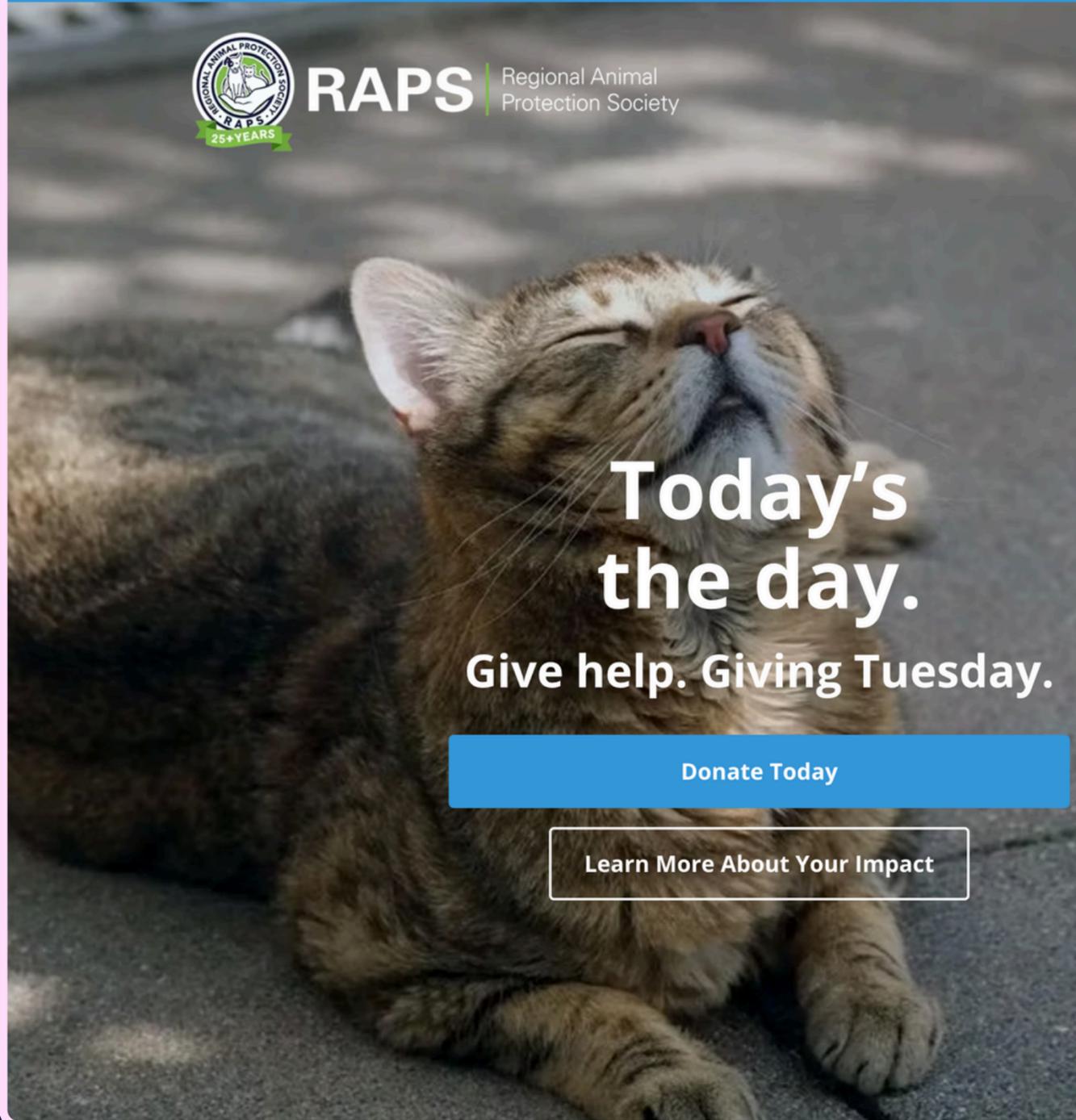




DOUBLE your gift this Giving Tuesday — Your Donation is matched!



RAPS | Regional Animal Protection Society



Today's the day.

Give help. Giving Tuesday.

[Donate Today](#)

[Learn More About Your Impact](#)

● ○ ○ ○

[One-time](#) [Weekly](#)

Choose your gift:

Donating in **Australian Dollars** ▾

Donation matching hasn't started yet

Donations of \$2 or more are tax-deductible in Australia. You will receive a receipt for your records after completing your donation.

We value your privacy—your personal information is securely processed and will only be used to issue your receipt and keep you updated on our impact. We do not share your details with third parties.

Thon 2025

The RAPS Cat Sanctuary is home to 500+ felines

TAKE THE CHALLENGE

SPONSOR A FRIEND

74

Fundraisers

\$10,572

Raised so far

3,930 km

completed so far

\$50

Stephanie donated to [Angela \(she/her\)](#)

a month ago

CA\$73

Anonymous donated to [Justin Saint \(they/them\)](#)

a month ago

CA\$100

Elaine do

Thanks E

a month ago



Challenge yourself to
go further for RAPS
2025

Quick Poll

What is the single biggest barrier to turning your Giving Tuesday donors into year-round supporters?

- Lack of a clear plan or strategy for the next 90 days
- Limited time/tools to personalize follow-up messages
- Difficulty converting the one-time gift into a monthly recurring gift
- Donors "go silent" after year-end and stop responding to communications

Mapping Giving Tuesday Into Year-Round Strategy

A YEAR ROUND STRATEGY

Why GT Donors are different

Acquisition leader

They are stickier

They Seek Consistency

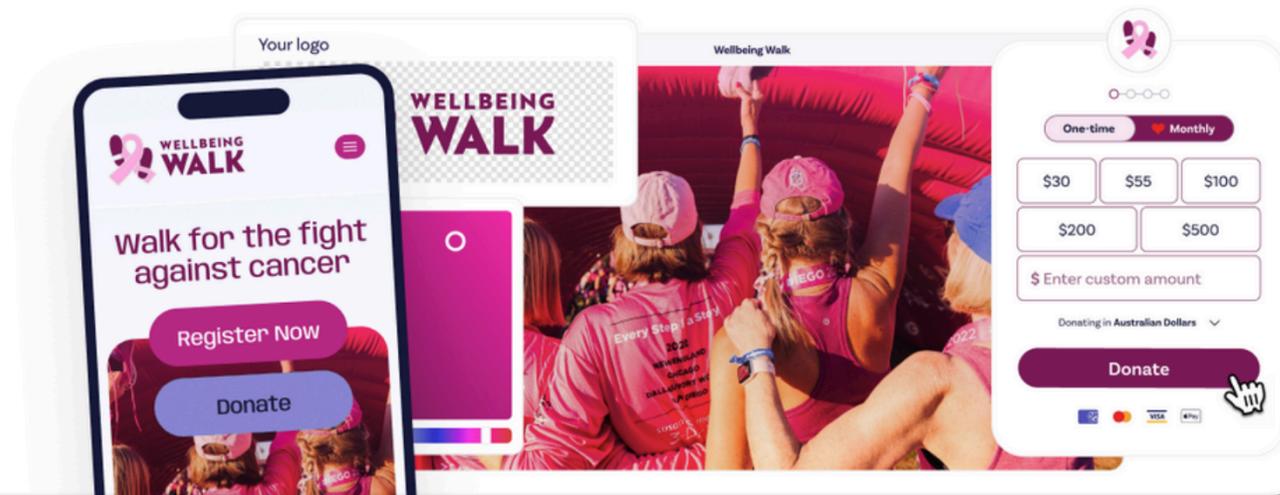
The Compounding Value

Phase	Time Period	Strategic Goal
The Pivot to Monthly	January - February	Goal: Stability. The final phase of your 90-day plan converts their initial commitment into a multi-year recurring gift.
The Cross-Channel Integration	Spring (Mar - May)	Goal: Deepen Investment. Invite them into non-monetary activities. This proves you value their partnership, not just their wallet.
The Annual Impact Check	Summer (June - Aug)	Goal: Prove Trust. Send your Mid-Year Impact Report. This is the long-term loop closure, demonstrating how their GT gift and other funds fueled your mission.
The Anniversary Return	October- November	Goal: Re-Acquisition. A month before the next GT, send a highly personalized Anniversary Message. Remind them of their 2025 gift's impact, making the return feel like a celebration.

Next Steps



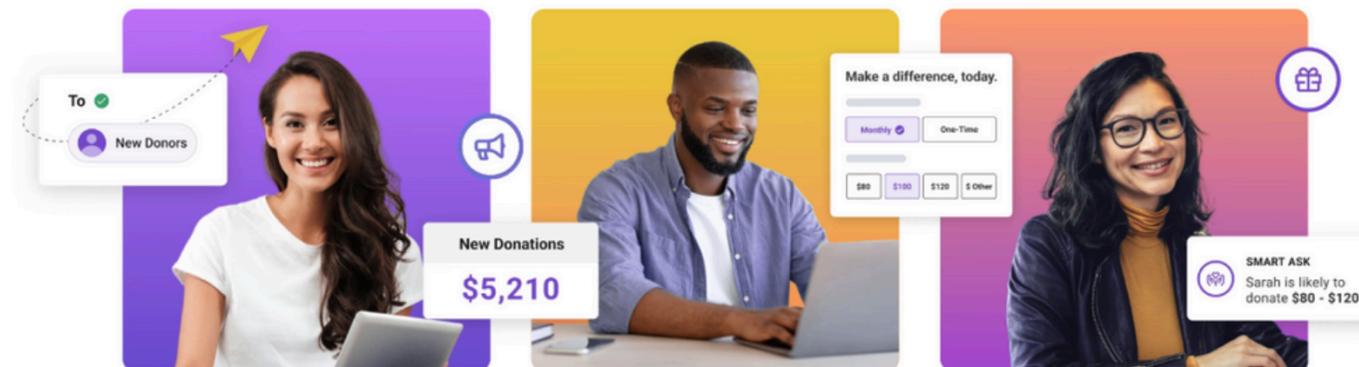
Power top-tier campaigns for your charity, all for free



Book a demo



The intelligent nonprofit CRM that makes nurturing donors easy



Book a demo

TAKEAWAYS

**If you remember
anything from today**

Segment & Personalize

Plan the First 90 Days

Prioritize Monthly Conversion

Map the Full Year

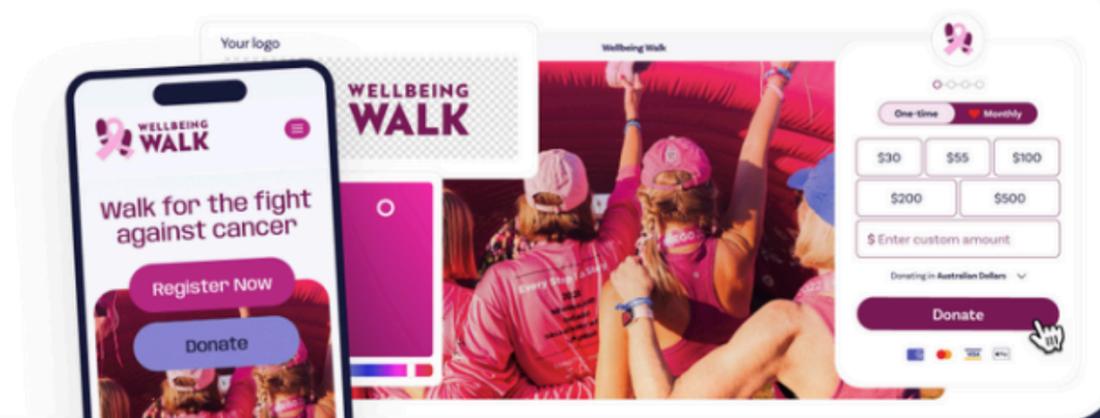
Automate for Consistency

Got questions?

Ask away!



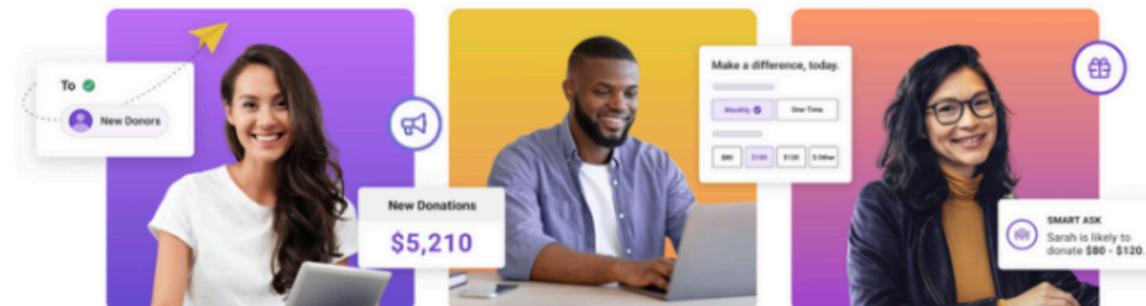
Power top-tier campaigns for your charity, all for free



Book a demo



The intelligent nonprofit CRM that makes nurturing donors easy



Book a demo