

GivingTuesday to Year-End

The Integrated Campaign Playbook to Acquire, Convert, and Grow
Donors



Thank you for joining us today!



Taylor Mueller

**DIRECTOR, FUND DEVELOPMENT AND
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Kim Bottom

**DIRECTOR OF COMMUNITY
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Who is Raisely?

Raisely is the only fundraising platform you need to power top-tier campaigns for your charity, all for free.

WELCOME

WHY

THIS MATTERS

- **GivingTuesday creates urgency**
- **Year-end creates the larger opportunity**
- **Strong results come from connecting the two**

WELCOME

HOW IT WORKS

- **Before: warm up your audience**
- **During: make the action clear**
- **After: thank, segment, and guide the next step**
- **December: carry the relationship forward**

Framework Overview

01 **Goal**

02 **Message**

03 **Campaign Page**

04 **Phases**

05 **Segment**

06 **Metrics**

STEP 1

**Start with one
clear goal**

START WITH ONE CLEAR GOAL

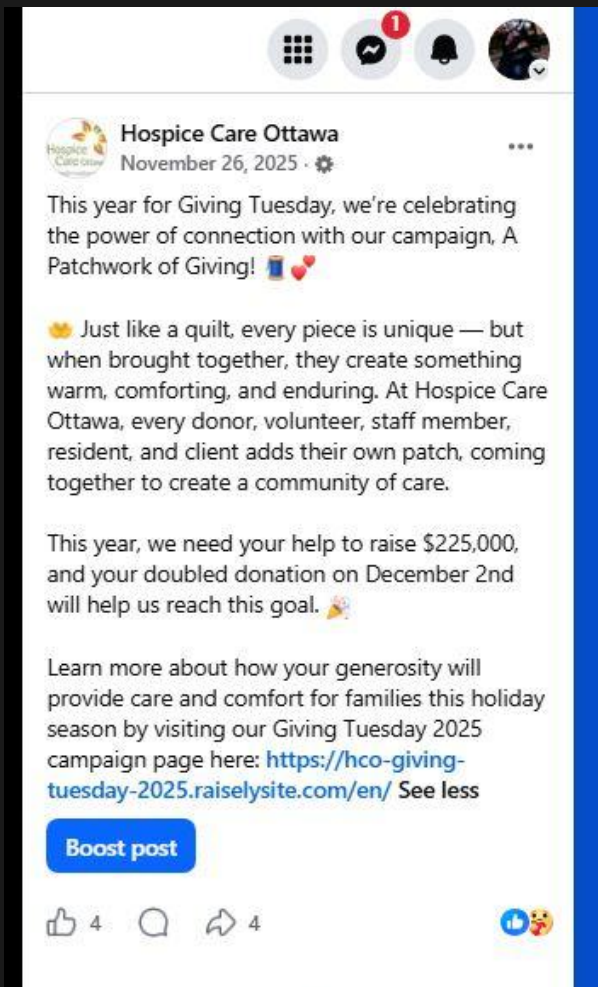
- **Pick one primary campaign goal**
- **Build around that goal**
- **Track the signals that matter**

STEP 2

Build one message hierarchy

BUILD ONE MESSAGE HIERARCHY

- **Core story**
- **Specific ask**
- **Proof points**
- **Urgency**
- **Primary CTA**



STEP 3

**Campaign page =
conversion hub**

LANDING PAGE = CONVERSION HUB

- **Campaign goal**
- **Impact language**
- **Progress and match details**
- **Social proof**
- **Clear donation flow**
- **Trust signals**

STEP 4

Plan in campaign phases

PLAN IN CAMPAIGN PHASES

- 1. Warm-up**
- 2. GivingTuesday launch**
- 3. Follow-up**
- 4. December conversion**

Warm Up



 **Hospice Care Ottawa**
December 1, 2025 · 🌟

Our team got together today to prep for our Giving Tuesday campaign happening TOMORROW(!) and while we were getting ready we couldn't help but rock our cool new "Proud Donor" stickers.

If you want to be able to proudly show your support for our Patchwork of Giving campaign, drop by any of our three locations tomorrow between 9AM and 5PM to make your Giving Tuesday donation and receive one of these fancy stickers! Team members will be at all locations ready to snap your [#PatchPicture](#) so you can join our quilt of compassion and give back this holiday season! [See less](#)



GivingTuesday Email Launch



Le français suit

Dear test,

Wow! What a great start to our morning this Giving Tuesday!

An incredible anonymous donor, inspired by our campaign, just **added \$25,000** to our matching gift—bringing the total to **\$70,000!** ♥

Every donation today goes even further to support compassionate care. Donate today online, or visit one of our three locations to be part of our **Patchwork of Giving** and have your gift doubled!



Click on the patch to the left to head to our Giving Tuesday webpage and give your gift of support!



Le français suit

Dear test,

🕒 **There are only a few hours left!**

Giving Tuesday is almost over, and there's still time to add your patch to our **Patchwork of Giving**. Every contribution—big or small—helps Hospice Care Ottawa provide compassionate, high-quality care and support to individuals and families in our community.

♥ Your generosity can make an immediate difference for someone who needs us today.

Hospice Care Ottawa is facing one of the most **significant financial challenges** in our history, making your support **urgently needed**. With rising costs and more families relying on our free programs and services, we must raise more than ever to ensure no one faces life limiting-illness or end-of-life challenges alone. Every gift today helps us sustain comfort, dignity, and exceptional care for everyone who turns to us—right now and in the months ahead.

Together, we can complete this quilt of compassion. There's still time to make your support count! **Please donate before midnight tonight and help us meet this critical need.**

Giving Tuesday ends in: 00 : 00 : 00 : 00
DAYS : HOURS : MINUTES : SECONDS

[Donate](#) [Our Matching Donors](#)



A Patchwork of Giving
Une courtepoinTE des partisans

GIVING TUESDAY | MARDI JE DONNE



Denise LaViolette & the LaViolette Family



Helping Hands Charitable Foundation



Linda Schumacher

GIVING TUESDAY | MARDI JE DONNE

We're SO CLOSE!

Help us cross the finish line—donate now and make your patch count!





Urgency Drivers

Matched Giving

Matched Giving Periods

You don't have any Matched Giving Periods set up

Exhausted/expired

Anon Additional Match

02/12/25 » 09/12/25 

\$25,000 / \$25,000

100%

Donations

102 donors

\$25,000 raised

Rules

1x donation

Appearing as

Matched Donation

Giving Tuesday 2025 Match

02/12/25 » 09/12/25 

\$45,000 / \$45,000

100%

Donations

150 donors

\$45,000 raised

Rules

1x donation

Appearing as

Matched Donation

[Create Matched Giving Period](#)

FOLLOW UP

- 1. \$356,000 raised (\$75K over goal)**
- 2. 3 days after = thank you email**
- 3. Social media reel**
- 4. \$1,000 donation = handwritten card**
 - a. Signed by staff**

STEP 5

Segment before & after

SEGMENT BEFORE & AFTER

- **Segment by action**
- **Segment by relationship**
- **Match the follow-up to the donor**

STEP 6

Track weekly metrics

SEGMENT BEFORE & AFTER

- **Opens and clicks**
- **Landing page conversion**
- **Donation completion**
- **Average gift**
- **New and returning donors**
- **Match progress**

MESSAGE TESTING

- **Full story email vs. short + donate**
 - **Short performed better**
- **Busy donors need clear instructions**

EXCLUSION SEGMENTS

- Once someone gave, they were excluded from later asks
- Included again when there was an exciting update
 - Ex: “We hit \$300,000. Can we reach \$350,000?”
- Inviting them into the journey, not asking again without context

WRAP UP

Lessons learned

LESSONS LEARNED

- **What worked**
- **What did not work**
- **What Taylor would repeat**
- **What Taylor would change**

The Playbook

Build a story.

Create momentum.

Make the giving path clear.

Give people human options.

Thank them quickly.

Use what you learn to guide the next message.

Q&A

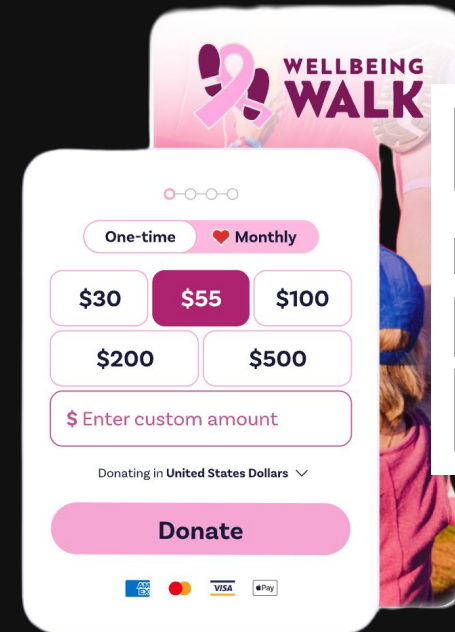
Submit your questions in the Q&A box

Resources

**READ: How Amnesty
Australia Exceeded Targets
on Their First Giving Day**



TRY RAISELY FREE



Thank you!



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