



# 2021 GivingTuesday Toolkit



Tips, trends and inspiration for 2021

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# Just 1 piece of this toolkit could boost your GivingTuesday fundraising 10%.

There are 35.

2020 taught us a lot of lessons about GivingTuesday.

All of the old “rules” were broken. But what are the rules? When should your donor outreach start? What donor promos should you run?

And most importantly: how do you go into this giving season with confidence and raise the most funds possible?

First, by nailing the basics. Second, by reading this guide.

2021 is all about taking those learnings from 2020 (good and bad) and capitalizing on them by taking action to accelerate your organization.

## How do you go into this giving season with confidence and raise the most funds possible?

We’ve packed nearly a decade of experience and everything we’ve learned from serving 150,000 customers into this guide.

# Inside the marketing toolkit

**4**  
**TRENDS**

4 GivingTuesday 2021 trends and predictions

**PREPARATION**

C	A	L
E	N	D
A	R	

Your GivingTuesday preparation calendar

**15**

**NONPROFIT**

☆ Marketing

🔧 Automations

15 nonprofit marketing automations you can start today

**4**  
**STRATEGIES**

**TO HELP YOU GROW THE MOST**

4 strategies to help you grow the most during this GivingTuesday season

**HOW TO DO ALL OF THIS QUICKLY**

**& EASILY**



# 4 GivingTuesday 2021 trends and predictions

2020 brought a new set of giving trends, with many predictions based on the ever-changing landscape and a completely new way of giving.

With a year of giving during the pandemic under our belts, many of those predictions still hold true as we move into the 2021 season.

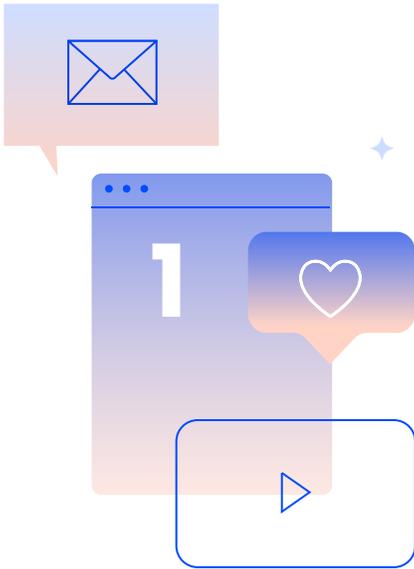
## The difference?

We've had time to acclimate to a new normal and build strategies for the way people are giving now.

## What hasn't changed?

The consistent unknowns associated with massive shifts in giving, accompanied by massive shifts in activating donors.

However... knowing these things exist only helps us better prepare and understand the importance of getting ahead this giving season so your organization can thrive and grow in the remaining months of 2021.

**TREND 01**

## Digital pathways are critical for new donor acquisition

With the events of this past year, previous in-person giving opportunities shifted online.

It was a huge change for the industry, one normally centered around in-person events.

However, we don't see that changing anytime soon. Even as in-person events slowly return, digital giving is here to stay and will continue to be the lifeblood of nonprofits donor acquisition into 2022.

**3 tools for new donor acquisition:**

[Free SaaS Homepage Audit Worksheet for Google Sheets & Excel](#)

[Free Email Automation Template Starter Pack](#)

[Elevator Pitch Template](#)

**TREND 02**

## Turn one-offs into lifetime donors

For many nonprofits, the surge of new donors and overall donor engagement that occurred last year was significant. Many organizations had an influx of new donors as well as donors re-engage as 2020 was a huge giving year.

How huge? According to GivingTuesday.org, 2020 saw a 7.3% increase in the number of donors overall. That was led by an 18.5% increase in new donors and a 13.7% increase in recaptured donors.

In 2021, there is an even bigger opportunity when it comes to keeping your donors engaged and making sure that any new donors are not just one-time givers.

**3 tools to help turn one-off donations into lifetime donors:**

[Lead Nurturing Email Templates](#)

[Email Sequence Templates](#)

[Pre-Written Email Copywriting Templates - Includes bonus re-engagement email template!](#)



TREND 03

# Seize the day!

Giving events, whether in-person or online, are opportunities to bring folks together and offer a sense of connection. This makes GivingTuesday a momentous day to rally supporters around your cause.

With donations expected to return to pre-pandemic levels, it is more important than ever to reiterate your “why” to retain new and recent donors and keep them engaged.

**Remember:** These events don’t have to be in-person!

“New donor acquisition is typically driven through the smallest donors, making these moments important opportunities for organizations to grow their base of supporters.”

**4 tools to help with creating and promoting giving events:**

[Free Social Media Calendar Template for Google Sheets & Excel](#)

[Website Content Template](#)

[Storytelling Template](#)

[Case Study Template](#)



SOURCE

**TREND 04**

## Retention

Don't stop at "Thank you!"

Create experiences for your supporters that will keep them engaged for the long term.

**2 tools to help retain all of your new 2021 donors:**

[Free Thank You Script](#)

[Follow Up Template](#)

**Here are 3 ideas to go all-in on retention:**

**01** Did they make a donation? Share how that amount impacts your mission.

**02** Keep them updated on progress related to their contributions and think about how these can further be personalized.

**03** Invite them to a special event or opportunity to volunteer and experience your impact in action.

## One last note for GivingTuesday: messaging

Drop the generic language around the current global pandemic. Phrases like "these uncertain times" and "these unprecedented times" have to go.

In 2020, that phrase became background noise. Now it communicates lazy messaging and marketing.

The problem isn't the phrase, but the central idea that a lazy attempt at empathy will win you points with your donors.

So don't.

Don't risk communicating that you don't know what they're going through.

Because you DO know!

Drop all pandemic-chique language and lean into your voice. Your brand. The things only YOU can know about your beneficiaries and what they're living through right now.



# GivingTuesday 2021 Preparation Calendar



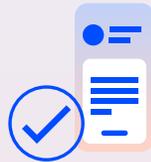
## OCTOBER 25

Segment your contact list. Who will you target for your GivingTuesday campaign? Use donation history, engagement, and persona data to identify your highest priority segments.



## NOVEMBER 1

Target your segments with social media ads. Where do your potential donors hang out? Use filters and targeting tools to get your cause in front of your target audience.



## NOVEMBER 8

Optimize your website and donation portal for mobile. Is your site optimized for mobile users? More donors are giving via mobile than ever before. Test your site's mobile presentation to ensure you don't lose out on ~50% of donors!



## NOVEMBER 15

Test and send your announcement email. Does the email look like it's supposed to? Make sure everything is spelled and formatted correctly before you push that button. Don't let a grammatical error stand in the way of your amazing work!



## NOVEMBER 19

Plan for common donor experience interactions. How will you handle an influx of customer service needs? Draft pre-written responses to common inquiries, and create a protocol for everything else!



## NOVEMBER 30

Launch. You crushed it. GivingTuesday 2021 is in the books. What did you learn? Gather your data and insights to make your next campaign even better.



## DECEMBER 13

Follow up with engaged contacts. Why not reach out to the contacts who showed interest in your GivingTuesday campaign one more time? The holidays aren't over! Send an email to the contacts who donated, almost donated, or engaged — remind them of what they want!

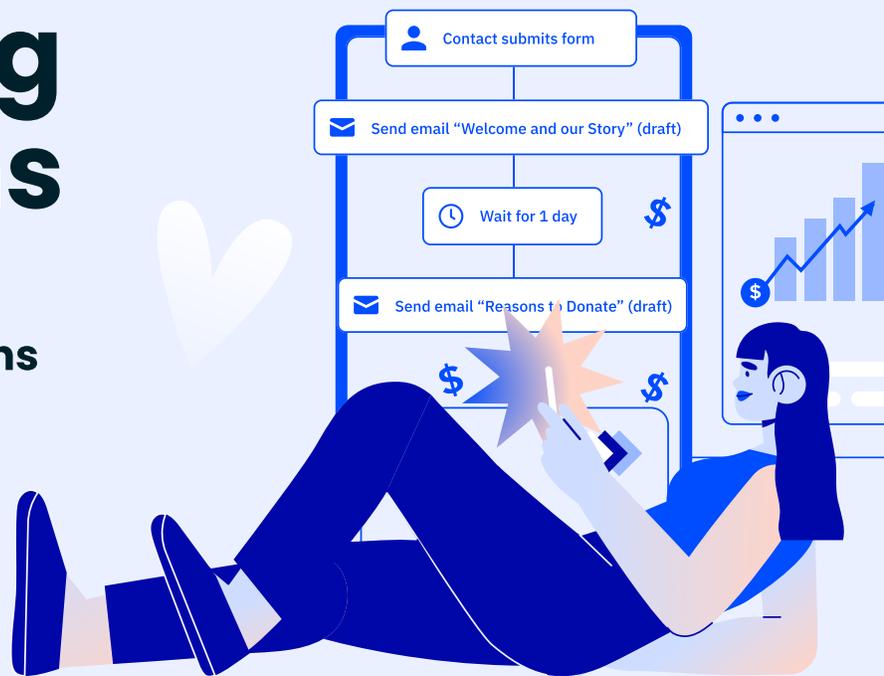
# 15 marketing automations

## Automations to help you get more GivingTuesday donations

In addition to all of the tools and tips you'll find in this guide, we've built 15 marketing automations to help you have a more successful GivingTuesday. What are you waiting for?

Here are some of our best nonprofit automations you can begin using today:

1. [Welcome and First Donation Ask](#)
2. [Recurring Donation Drip](#)
3. [Track Last Donation Date](#)
4. [Site Tracking Donation Ask](#)
5. [7 Week Drip Series](#)
6. [Nurture Drip Based On Frequency](#)
7. [Annual Join Date Thank-You Email](#)
8. [Contact Last Engaged Date](#)
9. [New Volunteer Thank You And Notification](#)
10. [Site Tracking Volunteer Ask](#)
11. [Email Automation for Event Volunteers](#)
12. [Pre-Event email series and Post-Event Follow-Up Sequence](#)
13. [Email Sequence for Members and Non-Members](#)
14. [Automated Event Announcement Email Series](#)
15. [Segmentation by Contact Location](#)



Want to see these in action? Check out how automations helped these two nonprofit organizations find greater success:

“For 2018 we did \$90,000 in sales through almost no effort of our own. Just by adding calls-to-action that were targeted and customized.”

**Customer Story:** [The Rocky Mountain Elk Foundation](#)

“Systems that have been implemented over the last 18 months using ActiveCampaign have saved approximately 300 person-hours per month and increased accuracy of our data by over 70%. Staff stress levels have also reduced dramatically – all of our reporting is now fully automated.”

**Customer Story:** [Cancer Wellness Support](#)

# How to do all of this quickly and easily with ActiveCampaign

## A successful GivingTuesday in 2021 isn't just about sending emails.

**If you want to make more donations and stronger donor relationships, it's about sending the right emails, to the right customers, at the right time.**

How? By segmenting your emails with data you already have in your giving platform.

- Item purchased
- Donation history
- Donation frequency
- Total amount donated
- Customer geographic location
- Time since a customer last donated
- Number of times a donor has contributed
- Interest in a specific cause or category

When you integrate your non-profit platform with ActiveCampaign, you can customize messages, automate your outreach, and understand exactly what campaigns are helping to grow your non-profit.

“One of the things we love about ActiveCampaign is the ability to integrate and capture data and take action from other systems that we use. This was part of our reason for choosing ActiveCampaign because it does so much for us. It has such great expandable capabilities.”

**Customer Story:** [Cancer Wellness Support](#)

**These 7 apps and integrations listed below help non-profit organizations manage their contacts, track donations and send automated follow ups, such as thank you notes.**

1. [CharityGiving Integration & App](#)
2. [Donately Integration & App](#)
3. [Donation Manager RedCloud Integration & App](#)
4. [Donorbox Integration & App](#)
5. [GivingFuel Integration & App](#)
6. [Mightycause Integration & App](#)
7. [Planning Center Integration & App](#)

# What's next?

4 actions for you to take RIGHT NOW.

## 01

### Build your “digital pathway” strategy

Today's the day to build out your website and campaigns (or refresh what you already have).

[Check out our guide to campaigns](#), plus the automation inspiration above, to audit your digital properties and clean up your donor database.

## 02

### Map your donor journeys with better segmentation

Remember, this is the year of donor re-engagement. Understanding your past donors - what they gave, when and how often, is essential.

By understanding your existing donor journeys, you can more easily plan the best way to engage them this season.

Once you've segmented this group by donor amount, recency and frequency, you'll be able to easily message and follow up with each donor in the way that resonates with them.

#### Here are 4 ways to tactically segment your donors:

- **Repeat-retained:** Donors who gave to the organization in 2018 and 2019, in addition to their 2020 gift.
- **New-retained:** Donors who gave to the organization for the first time in 2019, then gave again in 2020.
- **Recaptured:** Donors who gave before 2019 to the organization, did not give in 2019, then gave again in 2020.
- **New:** Donors who never gave to this organization before, but gave in 2020 for the first time.

[SOURCE](#)

# What's next?

4 actions for you to take RIGHT NOW.

## 03

### Generate buzz to join the movement (AKA the "Seize the day" Strategy)

Don't hold anything back in your messaging. Keeping past donors engaged and attracting new donors is all about momentum.

**Liberally share things like:**

- Why giving on GivingTuesday matters
- Stats about giving and impact
- Stories about your nonprofit's impact

If you don't already have those stats and stories together, today's the day!

## 04

### Craft the ideal donor experience

Create a supporter experience that keeps donors engaged for the long term.

This includes:

- Setting up automated thank yous (digital and physical)
- Providing volunteer opportunities after a donation (aka the moment when a donor is most likely to volunteer)
- Share your upcoming events calendar (including digital events and moments)

# One last thing...

**GivingTuesday is a big opportunity – don't miss the chance to make the most of it for your organization.**

You've already read our ActiveCampaign GivingTuesday Toolkit and you still have time to make 2021's GivingTuesday your most profitable (and least stressful) ever...

## Try it now, for free

We offer a 20% discount for nonprofits. Simply [contact us](#) with proof of non-profit status.

[Start your free trial](#)