



Preparing for GivingTuesday CAF America's Toolkit

CAF
America



Introduction

GivingTuesday is a philanthropic movement that takes place on the Tuesday after Thanksgiving each year. Each year, millions of people engage in acts of generosity by contributing to their favorite causes and volunteering for charitable organizations. In 2022, US donors donated over \$3.2 billion on GivingTuesday. As your organization plans your GivingTuesday outreach for 2023, CAF America is here to support and provide you with the tools to access tax-effective charitable donations from US donors. To help aid in your organization's planning, we've gathered resources into the below toolkit; we encourage you to use them in your outreach on social media and via email.

If you have been approved as eligible to receive grants from CAF America, this can enhance your appeal to new American donors who may not realize they can receive a tax-deduction by giving to CAF America and suggesting your organization as the grant recipient. Below are some ideas you can use in your marketing materials to help make this clear in your outreach to current and potential donors.

In This Toolkit

To make the most out of GivingTuesday, the CAF America team has developed recommendations for the below topics:

- **Campaign Planning**
- **Effective Story Telling**
- **Email Marketing**
- **Social Media**
- **Guidance for CAF America's Logo**
- **Additional Sources**

Campaign Planning

An effective campaign creates a connection with the audience and gains their support. Your GivingTuesday campaign has the power to inspire and create an opportunity for action. As you begin your organization's GivingTuesday campaign planning, use the guide below to help shape your ideas.

- 1. Begin with clearly outlining your goals for the campaign.** These goals will inform and align the strategies your team will use. Goals should be SMART:
 - S: Specific
 - M: Measurable
 - A: Achievable
 - R: Relevant
 - T: Time-bound
- 2. Choose a narrative for your campaign.** Audiences are drawn to stories about your organization; an emotional connection is sparked when the audience feels that they can contribute to your initiatives, impact, and reach.
- 3. Select campaign format and channels.** Decide on the type of fundraising model that your organization will use, such as events, online donations, or a matching program. Also, determine how this fundraiser will be promoted within your network and wider audience. Will you use social media, emails, and/or phone calls?
- 4. Set your timeline.** Your campaign timeline will help keep your team on track and ensure each component of the campaign planning and execution happens seamlessly. This timeline can also be used to maintain workflow; assign and responsibilities to each team member with completion dates.
- 5. Develop and gather content for your campaign.** This is your opportunity to create compelling content that aligns with the campaign narrative that you previously defined. Photos, videos, and graphics should demonstrate the impact of your organization and provide a personal connection to your cause. Be sure to include a clear call to action: what do you want your audience to do after seeing a promotional email or social media post?
- 6. Start promoting your campaign.** Disseminate the promotional content for your campaign through your selected channels. This is the time to prepare your audience for GivingTuesday ahead of time and ensure they are aware of this opportunity to contribute to your campaign. Don't forget to promote on the day of GivingTuesday, too!
- 7. Collect metrics on your campaign performance.** During your promotional period, monitor your performance to identify which channels are performing the best and which have areas for improvement. At the end of your campaign, assess if you met your campaign objectives. Use your findings to help with next year's campaign!
- 8. Follow up with your audience.** After GivingTuesday, circle back with your audience to thank them for their contributions and let them know about their impact and achievements. Continue to engage with your audience of supporters to maintain their interest in your organization and initiatives for future campaigns.



Effective Storytelling

While facts and figures can be helpful in demonstrating the impact of your organization, stories of impact and change foster a deeper connection with your audience. Storytelling is a communication tool that plays a pivotal role in gaining support for an organization's initiatives. Effective narratives evoke emotions and create personal connections, encouraging your audience to follow your call of action.

When creating a narrative for your GivingTuesday campaign, select stories that align with your audience's interests and highlight your organization's transformative impact. For example, tell a story about your organization's role in helping a community recover after a natural disaster or about an after-school program that your organization facilitated. Consider also telling stories that share a donor perspective; this gives your audience of potential donors a glimpse into their possible contributions and successes. Be sure to use visual content such as photos and videos to help strengthen your stories. These provide an opportunity for your audience to see the faces of families impacted by their campaign contributions.

Email Marketing

Reaching out to donors, volunteers, and community members through email is often the best way to get your organization's message out. Whether through a newsletter or individual emails, your organization will be able to clearly communicate your GivingTuesday Activities, share the CAF America donation link, and to invite them to get involved.

As you plan your organization's GivingTuesday outreach, below are some helpful tips to make sure you get the most out of email marketing:

- Reach out to supporters from email addresses they are familiar with or are already in their contact book. If you email supporters from a new email address, or one that is not connected to your organization, the email might be flagged as spam or untrustworthy.
- If you are sending a newsletter, only reach out to contacts who have opted-in to your email lists. Each country has their own laws and regulations on who you can send email marketing to, but as a general rule, do not put new contacts on your email marketing lists.

Sample Email Language About CAF America

To help when drafting your organization's email outreach, our team has put together a short description of a typical, eligible nonprofit's relationship with CAF America, including how US donors can take advantage of tax-deductible donations through your partnership with CAF America. We encourage you to use this language in your donation campaign to highlight your status as a Validated Organization, and to appeal to US donors.

[Insert organization name] is proud to be able to accept tax-deductible donations from American donors thanks to our eligibility status with Charities Aid Foundation America (CAF) America. As a US public charity with EIN 43-1634280, CAF America is able to accept funds from US donors who can then recommend that CAF America use those funds to support foreign charitable organizations like [Insert organization name]. Please visit our donation page on CAF America's website at [insert organization DonorView link] to get started on making your tax-effective donation today. All donors will receive a receipt upon completion that allows them to claim all allowable tax benefits.

If your nonprofit has a Friends Fund with CAF America, we recommend including the following language in your appeal:

[Insert organization name] is proud to be able to accept tax-deductible donations from American donors thanks to our Friends Fund with the name, [insert friends fund name] sponsored by Charities Aid Foundation America (CAF) America, a US public charity with EIN 43-1634280. All donations CAF America's [insert friends fund name] will be applied to support the charitable projects of [insert organization name].

Please visit our donation page on CAF America's website at [insert organization DonorView link] to get started on making your tax-effective donation today. All donations will receive a receipt upon completion.

Don't have access to your custom donations link? You can search for your organization's donation page in [our database here](#). If you cannot find your organization's page, or have questions about your page, please reach out to our team at info@cafamerica.org.

Social Media

Social media is a powerful tool to share your organization's impact with current donors and new donors alike. If your organization has social media accounts that are not frequently used or your organization does not have any, GivingTuesday is a great opportunity to launch your social media marketing. To help amplify your organization's work and social media presence, any social media post from an eligible organization that tags CAF America on GivingTuesday will be reposted by our accounts.

Canva is a great tool for developing visual content. Through the Canva for Nonprofits program, non-profit organizations have free access to the premium-level templates, images, animations, and editing tools available to create social media posts and documents. Your communications team can create a brand kit to ensure that your campaign has a unique, yet cohesive feel. An eye-catching and visually pleasing social media post can play a crucial role in campaign engagement and success.

CAF America has LinkedIn, Twitter, and Facebook accounts that we use daily to communicate our current initiatives, share upcoming events, and interact with our valued donors, grantees, and other strategic partners. Based on our experiences and analysis of these platforms, here are some helpful suggestions for getting the most out of your GivingTuesday campaign on social media:

- Ask your social media followers to share stories of why they support your organization. Retweet their replies!
- Use the hashtag #GivingTuesday to show up on the feeds of a wider audience.
- Encourage donors, team members, and those in your community to follow your organization on your social media accounts.
- Try to share photos, a graphic, or a designed tile with each of your social posts. By sharing images, social media users are more likely to interact with your post and you can better tell the story of your organization's work.

Sample Email Language About CAF America

- *#GivingTuesday is coming up on November 28. Stay tuned for updates from our team on how you can support [Insert organization name] and our impact on [insert organization work].*
- *Sign up for our email newsletter so you can receive updates on how you can support [Insert organization's work] on #GivingTuesday. [Insert newsletter sign-up link]*
- *As a validated organization with @CAFAmerica, US donors like you can make a tax-effective contribution to support our work in [Insert organization's impact]. Make a contribution today ahead of #GivingTuesday. [Insert CAF America donation link]*
- *Only __ days until #GivingTuesday! The [Insert organization name] team has been working hard to prepare [Insert event or initiative details]. To continue to support our work, make a tax-effective contribution here with @CAFAmerica [Insert CAF America donation link].*
- *Today is #GivingTuesday! Support our commitment to [Insert organizations work] by making a contribution to [Insert organization's goal] here with @CAFAmerica [Insert CAF America donation link]*
- *Thank you to all of our supporters who helped make yesterday's #GivingTuesday a success! With your contributions we are able to [Insert organization's goal].*
- *If you missed #GivingTuesday, there is still time to make a contribution with @CAFAmerica to support [Insert organization's goal]. [Insert CAF America donation link]*

Logo and Validation Badge Guidance

As a valued partner, CAF America encourages donors and foreign charitable organizations to display their association with CAF America on their website and other promotional materials. If your organization is interested in using the CAF America logo in your GivingTuesday campaign, you can download our organe logo [here](#). In order to use our logo, we ask for your organization to follow the guidance below:

- The logo should not exceed 170px wide.
- The logo should not be stretched, skewed, cropped, given a shadow or subjected to any other effects and edits.
- Our master logo can appear in full color on white. When placing the logo on colors from the color palette, black or image backgrounds, use the reversed logo to keep it highly visible.
- The CAF America logo should be linked to www.cafamerica.org when possible.

If your organization is using our logo in a way that violates the above guidance, we will ask your organization to remove our logo from your promotional materials.

If you are eligible for the [CAF International Validated Organization Badge](#), we ask that you use the badge instead of the logo as the badge allows your stakeholders to read more information about the validation process and access your certificate.



Additional Sources

We recommend the following additional resources to consider as you plan your GivingTuesday campaign!

The Power of Storytelling - A Nonprofit Essential: 3 Steps for Success

- An article from OneCause about effective storytelling

The GivingTuesday Workbook

- A planning guide from GivingTuesday.org

Get Resource Ready for Giving Tuesday

- A podcast episode from DonorBox on Giving Tuesday planning

Is Your Nonprofit Setting SMART Goals?

- A VolunteerHub article on effective goal setting

Giving Tuesday All-Stars: 10 Stellar Campaigns to Learn From

- A webinar from Classy on successful GivingTuesday campaigns



QUESTIONS?

If you have any questions, contact us at info@cafamerica.org or call our office at **+1 202-793-2232**.