

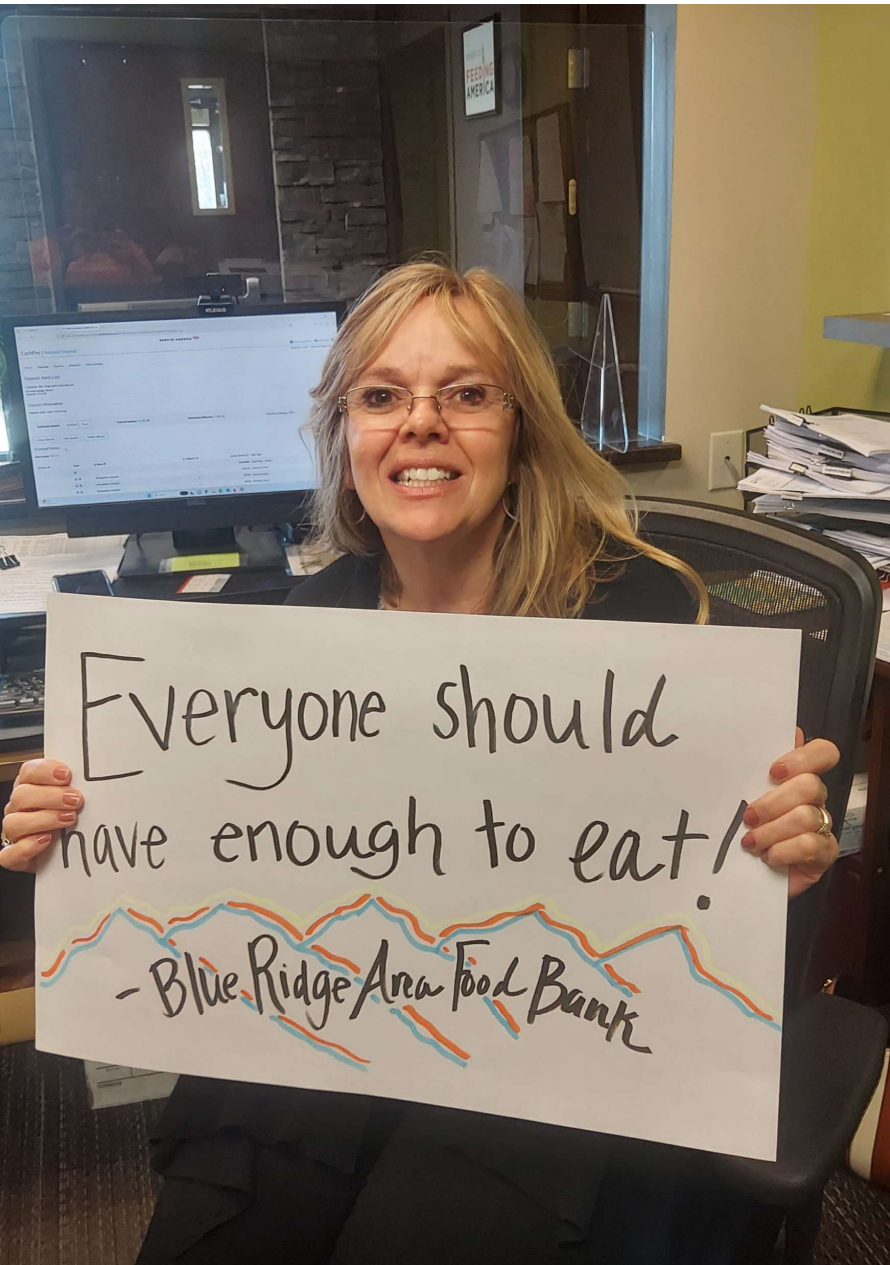
Giving Tuesday 2024

Tuesday, December 4, 2024



Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER
FOOD BANK OF
**FEEDING
AMERICA**



What is GivingTuesday?

- Giving Tuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.
- The Food Bank benefits immensely from having a multi-channel campaign to enhance awareness of the need for food assistance and the difference that we make together as we head into a busy end-of-year giving season.



Looking back...

- Our 2023 campaign goal was to raise \$250,000 or enough money to provide 1 million meals to neighbors.
- We leveraged a \$50K matching gift from Wind River Chimes to create a sense of urgency across multiple channels.
- All in all, we exceeded our campaign goal and raised **\$257,694!**

Gifts and Revenue, Including Wednesday Email Donations ONLY	
Cyber Monday - Online Donations (11/27)	\$8,174
Giving Tuesday - Online Donations (11/28)	\$156,556
Thank You Wednesday – Email Donations (11/29)	\$2,330
Offline pledges / gifts received	\$40,634
Matching gift (Wind River Chimes)	\$50,000
TOTAL:	\$257,694

How We Counted Gifts: We counted all online gifts made between Cyber Monday and Giving Tuesday (except recurring monthly gifts). These were eligible for the match, plus any other donations made specifically indicated by the donor to be intended for the campaign.



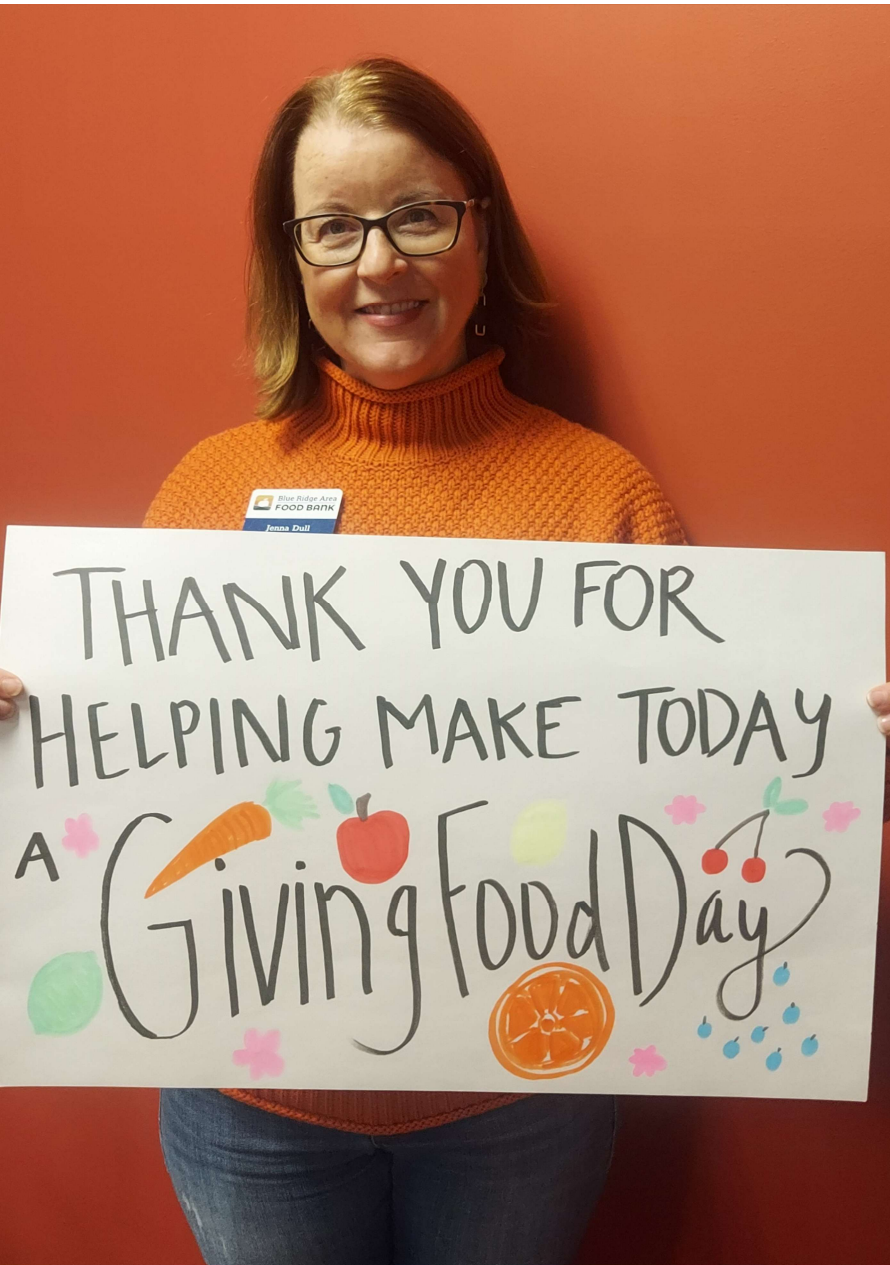
Highlights from last year

- The average gift was **\$219** (excluding our matching gift). For comparison, Classy reported that the average one-time donation amount for their nonprofit clients on GivingTuesday was \$175.
- More donors engaged last year! A total of **945** donors gave during the campaign (+17% YOY)—**63** of those were new donors and **7** signed up to be monthly donors.
- Although there was record industry spending on ads, we spent less on digital advertising in 2023 than we did the year before—thanks to Donor Voice’s thoughtful budgeting.
- While giving declined from our three most recent years of record-breaking numbers, our 2023 numbers show a revenue increase of 277% over our pre-pandemic performance in 2019!

YOY Giving Tuesday totals – all income, all sources

2016	2017	2018	2019	2020	2021	2022	2023
\$7,962	\$40,488.35	\$51,508	\$68,362.79	\$311,045	\$391,316	\$314,967	\$257,694





Industry Findings & Trends

- Overall, GivingTuesday 2023 raised an estimated \$3.1 billion—only 0.6% higher than 2022. There was also a 10% decline in the number of donors participating.
- Headwinds contributing to these trends were inflation, extended retail days like Black Friday and Cyber Monday, and more non-profits competing for inbox space.
- In the Feeding America network, GivingTuesday revenue exceeded goal by 47% and was up 43% over last year. After removing three outlier performances, these numbers lower to 17% over goal and 8% over last year.



GivingTuesday Lookback Report

Each year, the GivingTuesday brand releases a report that presents new insights and recommendations about the campaign derived from global giving data. Here's what they found:

- Global giving data shows **people are willing to give across boundaries of ideology and community** despite concerns about polarization. So, if you're wondering if people want to help others whose values or lifestyles they disagree with, the data from their study overwhelmingly says "yes!"
 - BUT: In the U.S. [there is evidence](#) that more polarization in society is associated with reduced giving. If people don't feel like they "belong," they're less likely to get involved in civic activities like volunteering or donating. 74% of Americans feel they don't belong or have ambiguous feelings about their place in their community.
- While donor trends in money raised and participation rates are declining, **people are still ready to help their fellow citizens**. Nonprofits must adapt to rebuild donor relationships.
 - More troubling trends in the U.S. show that nonprofits saw significant declines in both donor participation and retention. The only increase was in new donors (a light in the dark!). Increasing your variety of giving vehicles (like [DAFs](#)) can help bring in more mid-level donors.
- A decline in giving may be due to the **social sector not inviting diverse supporters**—donors, volunteers, and advocates—leading to issues of equity and organizational resilience.
 - In some [studies](#), declining trust in non-profits is being observed. Only 52% of respondents said they trust nonprofits to do what is right today.



Things to keep in mind

- People under 30 (especially men under 30), women who work full-time, somewhat religious individuals who are employed full-time, and low-income individuals (<\$50K household) are under solicited but all groups indicate a high willingness to give.
- Engage current supporters more, especially recurring donors who may be thinking about increasing how much they give.
- Reaching unsolicited populations is important—try not to focus solely on well-off populations.
- Messages around giving out of guilt don't resonate as much as messages that connect people to a cause or issue and highlight the value of their contributions.
- It's important to highlight the multidimensional aspect of giving, not just financially, but gifts of time, voice, or items (like food or clothing), as well.



2024 Giving Tuesday Campaign

Goals & Strategies



Goal: \$250,000

750,000 meals



Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER
FOOD BANK OF
**FEEDING
AMERICA**

Strategy

- With support from our direct response partner, Donor Voice, we will run a multi-channel Giving FoodDay campaign with the **goal to raise \$250,000 or 750,000 meals** on Cyber Monday and Giving FoodDay. To reach this goal, we will focus on:
 - **Education:** In the weeks leading up to GivingTuesday we will educate our audience about the global giving day and the local impact of our work.
 - **Anticipation:** We will leverage our matching gifts from Wind River Chimes and an anonymous donor (\$80,000) to create a sense of urgency across multiple channels.
 - **Creating a sense of belonging:** Our messaging will be positive and inspiring (as to not evoke feelings of anxiety or polarization) and show that we *can* make a difference when we all work together. We will share stories of impact from a diverse range of voices, including guests, partners, donors, staff, volunteers, and other supporters. Let's highlight the multitude of ways our entire community is making a difference in the effort to end hunger.



The “shining stars” that will help us reach our goals:



Matching gifts
(\$80,000)



Expert guidance from
Donor Voice



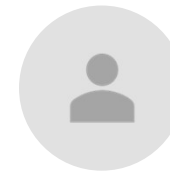
New payment options
on Classy



Our fancy new
website



A successful HAM
campaign
that grew our
audience



Scrappy and
dedicated
Dev Team!



Matching Donor Recognition

Wind River Chimes

- Donor-focused email communications to include company name and logo
- Food Bank's website (calendar) to include the logo of the corporate sponsor and mention of financial support
- Food Bank's homepage slider to include corporate sponsor name or logo
- Co-branded GT Donate page to include mention of the match funded by sponsor
- Email confirmation of GT gift can mention gift was matched thanks to sponsor.
- Social media activations prior to, during, and following the day of giving may include company tag and mention (We could leverage logo here, too.)
- Recognition in any media release or PSAs

Anonymous Donor

- Donor-focused email communications to thank anonymous donor
- Food Bank's website (calendar) to thank anonymous donor
- Food Bank's homepage slider to thank anonymous donor
- GT Donate page to thank anonymous donor
- Email confirmation of GT gift can mention gift was matched thanks to sponsor.
- Social media activations prior to, during, and following the day of giving may include thanks to anonymous donor
- Recognition in any media release or PSAs



2024 Giving Tuesday Campaign

Messaging & Creative



Overview

- Throughout this campaign, we'll be focusing on the FY25 key messages:
 - We are solving hunger, every day.
 - Together, we deliver more than food.
- Our messaging should focus on the impact and inclusivity of our collective work (staff, volunteers, partners, donors, etc.).
- Visuals should include pictures of families and individuals holding food they received at a distribution, or people helping/interacting.
- Three strategies to support this include: Building Campaign Awareness, Storytelling, and Sharing Our Impact





Strategy: Building Campaign Awareness

- Did you know that #GivingTuesday is in just three weeks? Giving Tuesday is a global generosity movement in its 13th year that encourages people to do good. Will you be joining the movement this year?
- #GivingTuesday is an opportunity for people to stand together in unity—to use their individual power of generosity to come together and promote healing. Generosity gives everyone the power to make a positive change in the lives of others. You can give the gift of hope to help neighbors experiencing food insecurity this holiday season.





Strategy: Telling Compelling Stories

- Guests who explain how the food has helped them in tangible and non-tangible ways. Speaking about feeling welcomed/cared for, plus more observable ways like improved health outcomes, more money toward other expenses, more variety in diet (demonstrating how food access improves quality of life).
- Guests, volunteers, donors, (etc.) who are helping others by volunteering at distributions, delivering food, donating food, etc.
- Stories that feature a large variety of guests from different parts of our service area (showing diversity and our geographic impact).





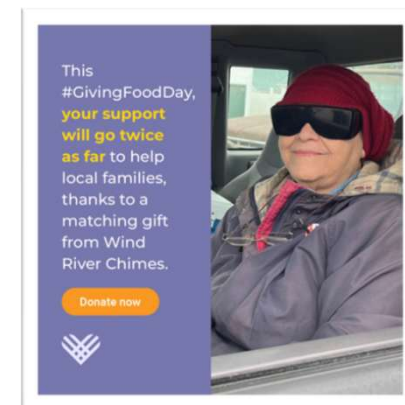
Strategy: Sharing Our Local Impact

- 1 in every 10 neighbors faces hunger. This #GivingFoodDay, you can double your impact thanks to a generous matching gift from our friends at Wind River Chimes and an anonymous donor. Today, your donation is doubled and every \$1 donated helps provide 6 meals to families in our community. Give today!
- You can help us provide 750,000 meals to families facing hunger in our area. Together, we deliver more than food. Thanks for standing with us.
- This #GivingFoodDay, your support will go twice as far to help local families, thanks to a matching gift from Wind River Chimes and an anonymous donor.



Creative Assets

- GT Toolkit, GT graphics and logos
- Giving FoodDay logos
- Photos from OneDrive or Feeding America
- Donor Voice's creative for postcard, ads, e-appeals, and giving pages
- How we work video



2024 Giving Tuesday Campaign

Channels & Tactics



Emails & E-Appeals

- Email from Karen to Board and Staff (11/26)
- Generous Helpings (11/27)
- Donor Voice
 - E-appeal 1 (12/02)
 - E-appeal 2 and 3 (12/03 - a.m. & p.m.)
 - E-appeal 4 (12/04)

Last year, e-appeals brought in a total of \$91,247, beating the budget Donor Voice set for the campaign. E-appeals brought in 485 donations with an average gift of \$188.51.



Email 1 will use the same story from Thanksgiving appeal (Mary and Moe)

Emails 2 & 3 will follow similar copy/design guidelines to GT postcard (short and impactful)

Email 4 is a thank-you message with a soft ask that includes a video.

Audience Details

Volunteers will not be included in this email series. They will receive the a tailored volunteer match email for the EOY campaign.

Active sustainers will receive the second and fourth GT e-appeals with tailored messaging.

Non-digitally active donors will be included in this campaign. They will receive the second and fourth emails only.



Digital Ads

- **Paid search:** We're adding EOY keywords to search ads now to allow Google time to optimize and learn before November and December. These will remain live until January.
- **Display:**
 - General EOY Donation Ads (Nov 1 – Jan 1): To CRM List, Retargeting Audience & Acquisition Audience
 - GivingTuesday Donate Ads (December 1-3): To CRM List, Retargeting, & Acquisition Audience
- **META:**
 - General EOY Donation Ads (Oct 15 – Jan 1) → This allows us to make sure ads are in market before the blackout period. Will pause Nov 19 – Dec 3.
 - Thanksgiving Donate Ads (Nov 19 – Nov 28)
 - GivingTuesday Save the Date Ads (Nov 29 – Dec 2)
 - GivingTuesday Donate Ads (Dec 3)
 - GivingTuesday Thank You Ads (Dec 4 – 10)

Last year, digital ads brought in 76 gifts for a total of \$12,669 and an average gift of \$166.70



Digital ad creative will follow similar creative and photo choices as the GT postcard in FY25.



Website

- Event calendar page starting on November 1
- Countdown clock above branded homepage slider starting on November 1
- Consider separate lightbox pop-up message for day before and day-of to make it stand out
- The “Donate Now” button on the home page will be redirected to the GT Classy page.

Last year, the lightbox brought in 154 gifts (\$35,531), the homepage header brought in 42 gifts (\$9,837), and the donate button brought in 58 gifts (\$15,730).



Classy Page

- Like last year, we'll update the Classy header on GivingTuesday to show the "giving thermometer" progress.
- Donor Voice will update the total in pre-set increments throughout the day.
- The page will include match details.



Social Media

- Boosted Facebook posts (Budget: \$300 -- \$30 for 10 boosted posts) shared weekly in the weeks leading up to and during the campaign. Link to the GT event page.
- Explore boosted posts on Instagram.
- Create Facebook event that we can share starting on November 1.
- Encourage others to set up Facebook or P2P fundraisers and to like/share our posts.
- Posts from others shared in stories, especially if other organizations and businesses are asking their audiences to support us or doing other activities (food drives, events, etc.) benefiting the Food Bank for Giving Tuesday.
- Resurface and implement influencer marketing plan for Giving Tuesday test.

Last year, in the days directly leading up to and on GT, our post reach on Facebook was 46,875 (compared to 13,632 in 2022) and our post engagement was 1,762 (compared to 1,512 in 2022). On Black Friday we shared a post featuring a guest story that got an incredible post engagement of 522.



News Media

- Les to send out PSAs and press releases on November 1
- Explore TV PSA
- Look at coverage at events that are occurring close to Giving Tuesday, like the Turkey Trot
- Ask news stations if they want to volunteer day-of and live-broadcast their shift to draw attention to BRAFB on GT.
- Look at web shows like I Love Cville
- WRC has connection w/ DC tv stations. We could ask them to plug us, as well.
- Try to get on radio shows leading up to the day (or even day of shows).



Last year, the radio stations that we monitor ran the GivingTuesday PSA **147 times** for the month, equaling hundreds of thousands of impressions to the audiences. Over three days, Nov. 27-29, our GivingTuesday campaign got at least **35 news mentions on radio, TV, and online.**



Giving Tuesday Postcard

- Lands in homes before 12/2/24
- When we rolled this out last year, we saw an increase in GT participation and a large volume of donors who give online directly through the QR code.
- Last year, we tested match language and decided to roll the “double” language this year.
- This year we are using versioning to tailor elements for agreeable, open, and control audiences.
- Design and copy will remain short and impactful, and we’ll use the GivingFoodDay logo.

Last year, we sent the **postcard** to around 35,000 donors and it raised more than **\$17,000!** The postcard had a positive ROI of 1.55.



 **Blue Ridge Area**
FOOD BANK FEEDING AMERICA

Headquarters • PO Box 937 • Verona VA 24482-0937

Hunger is a quiet crisis in our community but thanks to the generosity of donors like you, real change is happening. With your support, the Blue Ridge Area Food Bank is working to create a future where everyone has enough to eat. And with help from Wind River Chimes and an anonymous donor, **every gift made on Giving FoodDay, December 3, will be doubled up to \$80,000**, maximizing the impact of your generosity.

 On December 3, scan to donate and double your impact. Together, we are solving hunger every day.

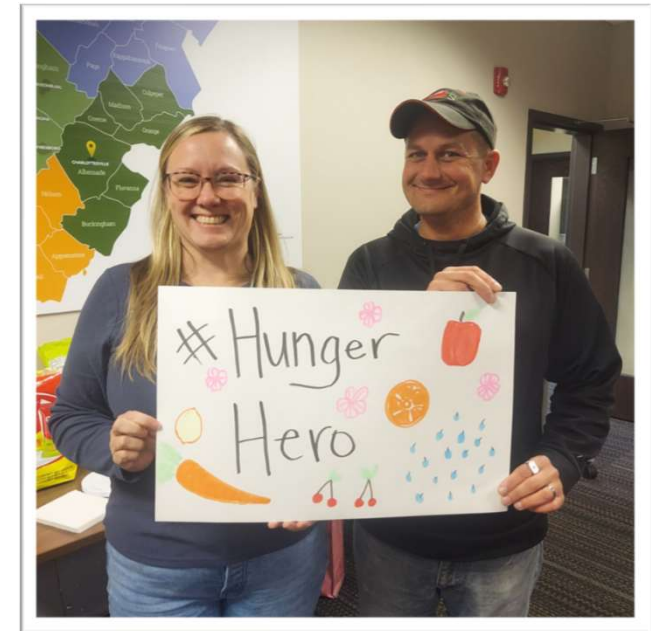
give.brafb.org/givingtuesday2024

PROUD TO PARTNER WITH




Word of Mouth

- Staff, Board, and other supporters can help spread the word and will receive notices and reminders
 - Abby: Update Dev team during team meetings
 - Karen: Email BOD and staff on Cyber Monday; share instructions for front desk staff.
 - Frontline Fundraisers: Reach out to key donors to send them reminders about GT. Cara will work on a template for FFs to reach out to donors.
 - Sarah: Ask those P2P fundraising during this time if they want their fundraiser to go toward Giving Tuesday.
- ALL: Continue to leverage ThankView as a handy stewardship tool! FFs will try to send a ThankView video to donors either in their portfolios or who make a gift over a certain (TBD) amount.



Last year, frontline fundraisers brought in more than \$40,000 in offline pledges! We also hosted a little snack potluck at our GT “headquarter” in Verona to engage staff.

