

GivingTuesday & Year End Giving Insights

Explore the heartbeat of nonprofits during the giving season. Uncover trends, strategies, and ideas to help your organization grow generosity with GivingTuesday and Year End Giving Campaigns through these nonprofit insights.

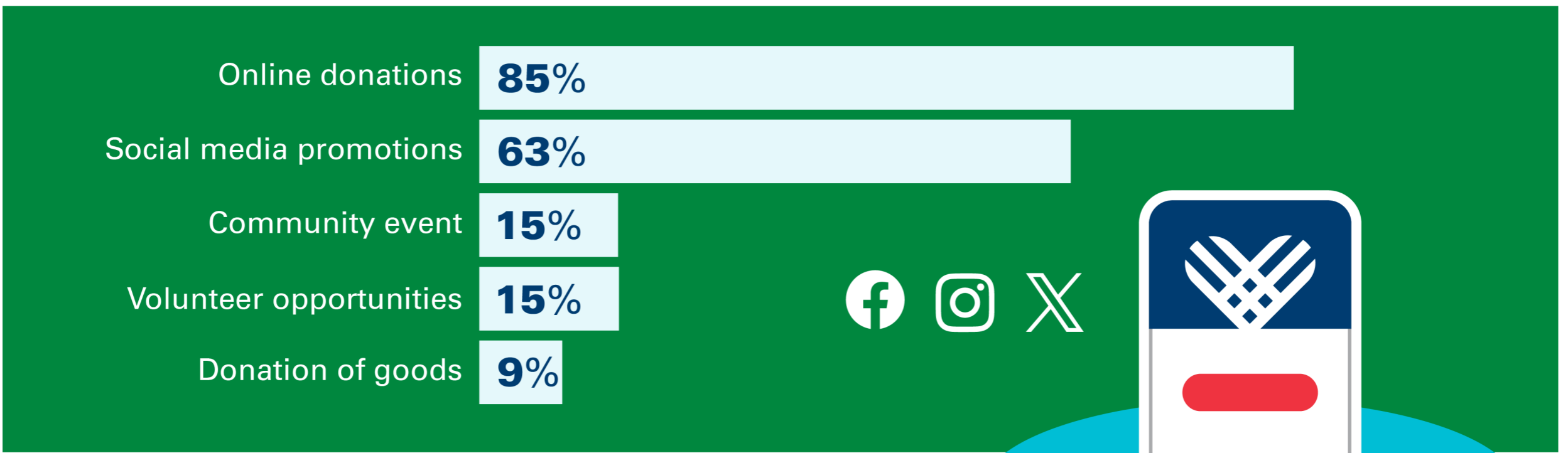


Does your organization participate in GivingTuesday?

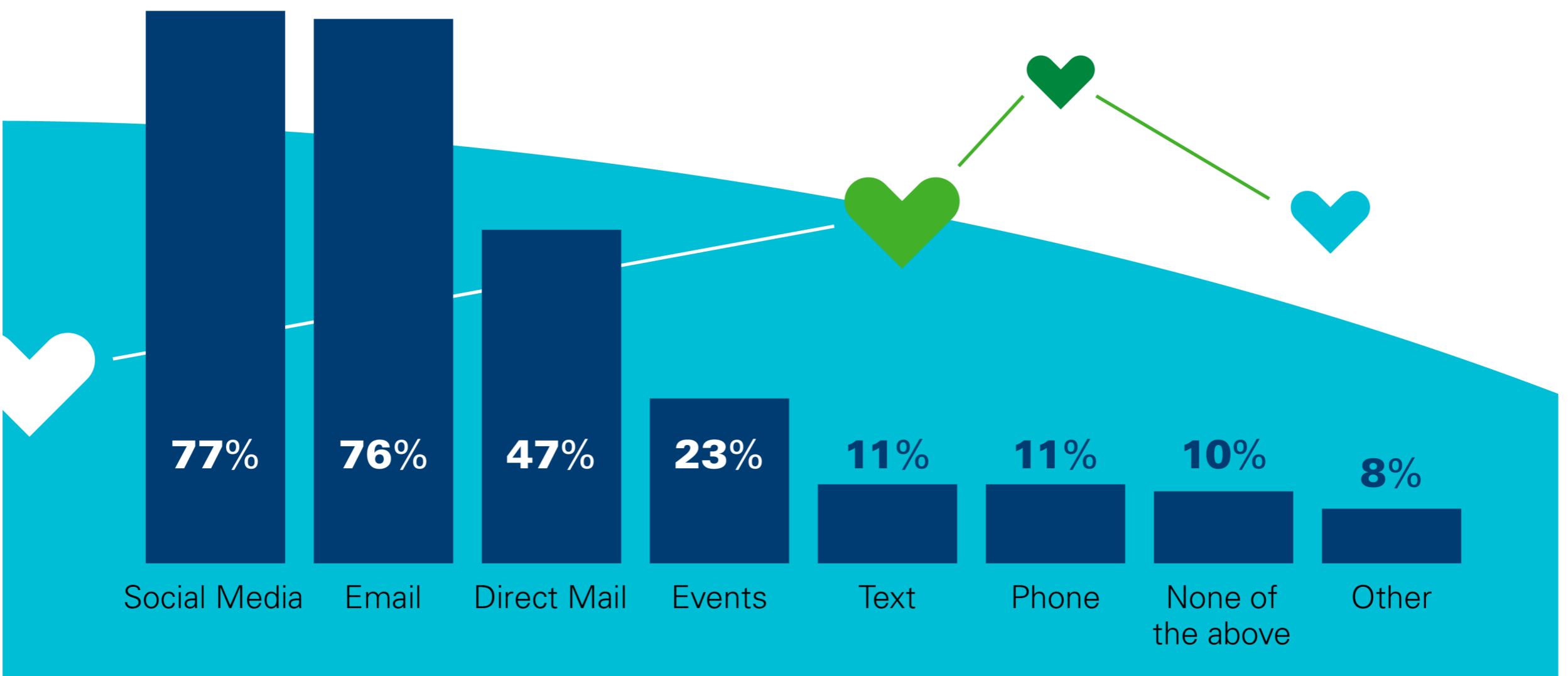


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If yes, how?



What channels do you use to raise funds in your Year End Giving/GivingTuesday campaign?



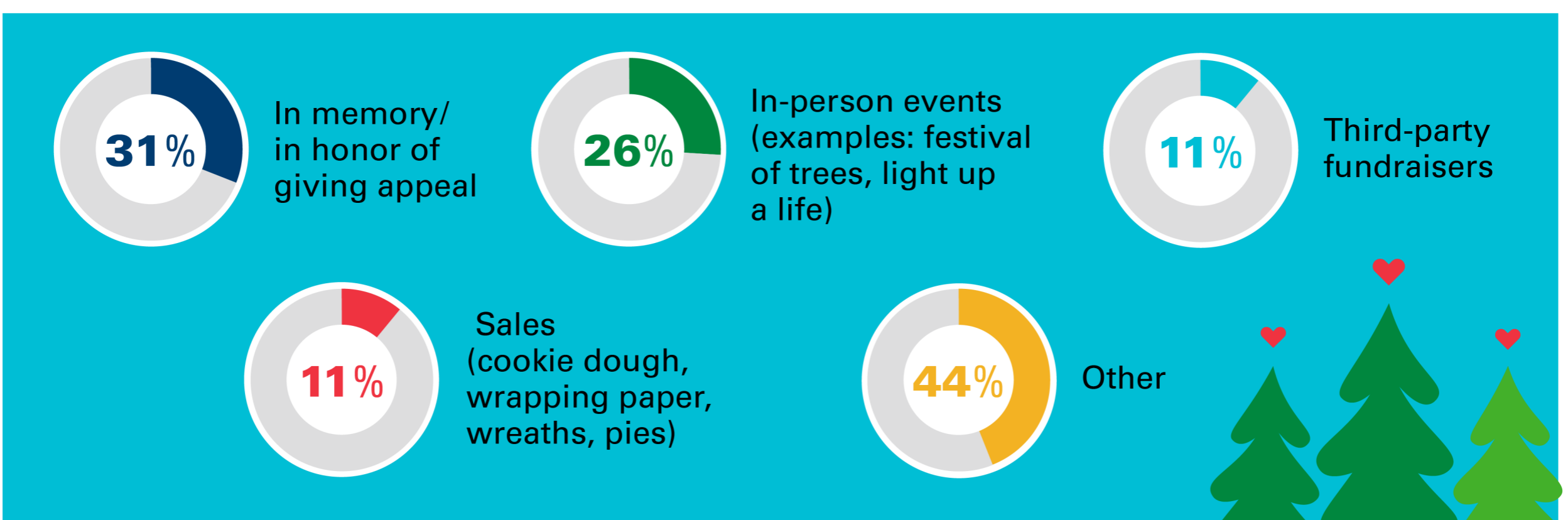
When do you start your Year End Giving/GivingTuesday campaign?



Do you utilize an online donation page for GivingTuesday or Year End Giving?



Does your organization engage in any of the following holiday-themed fundraising?



5 Helpful Tips for Successful Giving Campaigns

- 1 Plan ahead — Start Now!
- 2 Create clear goals and organized marketing collateral.
- 3 Use social media tools and templates.
- 4 Build awareness and thank supporters through a multi-channel approach prior to delivering your ask.
- 5 Secure matching gift opportunities.