Guide for Charities and Non-Profits

How to organize a volunteering campaign for GivingTuesday

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What is GivingTuesday?

GivingTuesday is a global day of giving that happens each year after Black Friday and Cyber Monday. It’s a time when Canadians, charities and businesses come together to celebrate giving and participate in activities that support charities and non-profits.

There is no “right” way to participate as long as it supports generosity and giving. Donate, volunteer time, help a neighbour, or spread the word.

2016 Highlights

“Around the world, #GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make—in both time and funding—can help solve the urgent problems of today and will make the next generation stronger.” - President Barack Obama
5 Great Reasons to Participate in GivingTuesday

1. It’s a great opportunity to establish and strengthen relationships with caring companies and their employees, providing access to a pool of talented and skilled business professionals.

2. GivingTuesday is an excellent reason to engage volunteers, who are also donors! This provides the opportunity to start a conversation with current donors or new potential donors.

3. It’s a great way to tell your story, raise awareness for your cause and inspire your connected audience of donors and non-donors with how you make a difference.

4. You can recruit skills-based volunteers and empower them to be your brand ambassadors to help share your story. Recognize them, so they become long-lasting supporters through volunteerism and donations.

5. Your volunteer campaign will benefit from the GivingTuesday social media buzz and the collective voice of the GivingTuesday community.

FUN FACT

People who do volunteer work donate more!

It is well-known that giving, volunteering and helping others are all strongly associated: people who participate in one of these activities are also more likely to participate in another. In 2010, among people who had performed 60 or more hours of volunteer work in the previous year, 91% made donations. SOURCE

Did you know?

Volinspire is a community engagement platform that brings volunteers, charitable organizations and businesses together to build stronger and more connected communities. That means organizations have easier access to engage and communicate with caring companies that are interested in community involvement initiatives.
How Technology can Help

Technology can be a huge help in achieving your organization’s goals on GivingTuesday and beyond.

Volinspire offers the following key benefits; here’s how it can be used to achieve your goals:

- recruit and recognize volunteers
- streamline communication & management
- increase branding & awareness of your cause
- strengthen business relations & increase donations

All of these features are FREE for non-profit organizations and charities! Get started today by clicking HERE. The table below gives further details about the value that Volinspire offers to you for free.

<table>
<thead>
<tr>
<th>Recruitment &amp; Recognition</th>
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<tbody>
<tr>
<td><strong>Recruit Skills-based Volunteers</strong></td>
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<tr>
<td><em>Easily post positions and events to our get involved page. Contact volunteers with specific skill-sets to assist with your organization.</em></td>
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<tr>
<td><strong>Reduce Volunteer Turnover</strong></td>
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<tr>
<td><em>Recognize volunteers for their time with your organization by writing a testimonial, endorsing their skills, sharing a story or nominating them for a volunteer spotlight.</em></td>
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<tr>
<th>Messaging &amp; Communication</th>
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<td><strong>Send Real-time Messages to Individuals or Groups</strong></td>
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<tr>
<td><em>Easily communicate in real-time with volunteers, being able to send group messages by position, event or to all volunteers.</em></td>
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<th>Branding &amp; Exposure</th>
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<td><strong>Increase Cause Awareness</strong></td>
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<tr>
<td><em>Share stories, spotlight volunteers and empower your supporters to help share your story. Easily share your events, positions, stories and your organization’s profile to social media.</em></td>
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<tr>
<td><strong>Gain Exposure from New Donors &amp; Supporters</strong></td>
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<tr>
<td><em>Showcase your organization’s community goodness through the public facing profile, which automatically updates with events, stories, and the impact made by your supporters.</em></td>
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<th>Fundraising &amp; Strengthening Relationships with Businesses</th>
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<td><strong>Increase donations through business involvement</strong></td>
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<td><em>Engage donors and businesses in cause marketing events, resulting in increased donations. Use testimonials to recognize businesses and endorse the skills of their employees.</em></td>
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Set Goals for your GivingTuesday Volunteer Campaign

Here are some ideas of possible goals to get you started:
- Recruit new volunteers
- Engage existing volunteers at a deeper level
- Recognize and celebrate volunteers
- Build awareness for your organization

PRO TIP

HOW TO CREATE A STRONG GOAL:
- Set goals that are achievable and measurable, yet challenging
- Align your campaign goal(s) with your organization’s mission
- Consider including what the impact of your goal will be
- Example goal: Recruit 10 new drivers available to make food deliveries on Fridays
- Publicize goals so that volunteers know what they are aiming for

To access sample GivingTuesday campaigns, click HERE.

What does success look like?
How will you know if your campaign was successful? What will this look like? Create a list of measures that you will use to gauge whether your campaign was successful or not. These may be quantitative and focused on hard numbers or qualitative and focused on stories told, or you may choose to measure a mix of both.

How will you measure the impact of your campaign?
Think about what key statistics you will use to benchmark the success of the campaign. As an administrator of Volinspire, you have access to a dashboard that provides you with a place to access key metrics about your volunteers and their collective contributions.
How can we successfully recruit the right volunteers?

Pre-Recruitment Planning
Start by considering what your volunteer needs are and then write position descriptions. Here are some questions for you to consider:

- Do we need volunteers for one day or for an ongoing basis?
- How many different types of positions do we need volunteers for?
- Do the positions need to be done in person or can they be done virtually?
- How many volunteers are needed for each position?
- What skills are needed for each position?

How to Reach Potential Volunteers
- start with your existing volunteer base and invite them to participate
- recruit within your “circle of influence” by encouraging volunteers to share with their family, friends and co-workers
- broaden your circle by using an online platform like Volinspire to access volunteers and by engaging caring companies (**refer to the next page for details)**
- team up with a local business to access their professional skills or to see if they might be willing to organize their employees to assist with your event as a corporate initiative

Screen and Approve Applicants
Once you have applicants interested in your positions, how are you supposed to know whether or not they are the right fit for your organization? This process can be lengthy and time consuming with intermittent communication through emails and application processes. Volinspire can help with this process because you can access volunteer profiles providing details about causes they care about, skills they possess and if these have been endorsed by previous organizations, as well as their previous volunteer history.

Follow-up and Orientation
Once you choose volunteers that are the best fit for your organization and have followed up with a confirmation to your volunteers, they will need some form of training or orientation. While orientation sessions will differ depending on the volunteer job tasks, you should provide training or orientation sessions for each group of volunteers.

Did you know?
Volinspire can be used to make recruitment easy and successful. You can post opportunities, connect with businesses wanting to get involved & conduct outreach for interested volunteers.
3 Key Tips to Engage Businesses and their Employees

1. Find the RIGHT business partner
   Find a company that you trust and is connected to your mission in some way. There are many choices of who can get involved and at what level:
   - find a new business partner OR get additional support from a current partner
   - structure a day of involvement OR announce an ongoing volunteer partnership
   - make it an employee-only volunteer event OR also engage customers and community

2. Make sure it is mutually beneficial
   Look for mutually beneficial partnerships, not just ones that benefit your organization. This will help create a long-lasting relationship with support from the business and employees.

   Think about how your partnership could help the business meet their business objectives:
   - improving employee engagement and morale
   - enhancing their brand
   - reaching new customers

3. Approach businesses with different ways to get involved
   - Let companies know that your organization is hoping to find a partner that will adopt your organization as its GivingTuesday cause
   - Ask your partner to promote your cause to their employees and get them involved in a meaningful volunteer engagement event

Did you know?
You can use Volinspire to help find the right business partner and use features to help strengthen your relationship with them (e.g. endorse their employees’ skills or leave testimonials for the staff or the company as a whole).
Develop a Communications Plan

Get the Word Out
Have a communications plan in place for announcing your GivingTuesday activities and follow up regularly. Whether it be by email, social, phone, or something else, figure out the best way to keep your supporters in the loop.

Social Media
Here are some very helpful resources for creating an easy and clear plan for social media communications on GivingTuesday:

- Intro to Social Media (including sample posts / tweets)
- 10 Tips in 10 Minutes - Social Media on GivingTuesday

Social media platforms (including Volinspire) are the perfect place to broadcast your message to increase your reach to further make people feel inspired, recognized and motivated!

Empower Others to Share your Story
1) Share storytelling best practices with your volunteers:
   - take an #unselfie by posting about others or about your ‘giving’ - #Unselfie Toolkit
   - make the post visual by adding a photo (of yourself, of others, of a group)
   - show recognition to those involved by mentioning them in the post
   - share the impact of the volunteerism and how others can help or get involved
   - remember to take advantage of the GivingTuesday hashtag to raise awareness and get noticed

#GivingTuesdayCa

2) Encourage your community to show support for GivingTuesday and your campaign by changing their cover photo on social media:
   - Facebook / Twitter Cover images

Did you know?
You can use Volinspire to easily share your profile to educate others about your brand, stories posted by or about your organization to inspire others, as well as positions and events your organization has posted to empower people to get involved.
Communicate. Track. Share.

**COMMUNICATE**
- use real-time and group messaging to stay in touch
- send reminders and updates as needed
- ask your volunteers to share their stories throughout the day

**TRACK**
- Make a list of different activities that you see taking place during the day. This may include web links, screen shots, social media activity, etc
- Set up reliable and streamlined mechanisms for tracking hours so that you can have an accurate picture of what you’ve done. Your organization and your volunteers deserve credit for the collective good that is being done in the community

**SHARE**
- Build excitement by posting content to social media channels, engage with followers, fans, promote content, share information such as goal updates, prize winners, etc

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**Did you know?**

**Volinspire** allows you to communicate in real-time with volunteers, being able to send group messages by position, event or to all volunteers. Volinspire also integrates seamlessly with social media so posts can easily be shared to other social platforms. Volunteers can also track their hours on Volinspire, which feeds up to your organization’s dashboard.
After GivingTuesday

Measure, Share and Continue your Success

Capture feedback
Once GivingTuesday is over, encourage volunteers to tell you what worked, what didn’t, what could be improved, etc. The more they feel their voices are being heard, the more passionate they will become about supporting your organization in its volunteer efforts over the long term.

Measure your Results
You did it! Now it is important to learn as much as possible from the big day. Evaluate each of these metrics relative to your goals:
- Number of volunteers and new volunteers
- Hours logged
- Social metrics: # of posts, reactions, etc…

Share your Success!
It’s time to celebrate and announce your success on your social channels. Include progress against your goals, quotes from ambassadors on the outcome as well as any interesting facts or anecdotes to amplify the good news story.

Continue your Success
GivingTuesday is not a moment; it is a movement. Capitalize on the excitement from your supporters and share what is next. Continue to build a community of people that are involved and focus on nurturing their loyalty. This can be done by showing recognition to those who have supported your organization (**refer to the next page for details)

Did you know?
Volinspire can be used to collect feedback, measure your results and share your story! Volinspire makes it easy and quick to do follow-up communications and make sure that you can continue making an impact all year long.
#ThankYouThursday: Recognizing Volunteers & Supporters

Once GivingTuesday is over, it is time to say thank you. Saying thank you to businesses and volunteers that you worked with helps to strengthen relationships and continue to build your connection to the community.

Saying thank you helps to increase volunteer engagement, morale and motivation. You can use #ThankYouThursday to stay connected and benefit from the gratitude buzz!

THANKYOU❤️THURSDAY

Recognition is an important element of a successful campaign. Keep in mind that people like to be recognized in different ways.

Here are the 4 types of recognition (as described by Volunteer Canada):

- **HEARTFELT HOORAY**
  - Prefer a personalized thank you for their volunteer efforts. It is important for them to hear about how their volunteering has impacted others.

- **GOODIES AND GIFTS**
  - They really enjoy receiving tangible tokens of appreciation for their volunteer efforts such as a mug, t-shirt or gift certificate.

- **MEET AND MINGLE**
  - Whether it is an informal outing or a formal get together, an invitation to socialize and network is their preferred way to be recognized as a volunteer.

- **FORMAL APPLAUSE**
  - They are so proud of their volunteer accomplishments that they want the world to know about them. They proudly display certificates, plaques and other accolades and are happy when their accomplishments are shared publicly.

Did you know?

Volinspire can be used to recognize your volunteers, donors, and employee volunteers by endorsing their skills, writing testimonials for them, @ mentioning them in stories and by nominating them for volunteer spotlights. You can also mention businesses in stories and leave a testimonial for your company supporters.
What is GivingTuesday?
Most people know about Black Friday and Cyber Monday … now we have GivingTuesday, November 28, 2017. It is a new global movement for giving and volunteering, taking place each year after Black Friday. The “Opening day of the giving season”, it’s a time where charities, companies and individuals join together and rally for favourite causes. In the same way that retailers take part in Black Friday, the giving community has come together for GivingTuesday. We ask that partners create and commit to a project for GivingTuesday and then help spread the word to their networks.

How did GivingTuesday start?
GivingTuesday was started in Canada by a group of organizations including GIV3, CanadaHelps.org, and now includes over 5,700 partners. GivingTuesday was originally started in the US in 2012 by the UN Foundation, the NYC 92Y and several other community organizations. GivingTuesday is just one day.

What about the rest of the year?
GivingTuesday is “the opening day of the giving season”. Giving is a lifelong commitment, and GivingTuesday is a special celebration, a reminder to all of us to think of others and our communities as well as ourselves. The most successful GivingTuesday campaigns were planned and launched weeks before GivingTuesday, and many lasted until the end of December. Of course, we also encourage giving back throughout the year, whether through donations, volunteering or acts of kindness. GivingTuesday is more than a moment, it’s a movement.

Did GivingTuesday make a difference last year?
Over 5,700 partners came together for the 4th annual GivingTuesday in Canada in 2016. The movement also went Global, with activities in 98 countries and endorsements from The White House, Bill Gates and the Clinton Foundation. Canadian online giving has increased by +353% since 2012 as measured by CanadaHelps.

Can organizations get donations through the GivingTuesday website?
GivingTuesday is a movement, not a donations processor; however, you can search for a charity and donate through CanadaHelps.org, directly on our landing page at GivingTuesday.ca. You can also link directly to GivingTuesday partner charities by clicking on their logo in the partner section. In this way all donations go directly to the charity of choice.

Does GivingTuesday charge any fees?
GivingTuesday is a free, open and inclusive movement. There are no fees to become a partner and no hidden charges for participating in GivingTuesday activities. Charitable donations made through GivingTuesday.ca are processed by CanadaHelps.org and are subject to standard CanadaHelps fees which are low, non-commercial rates covering credit card fees and processing.

Who can participate/partner?
Everyone! GivingTuesday is a public movement and we encourage everyone to get involved. To be an official partner, you must be a registered charity or non-profit with a specific GivingTuesday initiative, or a business, school, or community group committing to a project to benefit at least one registered charity or non-profit. Families and individuals are encouraged to join the movement by giving and volunteering in whatever ways matter to them, or by getting their favourite charity involved in GivingTuesday.
Get free tools and resources to make your GivingTuesday campaign a success!

**Things to do**
1. Become a Partner
2. Find out if there’s a civic movement in your area

**Tools & Learning**
1. Webinars
2. Campaign Ideas Guide
3. Simple social media campaigns and best practices
4. Media and PR Toolkit: Get press for your organization

**Resources**
1. Shareable graphics and videos (logos, embeddable countdown timer, videos)
2. #Unselfie toolkit
3. Get your city involved - Mayors toolkit

**Sample Documents and Templates**
1. Email invite template
2. Sample communications plan

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**Did you know?**

The basic features of Volinspire are, and will always be, FREE for charities and organizations!!

Technology matters in a big way on GivingTuesday, and everyday. Your online platform needs to:
- Allow you to connect with businesses, your volunteers and the community
- Be able to recruit volunteers and employees with specialized skill-sets
- Help reduce volunteer turnover with features to engage and recognize your volunteers
- Be able to streamline communication to supporters
- Increase awareness of your cause and receive increased support
- Help you showcase and feature your inspiring stories
- Provide opportunities to strengthen business relations and increase donations

Volinspire offers all of these features and more. You can create a FREE account today [HERE](#).
Be sure to join the conversation and spread your news using #GivingTuesdayCa