

Frequently Asked Questions about Giving Days

Will I take away from my other fundraising?

There has not been any reliable research we've seen on this question, but we informally surveyed 50 or so of our participants in BMore Gives More, and heard the following:

- About half said it did not negatively impact their year-end campaigns
- About 30% said it actually propelled them to a more successful December as their Giving Day out-raised other activities
- About 20% said they were not sure.

Do all funds have to be raised on that day to count?

You get to decide how strictly to adhere to the 24 hours of your Giving Day. Many organizations like to host events and ambassador parties leading up to their Giving Day to build engagement and excitement for the day. We certainly encourage this and think that dollars raised at these functions are within the spirit – if not the actual timeframe – of your day.

Can I over-communicate and turn people off?

A well-planned communication campaign can minimize the chances of turning off donors. Be deliberate, and space out and personalize your email outreach and phone calls (if you are using phone outreach) so that there is predictability (eg. every Tuesday) and fresh messaging each time. Refer to our communications planning document at the end of this eBook for guidance on communications plans. Social media is the best place for more spontaneous communications.

Will I need to add hired staff to do a Giving Day?

Depending on your internal capacity and the availability of resources from a central organizer, like #GivingTuesday or a regional campaign, you may need outside marketing or graphic design support.

What if I don't reach my goal?

When you take on a big goal, one risk you run is that you won't achieve it. You should consider your tolerance for this when planning your goals.

Our advice: Set an ambitious goal and if you miss, learn from the day, celebrate what you DID achieve with what you raised, and plan for your Giving Day next year based on your experience.

If you have made donors and partners feel fantastic about advancing your mission to make a difference, they will still feel like they were part of something important.

We have a small base of individual givers...Is a Giving Day right for us?

Yes! You can use a Giving Day as a donor acquisition vehicle and set your goals around new donors, rather than dollars. Engage your board, partners, staff, and volunteers – anyone already connected to the organization – in a peer-to-peer outreach campaign as the main focus of your Giving Day.

Is there a role for volunteer activities as part of a Giving Day?

Volunteerism is giving, and it is a great way to be inclusive in your Giving Day. And did you know that the government actually assigns a dollar value of \$23.05/hour to volunteer hours? So, you may choose to count volunteer time as dollars in your campaign. Just be upfront in your communications.