

How do your NFG products help?

Since almost all of your giving will happen online during #GivingTuesday, and online giving is convenient at year-end technology matters in a big way. .

Your online donation page:

- Features your inspiring stories on an easy-to-navigate donation page that match your nonprofit's brand.
- Is mobile friendly.
- Has a clean, simple giving process.
- Sends an automated tax receipt with a message of thanks.
- Provides flexibility to list #GivingTuesday campaign "extras" like matching funds.
- Offers easy ways for donors to set up recurring donations.
- Gives donors the opportunity to share your donation page with their friends via social media and email.
- Is easy for your team to set up, update, and manage.
- Offers instant reporting on the progress of your day.



Unorganized donor data can make your #GivingTuesday and year-end campaigns fall flat. Segmenting lists, sending email appeals, and viewing donation reports are simplified with Network for Good's donor management system.

Your donor management system:

- Gives you the power to segment your donors so you can tailor messages based on giving history, engagement levels and more.
- Enables you to track donors who give on #GivingTuesday
- Allows for real-time reporting so you can monitor donation volume
- Syncs with your email marketing platform so you can follow up with donors who opened an email but haven't followed through with a gift
- Allows you to keep track of your supporter's social media profiles so you can easily reach out during your giving day
- Gives you the ability to track your #GivingTuesday ambassadors and communicate with them quickly.

Your email marketing platform:

- Tracks the success of your #GivingTuesday emails, including delivery rates, open rates, and click-through rates
- Gives you the power to automate messages so you can reach your donors with targeted emails before, during, and after #GivingTuesday
- Supports mobile-friendly templates that help your donors get information about your campaign on the go
- Has the ability to save email distribution lists for further segmentation and future emails
- Gives you the ability to personalize your emails with custom personalization tags
- Automatically syncs with or be built into your donor database so you can see your email results within the larger context of your donor profiles