After #GivingTuesday

After a monster giving day, you may want to just spend a week recovering from all the work and excitement of the event. That said, the real opportunity lies not just in the donations and new donors acquired on the day itself, but also in the long-term potential of these supporters. Here are five things to do that will help you harness the momentum of your giving day:

1. Get out the thank you. Remember: A receipt is not a thank you, and even an automated thank you message should be followed by a more personal and thorough email or letter.

2. Examine donor information and behavior. Do these donors look different than your normal annual fund supporters? Did your existing donors give in new ways? Analyzing these details will help you understand how giving days fit into your overall fundraising strategy.

3. Determine which methods resulted in the most support. Look at your promotional efforts and rate how they performed. If you had supporters and volunteers helping to raise funds, pinpoint who had the most influence, and be sure to cultivate them as champions of your work.

4. Have a special orientation plan for donors you acquired during your giving day. Create a welcome series to introduce your work and let these new supporters know why your community is so special.

5. Put what you learned into action so you can be strategic with Year-end plans. See what subject lines worked the best, what calls to action in emails got the most clicks and apply what you learned during your #GivingTuesday campaign and make the rest of the year's fundraising efforts even better.

Measure Your Success

It's important to learn as much as possible from your campaign. Use your donor management system as a central hub for all your donor data, and assess results to measure your success. Start by evaluating each of these metrics to gauge the effectiveness of your outreach for both your #GivingTuesday and year-end giving totals:

- Total number of donations, total dollar value, and average gift size
- Donors and new donors
- Social metrics, including number of mentions, tweets, retweets, new likes and followers
- Site traffic leading up to and on the day of #GivingTuesday
- Sources of donors: email, phone, social, and other

What worked and what didn't? How did this campaign differ from others you've launched? Roll these lessons learned into your remaining appeals and outreach for 2015, and note your best bets for next year's campaign. In addition to your campaign data, remember to survey your staff, board, volunteers, and partners to understand what they felt worked well and what could use some work.

Post-Campaign Donor Communication

Just as you created a communication plan leading up to to the giving season, you should prep a similar strategy for following up with your giving day donors and pay close attention to how this communication leads into your year-end annual appeal.

Right after #GivingTuesday, send your donors a message about their impact on by sharing the results with them. Go beyond basic numbers and translate dollars into impact based on what you'll do with the funds raised. A personal note, video, or photo can accompany an email or letter tailored to each important audience that supported your #GivingTuesday:

- New donors
- Prior donors
- Matching fund or challenge contributors