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# Last-Minute Giving Tuesday Tips

# ABOUT ME



## JEREMY HASELWOOD

- ▶ Creator of *Fundraisers Unite* online community
- ▶ 20 Years of Digital Marketing Experience
- ▶ Author of Amazon Best-Seller, “*The Digital Fundraising Blueprint*”
- ▶ Digital Strategies Raised Over \$100 Million for Nonprofit



# REALITY CHECK

WHAT WE WANT IT TO LOOK LIKE



WHAT IT REALLY LOOKS LIKE






# THE TIPS



# Website Header Image




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## Ways to Give



### Make a monthly gift

Every \$1 you give can help provide at least 10 meals to families in need through the Feeding America network of food banks.

\$15

\$20

DC

**Your impact: \$1 = 10 meals**

Every dollar you give can provide at least 10 meals to families in need through the Feeding America network of food banks.

Create Offer

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# Giving Tuesday Facebook Cover Image/Video

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Now-  
Nov 22



Nov 29



Nov 30



Email: Send Before, During, After



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# Email: Remove Social Media Icons



# Donation Page: No Social Media Icons



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Giving  
Tuesday

VS.

Non-  
Giving  
Tuesday

Email: Test Subject Line



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FB Ad Tip: Include  
bit.ly link in ad copy


**Gold Country Wildlife Rescue**  
Published by Jeremy Haselwood · October 18 ·

In light of the wildfires in our state, our mission to rescue, rehabilitate and release injured and abandoned wildlife has never been more important than now.

The resources to care for these wildfire victims are at an all-time low. Your gift can save lives and return them to their habitats.

Just \$25 cares for a baby opossum or baby squirrel for a week.

Please give a gift today at <https://bit.ly/3dJC4wj>



GOLDCOUNTRYWILDLIFERESCUE.ORG  
**Help Save Orphaned Wildlife**  
Not affiliated with Facebook

**Donate Now**





FB Ad Tip: Approve early & Schedule

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## Placements

### ☐ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to the right people. Facebook's delivery system will allocate your ad set's budget across placements where they're likely to perform best.

### ☒ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

## Placements

### Feeds

Get high visibility for your business with ads in feeds

Facebook News Feed ☒

Instagram Feed ☐

Facebook Marketplace ☐

Facebook Video Feeds ☐

Facebook Right Column ☐

Instagram Explore ☐

Messenger Inbox ☐



# FB Ad Tip: Only run on Newsfeed (No Instagram)





## Don't Do Facebook Default Ad Setting

### **Locations**

All locations

### **Age**

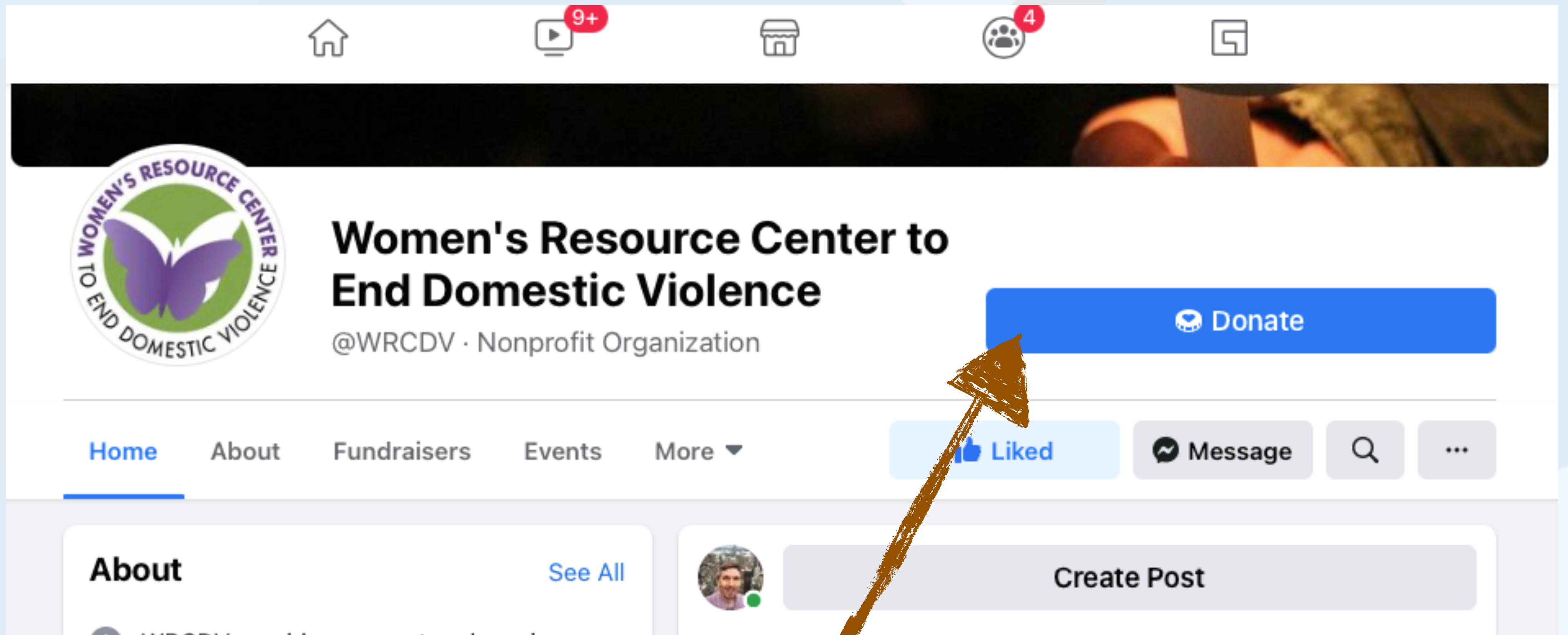
18 - 65+

### **Gender**

All genders

## FB Ad Tip: Age Group 50+


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Link FB Donate Button to Your Website



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 charity: water

 USD

SIGN IN

GIVE ONCE

MONTHLY

Choose an amount to give

\$50 USD

\$100 USD

\$150 USD

\$200 USD

Other amount

Give in honor of someone


DONATE

Secure Payment

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

100% of your money brings clean water to people in need.

Private donors cover our operating costs, so you can give knowing your whole gift will help bring clean water.



# Donation Page: No Top Menus



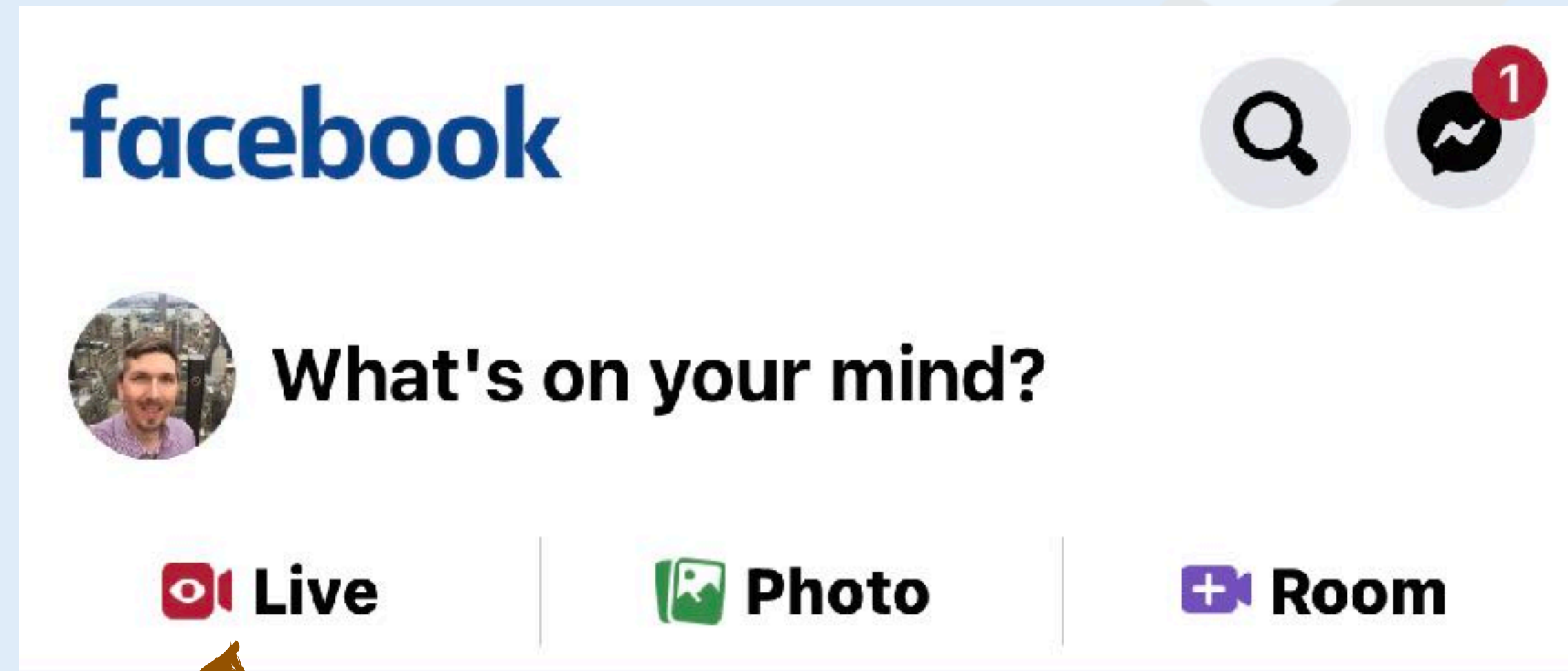
14



Donation Page: Creative that Reinforces GT Messaging

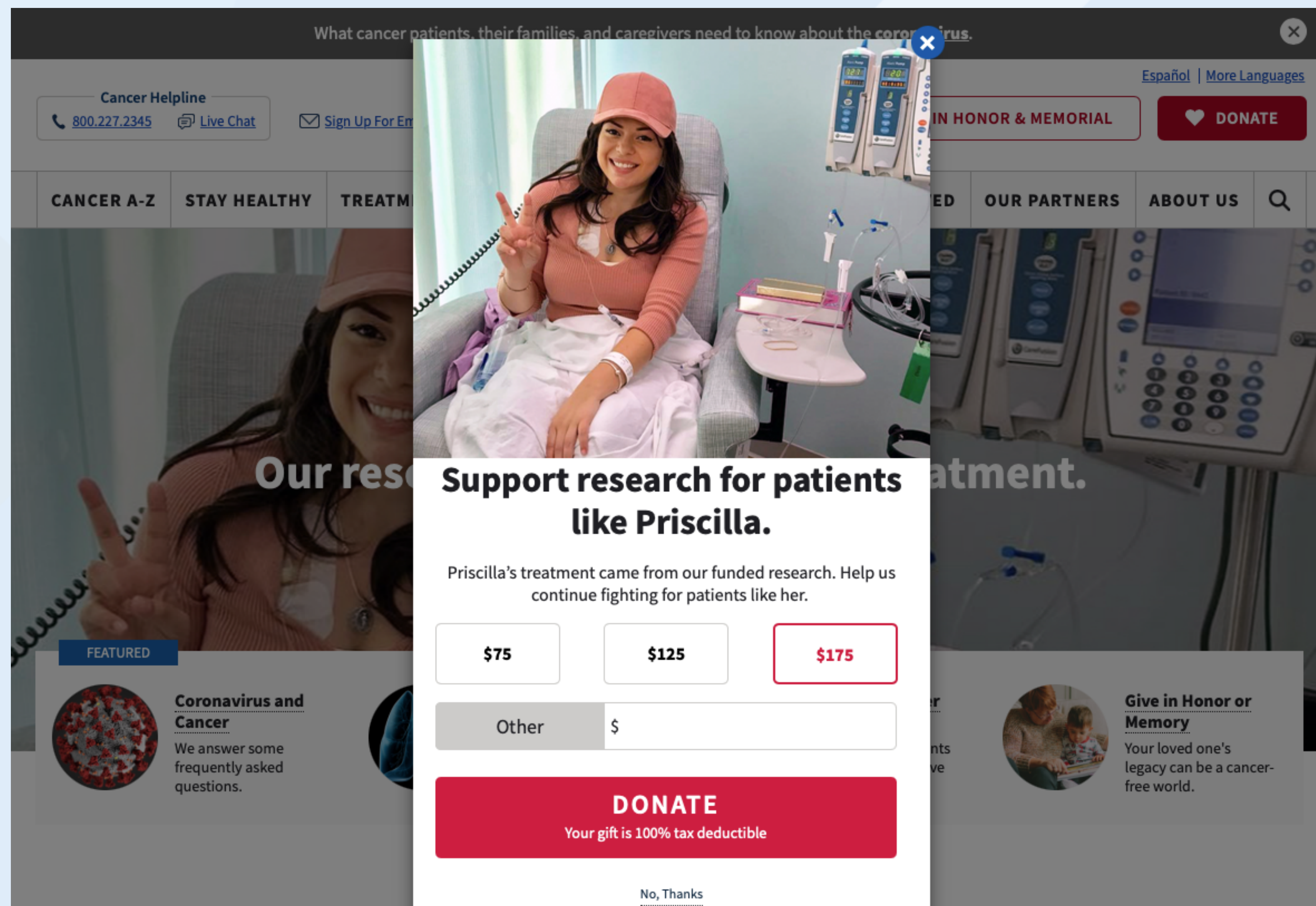


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Plan to go Live

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Add a Website Lightbox Pop-up



# NEXT STEPS

[GivingTuesdayPlan.com](https://GivingTuesdayPlan.com)



THANK YOU!



[FundraisersUnite.com](https://FundraisersUnite.com)