

Excerpt taken from **Nonprofit Giving Days: Creating an Annual Strategy That Works**
<https://www.communityfunded.com/blog/nonprofit-giving-days-annual-strategy-works>

Building Your Annual Strategy



So, what should be done with regards to Giving Tuesday, state giving days, and other national philanthropy events? This is where it gets interesting.

Regardless of the fiscal year, your annual strategy should kick-off with your primary giving day. The objective of this event is to drive as many new and existing supporters to your site to passionately self-select their affinities from a host of diverse options; all of which convey the magnitude of the impact your organization is making.

Next, throughout the remainder of the year and at strategic times relevant to your audience, deploy additional niche microsites with targeted affinities to build off the original engagement. Modify your primary giving day strategy appropriately for each micro-site to maximize your efforts and do more of what works while dropping tactics that don't.

Finally, participate in all of the “universal” giving days that make sense, **but do so in a way that offers donors a way to have a clear impact and cross-promotes your organization’s primary day.**

One idea is to select the most popular fund from your primary giving day and focus all efforts on that the singular campaign on Giving Tuesday. An example might be buying meals for food insecure students.

In essence, your “unique day” should showcase a variety of the great stories you have to tell, while other giving events throughout the year should be more focused. **And never forget: after each event celebrate, celebrate, celebrate!**

As one of my favorite peeps in the industry Lynne Wester has stated: donors must be thanked a minimum of 7 times after each gift of **any** amount. Thanking a donor implies showing appreciation, but more importantly thank your donors by being true to your commitments and to demonstrating the impact of their dollars. Share your progress through ongoing stories and, above all, be transparent!

Whether you agree with these thoughts or not, I hope that at a minimum it made you think about what you are currently doing to reach your community where they are: **online!**

One thing that I undoubtedly know about both crowdfunding and giving days is that they have inspired a radical paradigm shift in regards to how people connect and engage with organizations. After 30+ years of doing things a certain way, the demands and expectations of stakeholders are becoming dramatically different.

This is not just about new tactics to reach a new generation, but rather a fundamental paradigm shift regarding how we tell our stories, engage our community, and nurture the relationship between our donors big and small.