



Giving Tuesday: What You Need to Do

Faircom New York



Our Agency

Integrated fundraising, marketing and communications for non-profits.

- Digital marketing
- Direct mail
- Large donors
- Branding
- Global philanthropy
- Data
- Over 25 years of experience
- Offices in NY and CA
- 6 departments
- Female founded and majority female staff
- Our president and founder, Corinne Servily, was named the world's 6th best fundraiser in 2014.

Introduction



Giving Tuesday: A Worldwide Philanthropic Movement

- 2012: The year it was founded with the goal of celebrating and promoting generosity
 - Harnessing the momentum of Black Friday and Cyber Monday
- 2016: 20 countries join the movement
- 2019: 60 countries joined
- 2020: Giving Tuesday Now introduced on May 5 to respond to the unprecedented need for philanthropy because of COVID-19

Introduction



Each Year Giving Tuesday Fundraising Grows

Total of online donations on Giving Tuesday

- 2012: \$10.1 million
- 2013: \$28 million
- 2014: \$45.7 million
- 2015: \$116.7 million
- 2016: \$177 million
- 2017: \$274 million
- 2018: \$380 million
- 2019: \$511 million



Source:
<https://www.wholewhale.com/tips/givingtuesday-stats-and-facts/>

Introduction



Giving Tuesday 2019

- \$1.97 million raised
 - \$511 million raised online
 - \$1.459 million raised through other channels
- 28% increase in online gifts compared to 2018
 - 174,000 gifts
- Average Gift: \$112
- 13% of Americans gave!

Source:
<https://www.wholewhale.com/tips/givingtuesday-stats-and-facts/>

Giving in the US

- 53% of Americans donate to a non-profit each year
- Americans gave \$427 million in 2019
 - \$309 million came from individual donors
 - The balance came from foundations, corporations and bequests
- Individual giving increased by 2.8% in 2019 compared to 2018

Introduction



Giving Tuesday Now: A Surprise Success

- May 5, 2020
 - Over \$503 million donated online
- Forecast for Giving Tuesday 2020 (December 1, 2020)
 - \$605 million (+18% compared to 2019)



Source:
<https://www.wholewhale.com/tips/givingtuesday-stats-and-facts/>

Why Participate?

Best Way to Launch the Giving Season!

In the US, nearly 1/3 of annual giving occurs in December.

Giving Tuesday is the perfect opportunity to cultivate and engage your donors and prospects to prime them for December giving.

Source:
<https://neonone.com/resources/blog/year-end-giving-statistics/>

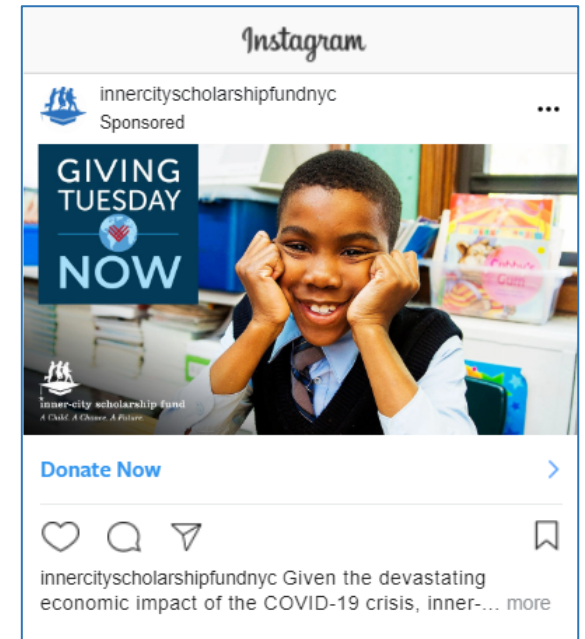


Why Participate?



Improve Your Visibility

- Giving Tuesday is a brand whose logo is increasingly recognized, and hashtag is increasingly used each year.
- #GivingTuesday was used more than 953,000 times on social media in 2019 – outside of Facebook.



How to Participate?



Develop an Integrated Campaign

- Launch a coherent, consistent message through all channels:
 - Direct Mail
 - Email
 - Online Advertising
 - Website
- But make sure to prioritize digital:
 - Giving Tuesday is first and foremost a digital endeavor.
 - Even if people ultimately give through other channels, they assuredly were prompted by social media.

How to Participate?



Make Sure Your Message is Engaging

- Consistency in design and writing is key.
- Present your mission in just a sentence or two.
- Show impact: *cite figures* and impact statistics about your organization
- Adapt your messaging to each channel.
- Leverage these features:
 - Giving Tuesday branding
 - Deadline
 - Financial goal
 - Matching gift

How to Participate?

5 emails:

- 1 the week before
 - Announce your participation
 - Ask for a donation
- 1 the day before
 - Event reminder
 - Ask for a donation
- 2 the day of (morning and evening)
 - Reminder
 - Ask for the gift with the deadline and/or the \$ goal
 - Forward the previous email with a lift note above
- 1 the day after
 - Thank you
 - Invite those who haven't already given to do so now



How to Participate?



Email Marketing

- Create thoughtful, personalized subject lines
- The email design is almost more important than the copy
- Write short emails
 - **46% of emails are read on people's handheld devices**
- Underline key phrases.
- Include mission related images
 - Email Banners that demonstrate your mission
 - Graphics such as a thermometer to measure progress against results, etc.
 - Buttons on the banner and within the email

Email Marketing Example #1

Inner-City Scholarship Fund



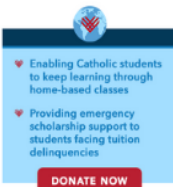
Dear Friends,

As the world comes together during these uncertain times, the movement known as Giving Tuesday has launched an emergency day of giving set to take place on May 26th. It is called #GivingTuesdayNow, and we hope you will unite with others around the globe to take part by making a donation to Inner-City Scholarship Fund (Inner-City) to help us reach our \$50,000 goal.

The COVID-19 crisis has left many of the families we serve struggling to pay for rent or other basic necessities and has forced us to cancel key fundraising events that make it possible for thousands of students to receive our scholarships each school year.

These hardworking students need your help to pay their tuition and continue their education.

Your #GivingTuesdayNow gift will support Inner-City students and their families by:



Please consider making a gift to Inner-City on #GivingTuesday to help us reach our \$50,000 goal and keep these students on track. Your gift could be the answer to their prayers.

We understand if you cannot give at this time, but any gift, no matter how small, can help change the life of a student. And did you know about the new tax break for donors? The federal coronavirus relief bill grants you an above-the-line deduction for up to \$300 in charitable donations in 2020 – and you don't even need to itemize on your return to get it.

On #GivingTuesdayNow, you can also support us by contributing to our Go Fund Me campaign [here](#), and sharing it with your friends on social media. Every gift makes a difference.

Thank you for your continued support.

Warmly,

Susan George

Susan George
Executive Director

P.S. It's easy to make a gift today from your Donor Advised Fund. Get started by contacting Thomas Zwilling, at info@innercitynyc.org or at 212-753-8583.



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Dear Friends,

Given the devastating economic impact of the COVID-19 crisis, hardworking students who count on Inner-City Scholarship Fund (Inner-City) need their scholarships now more than ever.

Please join us tomorrow on #GivingTuesdayNow by making a gift to Inner-City to support Catholic school students during these difficult times.

Many of the families we serve are now without consistent wages and falling behind on tuition payments. Depending on the school, there are one or two tuition payments due this school year. We are doing all we can to ensure we help families and Catholic students with emergency scholarship support, but we need your help more than ever!

Help us reach our \$50,000 goal, so our students can continue receiving a quality education during this pandemic. The federal coronavirus relief bill grants you an above-the-line deduction for up to \$300 in charitable donations in 2020. You don't even need to itemize on your return to get it.

Any gift, no matter how small, can have a significant impact on the future of a student whose education is put at risk by financial hardship.

DONATE NOW

On #GivingTuesdayNow, you can also support us by contributing to our Go Fund Me campaign [here](#), and sharing it with your friends on social media. Every gift makes a difference.

On behalf of all Inner-City supported students, thank you for giving what you can!

Warmly,

Susan George

Susan George
Executive Director

P.S. It's easy to make a gift today from your Donor Advised Fund. Contact us at info@innercitynyc.org or 212-753-8583 to learn more.



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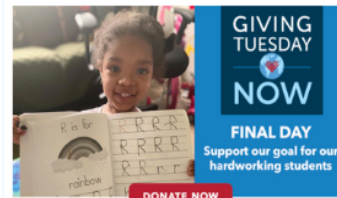
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Dear Friends,

Today is the day—it's #GivingTuesdayNow! Please make your gift to Inner-City Scholarship Fund (Inner-City) by midnight tonight. We need your generous support to reach our \$50,000 goal and continue serving the hardworking students who count on us.

Reaching our goal means having enough funds to help Catholic school students with the emergency scholarship support they need during these uncertain times.

The federal coronavirus relief bill grants you an above-the-line deduction for up to \$300 in charitable donations in 2020. You don't even need to itemize on your return to get it.

We understand if you can't give today, but any gift, no matter how small, can change the life of a student like Maisy.* Maisy dreamed of being a doctor but wasn't receiving the education she needed from her local public school. Thanks to a compassionate supporter like you, Maisy was able to receive the quality education she deserved with help from Inner-City. Now on her way to college, Maisy shares her gratitude for the tools she was equipped with in Catholic school.



Thousands of students just like Maisy are counting on us to help them during this pandemic. **Please donate today to give these students the quality education they deserve.**

Your generosity won't just get a student through this school year; it will give that student the tools to make it through life. [Learn more about our mission here.](#)

Thank you for giving what you can today.

Warmly,

Susan George

Susan George
Executive Director

*Name changed for privacy.

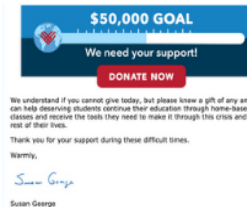
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We understand if you cannot give today, but please know a gift of any amount can help deserving students continue their education through home-based classes and receive the tools they need to make it through this crisis and the rest of their lives.

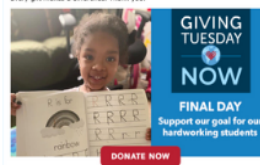
Thank you for your support during these difficult times.

Warmly,

Susan George

Susan George
Executive Director

P.S. On #GivingTuesdayNow, you can also support us by contributing to our Go Fund Me campaign [here](#), and sharing it with your friends on social media. Every gift makes a difference. Thank you.



Dear Friends,

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Reaching our goal means having enough funds to help Catholic school students with the emergency scholarship support they need during these uncertain times.

The federal coronavirus relief bill grants you an above-the-line deduction for up to \$300 in charitable donations in 2020. You don't even need to itemize on your return to get it.

We understand if you can't give today, but any gift, no matter how small, can change the life of a student like Maisy.* Maisy dreamed of being a doctor but wasn't receiving the education she needed from her local public school. Thanks to a compassionate supporter like you, Maisy was able to receive the quality education she deserved with help from Inner-City. Now, on her way to college, Maisy shares her gratitude for the tools she was equipped with in Catholic school.



Thousands of students just like Maisy are counting on us to help them during this pandemic. **Please donate today to give these students the quality education they deserve.**

Your generosity won't just get a student through this school year; it will give that student the tools to make it through life. [Learn more about our mission here.](#)

Thank you for giving what you can today.

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Dear Friends,

I am beyond grateful for each and every one of you who found it in your heart to give to Inner-City Scholarship Fund (Inner-City) during #GivingTuesdayNow.

Thanks to you, we reached our \$50,000 goal! That means thousands of students can continue to find hope during these difficult times, and be given a chance at a brighter future through a quality, values-based Catholic school education. [Learn more about our mission in this video.](#)

On behalf of all Catholic school students, thank you for your generosity.

It is so important that Inner-City supported students continue to receive the education they deserve during these uncertain and troubling times. And I want to remind anyone that didn't get the chance to donate **that you can still make a gift today to help provide emergency scholarship assistance for a hardworking student in need.**

DONATE NOW

Together, we will continue to serve Catholic school students throughout the Archdiocese of New York and ensure they receive the quality education they deserve and the tools they need to make it through life.

Warmly,

Susan George

Susan George
Executive Director



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Email Marketing Example #2

National Urban League



Dear <First Name>Friends,

I hope you found yourself full of gratitude and surrounded by blessings this Thanksgiving. I wanted to remind you about the opportunity to serve as a blessing in someone else's life by participating in Giving Tuesday tomorrow and making a donation to the National Urban League (NUL).

With your help, we can change the lives of African Americans like Jamilah, who at 27-years-old desperately sought a fresh start after losing her job and custody of her son, as she was sent to spend 18 months in incarceration.

It seemed like all hope was lost until she contacted the Urban League of Nashville Tennessee. She was given access to a career counselor who helped her update her resume and attend job fairs. It didn't take her long to land a job, which she has been at since, but Jamilah didn't stop there. She also gained the confidence and support to sell handmade jewelry as a second source of income, enroll in a Master's program, and receive joint custody of her son.

Your gift can help more people just like Jamilah gain access to the resources they need to overcome the obstacles that stand in their way. We need you on our team of economic first responders to make a difference in the lives of struggling African Americans all over the nation.

[DONATE](#)

Remember any gift made to NUL before December 31st will be doubled! Your Giving Tuesday gift will have twice the impact on the community and help 2x the amount of African Americans in need.

Giving Tuesday starts at midnight tonight. I strongly urge you to consider [making an additional gift](#) [making an additional gift](#) [making your first gift](#) tomorrow to join our team of economic first responders and ensure that all African Americans are given the means they need to succeed.

I thank you for your commitment to a more equal America for all.

Sincerely,

Marc Morial
President and Chief Executive Officer



Dear <First Name>Friends,

The day is finally here – it's Giving Tuesday! Please make your gift to the National Urban League (NUL) before midnight to make a difference in the lives of African Americans. Remember all gifts made before the year's end will be matched dollar-for-dollar, which means your gift will help **twice** the amount of African Americans gain access to the necessary resources they need to achieve their goals.

Your gift today will have an immeasurable impact on our community and the fight against racial injustice. Join our team of economic first responders by supporting NUL and helping us empower all African Americans with programs that allow them to secure affordable housing, overcome obstacles with employment, gain access to critical healthcare, and earn a quality education.

- Donating just [\\$4](#) funds a program to help a teenager get a summer job or help her parents find employment.
- [\\$4](#) makes it possible for an ill man to make a doctor's appointment
- [\\$4](#) can help a family make a down payment on their first home.

[DONATE NOW](#)

By giving to NUL, you make real change happen. **Act now to make 2x the impact in your community and take a stand for a more equal America.**

Sincerely,

Marc Morial
President and Chief Executive Officer



Dear <First Name>Friends,

I hope that you will be celebrating a healthy, happy Thanksgiving with your loved ones this week. Before I begin my holiday, I wanted to remind you about a special day next week—Giving Tuesday. While you count your own blessings this week, consider becoming a blessing to someone else by [making an additional gift](#) to [making an additional gift](#) to [making your first-time gift](#) to the National Urban League (NUL) on Giving Tuesday, December 3rd.

Here at NUL, we take a stand for equality and ensure that all Americans have access to the resources they need to succeed. Our programs give underserved African Americans and other marginalized minorities the support they need to overcome the unfair obstacles presented to them in employment, housing, education, and healthcare.

Without you, we wouldn't be able to assist our fellow Americans when they are overlooked by an unequal system.

You are a vital part of our team of economic first responders. Thanks to your support, NUL has been able to help almost 2 million people in 38 states and 300 communities this year alone.

Now you have the chance to do even more. Please save the date and [make an additional gift](#) [make an additional gift](#) [make your first gift](#) this Giving Tuesday to support African Americans and fight racial injustice. **Any donation made before December 31st will be doubled!**

Please don't miss this chance to help twice the African Americans in need. You can follow our Giving Tuesday updates and all of our upcoming initiatives online at [social media link](#).

On behalf of all the people we serve, thank you for your support. Wishing you and your family a happy holiday.

Sincerely,

Marc Morial
President and Chief Executive Officer



Dear <First Name>Friends,

I am beyond grateful for each and every one of our donors that sent a gift yesterday and made Giving Tuesday such a success. Thanks to all of our economic first responders, we can get straight to work empowering more African Americans and enacting real change in our community.

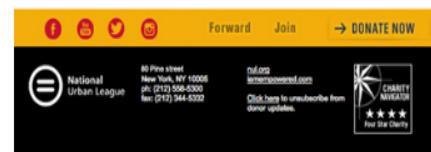
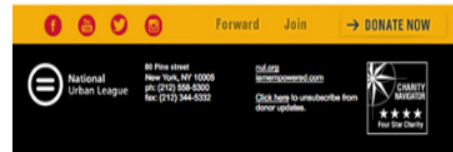
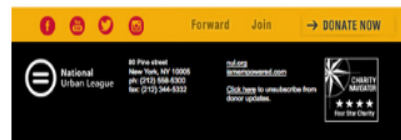
I want to thank you all for your continued support of the National Urban League (NUL). All the work we do is only made possible by your generosity and dedication to a more equal America.

All the gifts made yesterday have been matched, doubling the impact and providing support to even more African Americans facing issues with employment, housing, healthcare, and education.

I am so grateful for the support we received from all the donors on Giving Tuesday and for having you as a member of our community each and every day. Together, we are changing the world.

Sincerely,

Marc Morial
President and Chief Executive Officer



Drug Policy Alliance



We are the Drug Policy Alliance.

#GIVING TUESDAY NOW

SAVE LIVES

TRIPLE MY GIFT

%%PREFERRED NAME%%,

Today is #GivingTuesdayNow, a global day of unity developed as a response to the unprecedented need caused by [COVID-19](#).

Five of the first seven people to die from COVID-19 in federal prison were incarcerated on drug related charges.

The Drug Policy Alliance is pushing Congress to support a crucial bill that would immediately release people behind bars who are most vulnerable to [COVID-19](#) and transfer them into community supervision. We can not protect our loved ones unless we flatten the curve everywhere, including in prisons and jails.

You've been following our work and right now you can have a big impact.

TRIPLE MY GIFT

%%PREFERRED NAME%%, I urge you to take action now to save lives and end the senselessness and cruelty of the drug war. Special matching funds will TRIPLE all gifts, including yours, to the Drug Policy Alliance right now.

Hurry, to have 3X the impact on drug policy reform and help us protect people in prisons and jails from COVID-19.

With gratitude,

Martira Perez
Director, Office of National Affairs
Drug Policy Alliance

P.S. Do you know about the new tax break for donors? The federal coronavirus relief bill grants you a deduction for up to \$3000 in charitable donations in 2020 – and you don't need to itemize on your return to get it. [Make a tax-deductible donation now.](#)

Follow us:





Donate

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We are
the Drug
Policy
Alliance.

#GIVING
TUESDAY
NOW

Match
EXTENDED

TRIPLE MY GIFT

Friend,

While the sun has set on #GivingTuesdayNow, at the Drug Policy Alliance—we don't give up, and neither do our supporters.

A generous donor has just extended our special #GivingTuesdayNow match! **Act now and your gift will TRIPLE with matching funds to help the Drug Policy Alliance advocate for drug policies that put the health and wellbeing of people first.**

TRIPLE MY GIFT

Right now we are concerned about people in jails, prisons, and immigrant detention centers who are not allowed to follow basic safety practices like social distancing and frequent handwashing. **Each day is life or death for them.**

We're also concerned that people who use drugs, including those who rely on medical marijuana, will face even more challenges to access life-saving harm reduction services and medications.

We need your help to protect every member of our community. Our work depends on you. **Please donate today and have 3X the impact.**

We hope that you and your loved ones remain safe and well.

With gratitude,

Maritza Perez
Director, Office of National Affairs
Drug Policy Alliance

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Donate


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the Drug
Policy
Alliance.

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Email Marketing Example #4

Learning Ally



#GIVING TUESDAY



Support thousands of students with learning differences

[DONATE NOW](#)

Dear Faircom,

It's here! Happy Giving Tuesday wishes to our wonderful Learning Ally community. Today is a day to pause in the midst of the holiday hustle-bustle and remember what this season is really about—each other. It's a day to stand up and support your favorite causes. That being said, **it's a great day to support Learning Ally!**


[DONATE](#)



Today, I'm thinking about the amazing students Learning Ally has the privilege of serving. They come to us struggling. Students who are blind, visually impaired, or have a reading based learning difference like dyslexia go through a tremendous uphill battle when it comes to reading and overall learning. If their challenges aren't properly addressed, most lose their academic confidence. **They become fearful of school and of reading—feelings that fester over time and can negatively affect them for their entire lives.**

But Learning Ally is a gift—a gift that inspires confidence, hope, and more importantly achievement! It is a gift to educators, parents, and most of all students...empowering them, improving their grades, and encouraging them to learn to see reading as a joyful activity. Our programs and tools, including our world-class library of human-narrated audiobooks, ensures that all students have access to a quality education tailored to their needs.

You have been such a strong advocate to us—thank you for caring about our work. **Today is truly the perfect opportunity to show your commitment to our cause—it will mean so much if you make a special gift to Learning Ally this Giving Tuesday!**

Thank you so much,


Connie Murphy
EVP for Partnerships and Community Development



Transform a Child's Life Today!
20 Roszel Road, Princeton, New Jersey 08540 • [www.LearningAlly.org](#)

[f](#) [t](#) [in](#) [v](#) [p](#) [e](#)


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Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

[View this email in your browser](#)


Dear Faircom,

I hope you saw my email this morning—it's important, so I'm resending it just in case. I want to remind you that today is Giving Tuesday, a break from the commercialism of the holidays and an opportunity to give back to nonprofits. Please support struggling readers this Giving Tuesday by donating to Learning Ally before midnight!

With appreciation,

Connie Murphy
EVP for Partnerships and Community Development



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#GIVING TUESDAY



Thank you


Dear Faircom,



Wow! Here we are the day after Giving Tuesday, and I am simply astonished. **I am incredibly grateful for all of you, Learning Ally's steadfast and supportive community. We raised over \$11,000 during our Giving Tuesday efforts and will put every dollar to good use assisting struggling readers and learners in classrooms across the country.**

Here at Learning Ally, we believe that no student who is blind, visually impaired, or have a reading based learning difference like dyslexia should struggle to receive an education. We want to make sure that these students can succeed and shine in school—and in life. It is our pleasure and privilege to help them do so.

From expanding the number of students and schools we reach, to giving teachers more reading resources, to expanding our amazing audiobook library—the impact of Giving Tuesday donations will go very, very far. Thank you for making it all happen!

With Gratitude,


Connie Murphy
EVP for Partnerships and Community Development



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How to Participate?



Online Advertising

- Launch your ad campaign **1-2 weeks in advance**.
- Promote your campaign with organic posts for Facebook, Instagram, Twitter and LinkedIn
 - **43% of 18-35-year-olds will share these messages** in a peer-to-peer fundraising campaign.
- Invest in paid ads. (Facebook, Instagram, Twitter, LinkedIn, Google Paid Search, Google Display Network)
 - **3.5% of donations received online came from Facebook in 2019** — 6% more than in 2018.
 - **Online ad spend for nonprofits increased by 17% in 2019** with 7 cents spent for each dollar earned.

Online Advertising Example

Inner-City Scholarship Fund

**Inner-City Scholarship Fund**
Sponsored · 

URGENT — Given the devastating economic impact of the COVID-19 crisis, inner-city students need their scholarships now more than ever. We must continue to provide them with emergency tuition assistance so they receive the quality education they deserve, no matter what.

In honor of #GivingTuesdayNow, please contribute to our Go Fund Me campaign with a special gift.



inner-city scholarship fund
A Child. A Chance. A Future.

GOFUNDME.COM
NOT AFFILIATED WITH FACEBOOK
Support Students in Need
Help us reach our \$50,000 goal >>

[Donate Now](#)

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[Donate Now](#)





Instagram

**innercityscholarshipfundnyc**
Sponsored



inner-city scholarship fund
A Child. A Chance. A Future.

[Donate Now](#)



innercityscholarshipfundnyc Given the devastating economic impact of the COVID-19 crisis, inner-... more

**inner-city scholarship fund**
A Child. A Chance. A Future.

We need your support now to provide inner-city students with emergency tuition assistance.

[**DONATE NOW**](#)



How to Participate?



Website

- Use a takeover or pop-up window with a Giving Tuesday message and a link to the donation page.
- Put a Giving Tuesday banner on your homepage.
- Write an article about Giving Tuesday and post it on your website.
- Create a different giving page for each ad or email to track the results of each endeavor.
 - Ask for lower gifts.
 - Promote monthly giving.

Case Study: Little Brothers - Friends of the Elderly, Chicago



Little Brothers - Friends of the Elderly, Chicago is an organization that helps isolated elders by sending volunteers to their homes and organizing social activities for them.

Giving Tuesday Now

- 5 emails, including a lift note.
- 8 days of FB ads (\$2,000 spend)
- 2x Matching gift

Results

- Over \$37,000 raised (\$15,000 from the matching gift)
- ROI: 400%

Little Brothers - Friends of the Elderly

Email Appeals & Cultivations



Join Us
DOUBLE MY GIFT

Dear Friend,

We're so grateful for all you're doing to bring friendship to Chicago's elders now. Bute than feeling alone or uncertain, our elders know they have a caring friend who'll love during a phone visit or send a lovingly handwritten note. Our elders tell us how thank they are for you each day.

We wanted to let you know that something special is happening one week from today. The people behind Giving Tuesday, the international day of giving which follows Thanksgiving, are launching #GivingTuesdayNow. Tuesday, May 19th, will be a global day of action for giving and unity in response to COVID-19. This could not come at a better time.

Here at Little Brothers - Friends of the Elderly, COVID-19 has made our seniors more isolated than ever before. But, as always, elders know they can count on their Little Brothers Family for friendship and essential services. We're calling on generous volunteers like you, if you're able, to support our programs in conjunction with #GivingTuesdayNow.

A generous anonymous donor will match all gifts up to \$15,000. Please give what you can during Giving Tuesday Now and double your impact to help sick elders who need us more than ever.

As a reminder, we're taking a thoughtful and careful approach to our work right now. Little Brothers' **We Care/We're Careful Initiative** is a proactive and comprehensive plan to minimize the risks of spreading coronavirus. We seek to keep our seniors connected to friendship and well cared for—all the while protecting their safety and the safety of our volunteers.

We Care/We're Careful Initiative Overview



Little Brothers - Friends of the Elderly is:

- Following all guidelines from the Centers for Disease Control and Prevention (CDC) and Governor Pritzker to minimize risk
- Suspending our events and social clubs and shifting to telephone visits, cards, and letters until further notice
- Closing our Chicago office to visitors and asking staff to work from home until further notice
- Delivering emergency food bags to elders who are most in need, while maintaining social distancing
- Making more than 800 telephone visits every week.

DOUBLE MY GIFT

Your gift of any amount will go TWICE as far to help brighten an elder's day—more than ever before.

You know our elders really are getting a much-needed delivery of groceries, complete with supplies like disinfectant, or the delight from a warm phone visit with a Little Brothers volunteer like you.

Once again, I am so grateful for your help—our seniors need us so much right now. Thanks to our dedicated volunteers and supporters, we will meet their needs and remind them they are surrounded by caring friendship.

Sincerely,

S. Mitchell-Peterson

Simone Mitchell-Peterson
Chief Executive Officer

P.S. It's easy to make a gift today from your Bremer Advised Fund. Get started by contacting CINC at USLBB@CINCORP.COM or 312-604-7224.

Little Brothers - Friends of the Elderly, 355 North Ashland Ave, Chicago, IL 60607

[Donate](#) / [Volunteer](#) / [Celebrate](#)



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We Care/We're Careful Initiative Overview

We have launched our new **We Care/We're Careful Initiative**, allowing us to provide key services for local elders—all while following CDC, state, and federal guidelines. For example, we're helping our seniors who can't go to crowded grocery stores by providing contactless delivery right to their doorsteps.

Since our in-person events have been suspended, our volunteers are also prioritizing one-on-one phone visits with seniors—calling them more frequently and providing good conversation, laughter and reassurance. Together, volunteers and staff are making more than 800 phone visits a week.

Tomorrow is an important day—and it will impact so many tomorrows to come. If you are able to make a donation at this time, **please double your impact on #GivingTuesdayNow to help make each day bright and hopeful for our Chicago seniors**.

Warm regards,

S. Mitchell-Peterson

Simone Mitchell-Peterson
Chief Executive Officer

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Little Brothers - Friends of the Elderly, 355 North Ashland Ave, Chicago, IL 60607

[Donate](#) / [Volunteer](#) / [Celebrate](#)



Double Your Impact
DOUBLE MY GIFT

Dear Friend,

Today is #GivingTuesdayNow, a global day of action for giving and unity in response to COVID-19. At Little Brothers - Friends of the Elderly, our mission to bring joy, friendship, and light into elders' lives continues year-round.

A generous anonymous donor will match all gifts to our COVID-19 work, including your gift today, up to \$15,000 to help local elders who need us now more than ever. If you've already made your gift to support Chicago seniors, we are so grateful for your generosity.

DOUBLE MY GIFT

Thanks to wonderful donors like you, we're still able to be there for our elders, while protecting the health of our entire community. With us, and our, your gift will be doubled with matching funds to help support our critical services and programs.

We're increasing deliveries of food bags to elders in need of groceries and reaching out through the mail and over the phone to provide conversation and laughter, in addition to the welcome sound of a friendly voice. Elders, like Connie, shared their thanks after an early April drop off of fresh groceries, pantry supplies and household essentials.



We're even stepping in to help seniors cover essential expenses in this time of need, through our brand new Essential Expenses Fund. The funds raised will be going directly toward helping elders with additional urgent needs generated by COVID-19. So far, we've made more than twice as many food bag deliveries in the first month, **and your gift today will have 2X the impact**.

You can help elders stock their pantries with a week's worth of fresh groceries and pantry staples, disinfectant cleaning supplies, self-care essentials, like deodorant or shampoo, toilet paper, and even food for beloved pets. You'll also help elders stock their medicine cabinets with prescriptions that are picked up for them, so elders aren't faced with running out of the medicine they need. We will be there for our elders—today, tomorrow, and for so many brighter days ahead.

Thank you for being part of our community on #GivingTuesdayNow and always!

With appreciation,

S. Mitchell-Peterson

Simone Mitchell-Peterson
Chief Executive Officer

P.S. Do you know about the new tax break for donors? The federal coronavirus relief bill grants you an above-the-line deduction for up to \$300 in charitable donations in 2020—and you don't need to itemize on your return to get it. **Make a tax-deductible donation today.**

Little Brothers - Friends of the Elderly, 355 North Ashland Ave, Chicago, IL 60607

[Donate](#) / [Volunteer](#) / [Celebrate](#)



Dear Friend,

I hope you saw my email this morning. Since it's important and time sensitive, I'm including it again below. Today is #GivingTuesdayNow, a special day of action and unity in response to COVID-19.

During this difficult time, the Little Brothers team is very dedicated to ensuring our already isolated Chicago seniors feel cared for and understood. With the help of our volunteer supporters, we're helping 800+ elders every week, providing hundreds of handwritten notes and handwritten letters to remind elders that they are loved, and ensuring our elders get contacting grocery deliveries from our food pantry, as well as essential supplies.

DOUBLE MY GIFT

Your gift today benefits our brand-new Essential Expenses Fund. Thanks to a generous anonymous donor, your gift today will be doubled with matching funds to help support seniors directly impacted by the COVID-19 pandemic. If you've already made your #GivingTuesdayNow gift, we are so grateful for your support.

Thank you,

S. Mitchell-Peterson

Simone Mitchell-Peterson
Chief Executive Officer

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Thank you for being part of our community on #GivingTuesdayNow and always!

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Little Brothers - Friends of the Elderly, 355 North Ashland Ave, Chicago, IL 60607

[Donate](#) / [Volunteer](#) / [Celebrate](#)



Match Extended: Double Your Impact
DOUBLE MY GIFT

Dear Friend,

#GivingTuesdayNow has never happened before—but based on the outpouring of support from the Little Brothers community, I can't imagine it having gone better! On behalf of myself, my team, our dedicated volunteers, and all of our seniors—I extend wholehearted thanks for your incredible engagement.

If you didn't have a chance to make your gift yet, it's not too late to double your impact. Our generous anonymous donor has agreed to extend the match, so all funds up to \$15,000 will have 2X the impact.

Your gift will go a long way toward making sure all the Chicago elders served by Little Brothers are well cared for and supported during the COVID-19 crisis. Our **We Care/We're Careful Initiative** prioritizes the safety and well-being of our seniors and volunteers. This enables us to step up services that make a real difference for seniors during the pandemic—outreach like contactless grocery delivery, weekly phone visits, and delivery of medicines and other essentials via our new Essential Expenses Fund.

We have more than doubled the number of Food Bags we're delivering monthly, and with your help, we can continue expanding this program.

#GivingTuesdayNow may be done, but our work to bring friendship and essential resources to elders continues year-round!

My deepest gratitude,

S. Mitchell-Peterson

Simone Mitchell-Peterson
Chief Executive Officer

P.S. We truly couldn't do our work without you. We are very appreciative of your commitment—on #GivingTuesdayNow and always.

Little Brothers - Friends of the Elderly, 355 North Ashland Ave, Chicago, IL 60607

[Donate](#) / [Volunteer](#) / [Celebrate](#)



Little Brothers - Friends of the Elderly

Social Media Advertising

 Little Brothers - Friends of the Elderly (Chicago Chapter) Sponsored · 🌐

Chicago elders need your support on [#GivingTuesdayNow](#)! COVID-19 has made connecting and providing [...See More](#)



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Double your gift before...
Not affiliated with Facebook

[DONATE NOW](#)

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Double your impact by making a gift before midnight on 5/5 to support our critical services and programs to give hope to our [...See More](#)



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DOUBLE your impact now until Giving Tuesday to help isolated Chicago elders! All gifts up to \$19,000 will be [...See More](#)



[HTTPS://LITTLEBROTHERSCH...](https://littlebrotherschicago.org)
\$15 = \$30 on Giving Tuesday!

[DONATE NOW](#)

 Little Brothers - Friends of the Elderly (Chicago Chapter) Sponsored · 🌐

DOUBLE your impact now until Giving Tuesday to help isolated Chicago elders! All gifts up to \$19,000 will be [...See More](#)



[HTTPS://LITTLEBROTHERSCH...](https://littlebrotherschicago.org)
Your gift DOUBLED until 12/3!

[DONATE NOW](#)

Case Study: Human Rights Watch



Human Rights Watch fights for human rights around the world.

Giving Tuesday

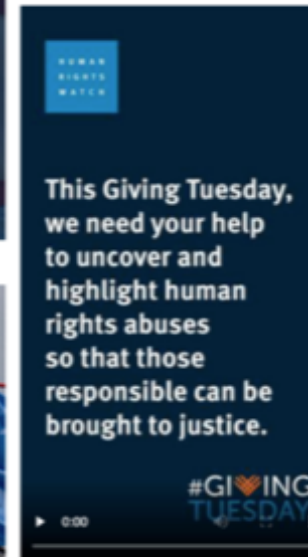
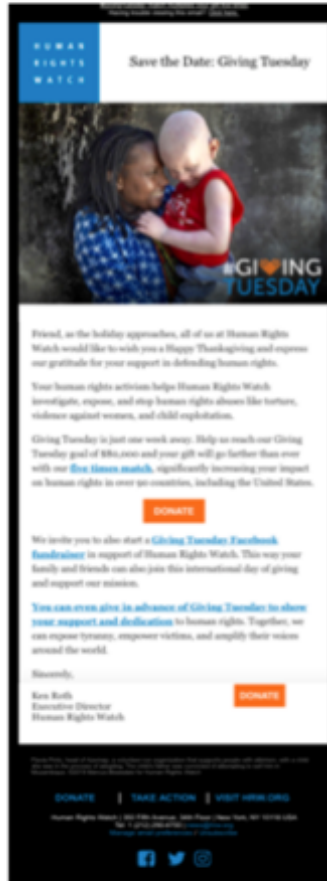
- Goal: \$80,000
- 5 emails, includes lift notes
- Paid and organic ads and SEO on Facebook, LinkedIn, Twitter, and Google
- Instagram Stories (The day before, the day of and the day after)

Results

- Over \$87,000 raised
 - \$40,000 from emails
 - 15% from prospects
- Average gift: \$152

Case Study: Human Rights Watch

Integrated Campaign Materials – Email Appeals, Social Media Advertising & Organic Social Media



Contact Us



Sally Frank

Senior Vice President of Digital and Social Media

sally@faircomny.com

Sally has over 25 years of experience in direct marketing, having worked in both the for-profit and non-profit sectors. From using data driven techniques to solicit small business card members for American Express, to targeting investors for Goldman Sachs' start up, GS.com, Sally brings a diverse background to Faircom New York. Joining Faircom New York in 2011, Sally has worked with many clients, generally focusing on strategy, data analysis and creative. Sally now works from our West Coast office spearheading Digital and Social Media initiatives.

Sally has a B.A. from Brown University and an M.B.A./M.A. from NYU's Stern School of Business and Institute of French Studies, including studies at Hautes Études Commerciales in France. Outside of work, Sally likes to cook and run (not usually at the same time, but with four kids, the two activities sometimes overlap), and she plays flute in chamber music ensembles, occasionally volunteering for pit orchestra as well.

Victoire Caroly

Account Manager of Digital Marketing

victoire@faircomny.com

Victoire has over 3 years of experience in communications and marketing applied to the philanthropic sector. Prior to joining Faircom as a Digital Marketing Associate in 2020, Victoire worked for a university foundation in Paris, France, where she helped strengthen the existing fundraising strategies, especially through social media and email marketing. Victoire is also a former intern of Faircom. In 2013 and 2015, she had the opportunity to help the team with various fundraising initiatives for clients such as SOS Sahel, Cousteau Society and Little Brothers Friends of the Elderly. Having worked in 4 different countries, Victoire brings to the team a unique range of experiences with nonprofits. Victoire is a graduate of Laval University (Quebec, Canada), where she completed a BA in International Studies and Modern Languages in 2015 and an MA in Public Relations in 2017.

