



**sofii** showcase of fundraising  
innovation and inspiration



**Chartered  
Institute of  
Fundraising**

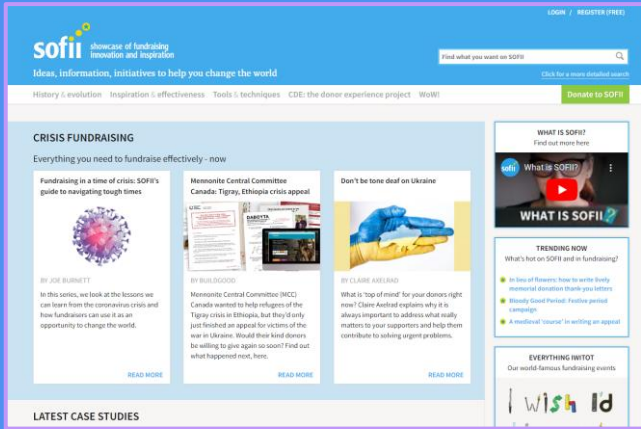
# SOFII's Inspiration Hour

Sharing our favourite Giving Tuesday ideas with you

Joanna Culling (SOFII) and Meredith Niles (SOFII)

[www.sofii.org](http://www.sofii.org)

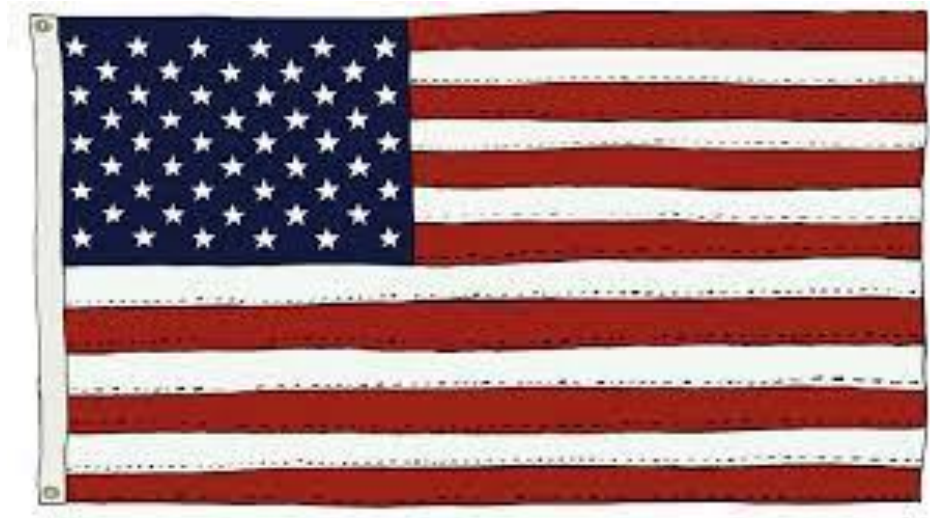
Or get inspired at one of our I Wish I'd Thought of That (IWITOT) events!



Find great fundraising ideas at [www.sofii.org](http://www.sofii.org)



*“I thought Giving Tuesday was an American thing...?”*



*“Okay, but it’s already  
September! What can I do?”*





Sharing is caring  
- especially with  
fundraising ideas!

**By the end of this session, we hope you'll take away:**

- 1) Big inspiration for your Giving Tuesday plans
- 2) Potential 'quick wins' for your campaign this year
- 3) Something totally different to try

# IDEA #1: Ryan Steele

Kansas State University Foundation



# First, let's watch Ryan share this idea:



Read more about this idea on SOFII here:

<https://sofii.org/case-study/pete-for-america-leaderboard-challenge-election-fundraising>

# SOFII's take on Ryan's top tips

- You need **gamification** + **engagement**
- Have a reason to give
- Set the time limit
- Set a campaign target
- Highlight collective giving

**REMEMBER:**

Giving Tuesday can be your **opportunity** to ask for donations, but on its own, it is not a **reason** for people to give.



# IDEA #2:

# T. Clay Buck

Founder at TCB Fundraising



# First, let's watch Clay share this idea:



Read more about this idea on SOFII here:  
<https://sofii.org/case-study/meals-on-wheels-san-francisco>

# SOFII's take on Clay's top tips

- **Make Giving Tuesday part of your wider strategy**
- **Keep your ask consistent with your other comms**
- **Use it as a reminder or nudge**
- **Offline can drive online giving**

## **REMEMBER:**

You might not have to create something shiny and new for Giving Tuesday. Can you use the **opportunity to enhance** or **point the donor towards** your existing appeals and work?

IDEA #3:  
Meredith Niles

SOFII Board Chair



**Marie Curie say Thanks this  
#GivingTuesday**

# Challenges

**Fear of cannibalising existing appeals**

**Don't ask for money!  
Just say thanks.**

**Teams feeling overwhelmed**

**Make it easy and fun!**

Monday	Tuesday	Wednesday	Thursday	Friday
2 BUSY	3 BUSY	4 BUSY	5 BUSY	6 BUSY
9 BUSY	10 BUSY	11 BUSY	12 BUSY	13 BUSY
16 BUSY	17 BUSY	18 BUSY	19 BUSY	20 BUSY

**Fear of being lost in the crowd**

**Try something different!**



Give time to  
give thanks  
to our  
incredible  
supporters.



Marie Curie   
@mariecurieuk

Chief Exec [@DocJaneCollins](#) is giving time to thank our amazing supporters. How will you take part in [#GivingTuesday?](#)

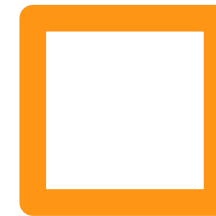


3:00 PM · Dec 2, 2014 · Twitter Web Client

# Make it easy



**Give  
participants  
everything  
they need**



# Make it fun!





# Make it fun!

Marie Curie  @mariecurieuk

@ShirleyBallas This #GivingTuesday we just wanted to say a special thank you for all your support 



1:01 PM · Dec 3, 2019 · Twitter for Android

Marie Curie  @mariecurieuk

@SPARintheUK Today is #GivingTuesday and we want to say a great big thank you for all the support your colleagues, retailers, customers and suppliers have given to us!



9:11 PM · Nov 27, 2018 · Sprout Social

Marie Curie  @mariecurieuk

@Interstate\_eur Happy #GivingTuesday! Thank you to all your staff and guests for supporting us. The money you raise helps us to provide care & support for people living with terminal illness.



9:10 AM · Nov 27, 2018 · Sprout Social

# Make it fun!



Marie Curie  
@mariecurieuk

@DrCatherineUK This #GivingTuesday is our chance to say thank you for all your support 🧡



2:49 PM · Dec 3, 2019 · Twitter for Android



Marie Curie  
@mariecurieuk

Staff are writing thank you letters to our amazing supporters for #GivingTuesday. Tell us what you're thankful for!



10:03 AM · Dec 2, 2014 · Twitter Web Client



Marie Curie  
@mariecurieuk

@SPARintheUK We want to say a huge thank you this #GivingTuesday for all that you have done for us. From delivering PPE to our nurses, fundraising in stores and undertaking all types of challenges, you've managed to raise over £1.6million since 2017. Thank you SPAR! 🧡



Thank You Spar!

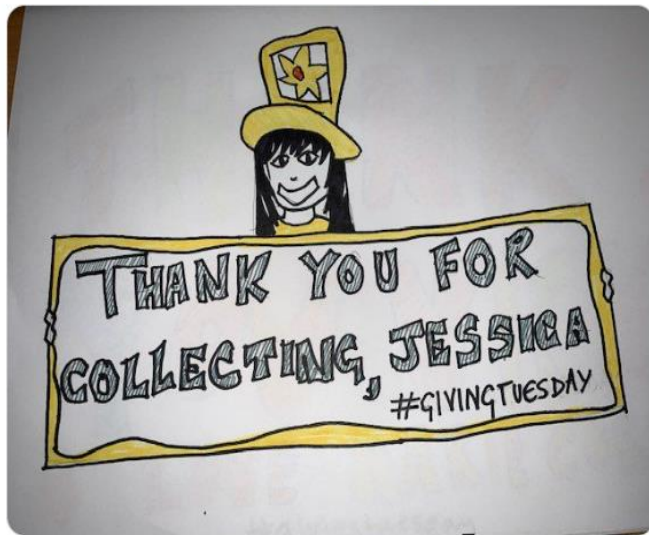
10:05 AM · Dec 1, 2020 · Sprout Social

# Personalised doodles

Marie Curie  
@mariecurieuk

Replying to

Happy #GivingTuesday Jessica! 🎉  
We've been getting out the colouring pens to say a special thank you for all your help. ❤️



1:35 PM · Nov 27, 2018 · Twitter Web Client

Happy #GivingTuesday Aaron! 🎉 We would just like to say a huge thank you for your support. ❤️



Marie Curie  
@mariecurieuk

@FrankieBridge Thank you so much for all your support, Frankie! We've been drawing in celebration of #GivingTuesday 🥰



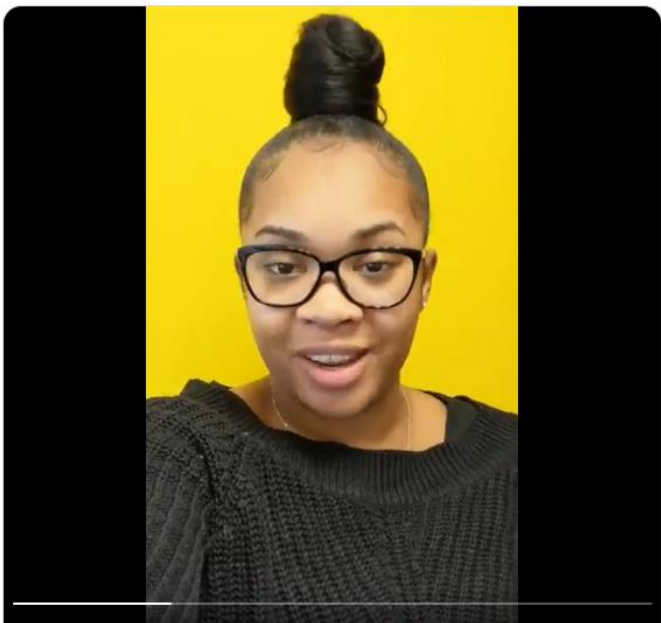
1:24 PM · Nov 28, 2017 · Twitter for iPhone



# Personalised thank you videos

Marie Curie  
@mariecurieuk

@SallyAkins We just wanted to send you a special thank you this #GivingTuesday for being a wonderful ambassador 🧡



Marie Curie  
@mariecurieuk

@SamHeughan This #GivingTuesday we wanted to send you and everyone @MyPeakChallenge a huge thank you for raising so much money for us 🧡



Marie Curie  
@mariecurieuk

@jasonsfolly We wanted to take this #GivingTuesday as an opportunity to send you a special thank you from all of us at Marie Curie 🧡



# Reminded supporters of all the ways to give

Marie Curie   
@mariecurieuk

To the thousands of you who have shopped and made a difference at [shop.mariecurie.org.uk](http://shop.mariecurie.org.uk) #GivingTuesday



8:01 PM · Dec 1, 2015 · Hootsuite

The graphic features a yellow background with a white zigzag pattern at the top. A white sign with the word 'SHOP' hangs from a string. Below the sign, the text 'THANK YOU SHOPPERS!' is written in white and blue. At the bottom, there are illustrations of a gift box and two shopping bags.

Marie Curie   
@mariecurieuk

To the thousands of you who walked, ran, climbed, danced, baked... we are truly grateful. #GivingTuesday



10:10 AM · Dec 1, 2015 · Hootsuite

The graphic has a yellow background with a white zigzag pattern at the top. A yellow banner with the word 'FINISH' hangs across the middle. Below the banner, there are illustrations of a tank top, a pair of shoes, and a pair of glasses. The text 'THANK YOU FUNDRAISERS!' is written in yellow and blue.

Marie Curie   
@mariecurieuk

40,000 collections have taken place this year, & it's all down to you. #GivingTuesday



9:45 AM · Dec 1, 2015 · Hootsuite

The graphic has a yellow background with a white zigzag pattern at the top. The text 'THANK YOU COLLECTORS!' is written in yellow and blue. Below the text, there is an illustration of a yellow donation box with a coin slot and a Euro symbol.

# Help staff across the charity connect with donors



Fiona Turner  
@MCBerksFT



Today is [#GivingTuesday](#), thank you to all the 426 volunteers in the South East for all their hard work and support for [@mariecurieuk](#) [#volunteers](#)



11:06 AM · Nov 27, 2018 · Twitter Web Client



Marie Curie  
@mariecurieuk



[@superdrug](#) this [#GivingTuesday](#) we are saying a massive THANK YOU for all of your support!

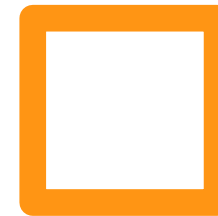


4:46 PM · Nov 28, 2017 · Twitter Web Client

# Make it count

- Segmented our donors by type
- Split test within each segment
- Looked at retention and future gifts for test vs control groups

**15 minutes of thanking →  
An extra hour of nursing care**



**Thanking not  
just good  
practice:  
significant  
evidence base  
shows that it  
leads to more  
income**



Thank you!

We hope you found this session useful and feel inspired to test out some new ideas for your next Giving Tuesday campaign.

For more inspirational, adaptable ideas and fundraising case studies visit SOFII – we are a free website developed for fundraisers by fundraisers.

[www.sofii.org](http://www.sofii.org)

SOFII's website is brought to you by The SOFII Foundation – registered UK charity no. 1124743

Want to know more about SOFII? Please email [joanna@sofii.org](mailto:joanna@sofii.org), [carolina@sofii.org](mailto:carolina@sofii.org) or [joe@sofii.org](mailto:joe@sofii.org). we'd love to hear from you.

[Click here to join SOFII's email list for fundraising hints, tips and the latest on all our inspiring events.](#)