

Planning your fundraising year with GlobalGiving Partner Campaigns

CAMPAIGNS

WHAT IS IT?

CONSIDERATIONS

WHEN TO PARTICIPATE, AND WHY!

Little by Little Campaign

A **5-day** campaign with a 50% match on donations up to \$50.

Do you have donors who donate less than \$50?
Do you have a network of supporters you can call on to participate?

Little by Little showcases the power of smaller-dollar donors, especially with GlobalGiving's additional 50% match! You are only in competition with yourself, with unlimited matching funds.

Thematic Campaigns

Open to organizations that have projects that fit within a specified theme.

Do you have a project that fits within the thematic campaigns being offered by GlobalGiving this year?

Promoting projects within a thematic campaign can help to acquire donors who care about the specific theme, participate with a smaller group of organizations, and use unique graphics and GlobalGiving developed toolkits.

July Bonus Day

A **one-day** campaign to incentivize major donors (donations of \$100 and up).

Do you have donors who donate \$100 or more?
Are you hoping to improve or incentivize your major donors?

July Bonus Day is ideal for reaching out to any of your current major donors. This campaign can also be a learning tool for how to find major donors, cultivate those relationships, and sustain them.

#GivingTuesday Campaign

A **one-day** campaign on a worldwide day of giving where partners can earn a portion of an incentive fund.

Do you have donors that recognize and participate on #GivingTuesday?
Are you hoping to make #GivingTuesday more well-known in your community?

With the proportional match, the more you raise, the more of the incentive fund you receive! Any size donation makes an impact, which is especially meaningful to donors who know about #GivingTuesday.

Monthly Donor Drive

A **5-day** offer for new monthly donors to earn a one-time 200% match after having their monthly donation active for four consecutive months

Are you interested in securing more sustainable funding for your organization?

Having more monthly donations provides on-going support. Utilizing a match of 200% also provides an incentive that is hard to ignore!

OTHER CONSIDERATIONS:

What are the benefits to the campaign, and do they outweigh the time and effort your organization will put into it?
Have you recently done a big fundraising push? Can you call on past donors to participate as fundraising advocates?
Are you able to segment your donor base and outreach to different audiences for campaigns so you can tailor messaging?

