



How to Create Your #GIVINGTUESDAY Campaign

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WHAT'S #GIVINGTUESDAY?



#GivingTuesday is a global holiday that celebrates generosity and kindness by giving to nonprofit organizations all around the world. In the same way that Black Friday and Cyber Monday kick off the holiday buying season, #GivingTuesday kicks off the giving season, highlighting the true meaning of what this time of year is all about. This philanthropic holiday sets itself apart as a social media celebration, hence the hashtag you often see associated with it (#GivingTuesday). Many donors who give to charities on #GivingTuesday share about their favorite causes on Facebook, Twitter, Pinterest, etc., and encourage their friends to give, too.

#GivingTuesday falls on the Tuesday following American Thanksgiving each year. In 2017, it will be celebrated on November 28th.

Be sure you don't miss out on the millions of #GivingTuesday donation dollars that can fuel your cause.

With DonorPerfect's 2017 #GivingTuesday Get-Set Guide, you can:

- # Get free #GivingTuesday email and social media templates
- # Prepare your campaign confidently with step-by-step instructions on how to plan for #GivingTuesday
- # Read expert tips and proven strategies that can guide you to #GivingTuesday success



Facts and Figures

In 2016, people gave **1,560,000** donations to **40,000** nonprofits based in **98** countries.

Last year, #GivingTuesday raised **\$168 million dollars** in **24 hours**.



The DonorPerfect Community received **61,042** gifts that totaled over **\$18.9** million dollars. The average online gift was **\$158.38**

Donors covered **72%** of online donation processing fees using the Donors Cover Costs option on DonorPerfect's integrated donation forms.

Online gifts totaled **\$3.5** million. That's **48%** growth from last year!

So, the stats sold you on #GivingTuesday. Now what? Your first step is ensuring that your organization is primed to receive gifts of all kinds.



#GIVINGTUESDAY

101: CRAFTING

YOUR CAMPAIGN

5 Tried-and-True #GivingTuesday Campaign Best Practices from a Seasoned Executive Director

As Executive Director of The David Sheldrick Wildlife Trust, Melissa Sciacca leverages over a decade of experience in wildlife conservation to support, promote, and expand her organization.

The David Sheldrick Wildlife Trust has been rescuing and rehabilitating elephants and rhinos in East Africa for 40 years. Their multi-faceted approach to conservation includes their Orphans Project, anti-poaching and surveillance efforts, and community education and outreach.

As a result of the collaborative efforts of both development professionals and conservation experts in both the United States and East Africa, at-risk and



© The David Sheldrick Wildlife Trust

orphaned elephants and rhinos can successfully be returned to their wild lives and form their own herds or join herds of fellow graduate animals.

This incredible undertaking is fueled by the generosity of their passionate supporters. And that critical enthusiasm wouldn't be possible without Melissa's commitment to perfecting the art of engaging her constituents year-round and on #GivingTuesday.



In the years since its inception, Melissa and her team have achieved enormous #GivingTuesday fundraising success.

Here are her top tips to help you get more gifts on the nonprofit community's biggest day of the year.

#1. Create original content that compels people to give.

“So much of our fundraising and retention efforts are centered around rich content,” Melissa says. “We connect our supporters to the work we’re doing on the ground in ways they can relate to. It takes a lot of effort to maintain that connection between our work in Africa and our donors in the states, but we create content that shows our mission as something people want to get behind.”

#2. Make your #GivingTuesday ask goal-oriented.

“Be specific about what you’re asking them for so they can see a direct impact,” she advises. “Nonprofits fall into a trap of generating a general ask on #GivingTuesday when they should be promoting a specific campaign.” Think compelling, creative, fun. A memorable campaign is a successful one.



© The David Sheldrick Wildlife Trust

“So much of our fundraising and retention efforts are centered around rich content.”



#3. Offer an added benefit to participating on #GivingTuesday.

Melissa says, “Be sure to motivate your supporters with a reason to give beyond the fact that it’s #GivingTuesday.” For example, The David Sheldrick Wildlife Trust obtains sponsors so they can offer matched giving. Ask yourself, “What makes this ask different than any of the other ones we do?”

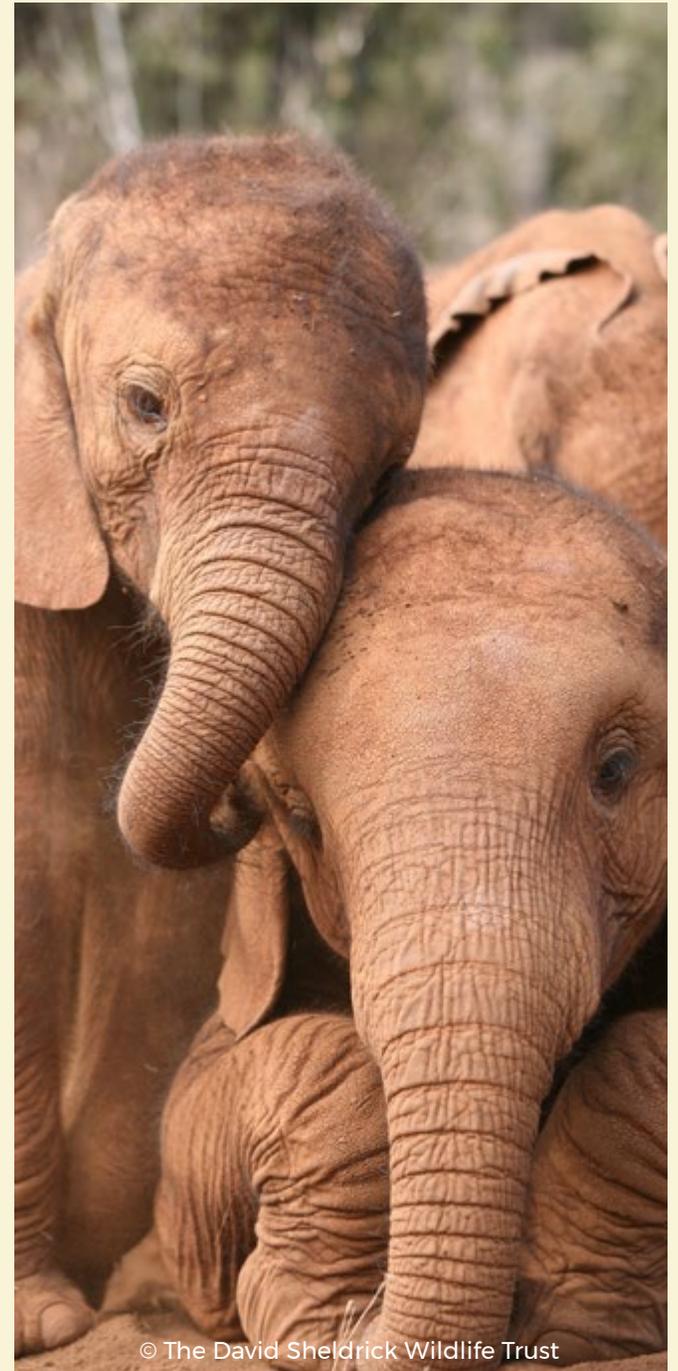
#4. Set yourself apart from the rest of the participating nonprofits.



Every nonprofit is competing for space on #GivingTuesday, so you’ve got to do something that makes you stand out.” Melissa believes it’s best to flip the script and “**customize #GivingTuesday to your mission.** Show supporters the direct alignment in your messaging and marketing.”

#5. Learn from your #GivingTuesday experience.

The day after #GivingTuesday is a day to celebrate your successes, pinpoint opportunities to grow, and set goals for the following year. Melissa and her team pull #GivingTuesday reports in DonorPerfect to set a benchmark for what they can accomplish the following year. They also analyze their #GivingTuesday campaigns in Constant Contact and on social media to understand what people respond to and apply it to their future fundraising initiatives.



© The David Sheldrick Wildlife Trust



3 Step Form Setup

Don't have a donation form yet? Don't fret! Here's how to create a customizable integrated online donation form that looks fantastic, eliminates double data entry, empowers donors to cover your processing fees, and gets you more matching gifts. Sound like a winner? We think so, too!



Get in FORMation

Because of #GivingTuesday's social media slant, the ability to accept donations online is a must. Your website, along with your emails and social posts, will all point to your online donation form.

Types of Online Forms

There are different types of donation forms. Here are the most popular options, so you can choose what's right for you. (We highly recommend #3. Read on and you'll see why!)

#1. A standard online donation form on your website

A standard website form should always be spotlighted by a bold donation button on your homepage. Once donations are received, you can manually enter gift and donor information into your records. Make sure you allot time to complete this crucial task.

#2. A #GivingTuesday donation form

Create buzz with a donation form that's tailored to your campaign. Campaign-specific forms are perfect for emails and social media posts. If it doesn't integrate with your fundraising software, be sure to block out time to manually enter gift and donor data into your system.

#3. A customizable integrated online donation form for your website, social media, and emails

A flexible form that syncs with fundraising software is the best bet for time-strapped fundraisers. Customizable integrated donation forms take care of data entry and allow you to style the form to reflect your campaign theme. Some solutions offer unlimited forms, so you can create a form for every campaign, holiday, and social media ask you like!

The image shows a tablet displaying a donation form for #GivingTuesday. The form is titled "#GIVINGTUESDAY" and has a "Donation" section. Under "Amount", there are four blue buttons: "\$500", "\$250", "\$50", and "Other". Below the buttons is a checkbox labeled "I would like to dedicate this donation". The "Contact Information" section includes fields for "First Name", "Last Name", "Company Name", "Address", and "Address 2".

Log in to
DonorPerfect
to customize
your *free*
#GivingTuesday
template!



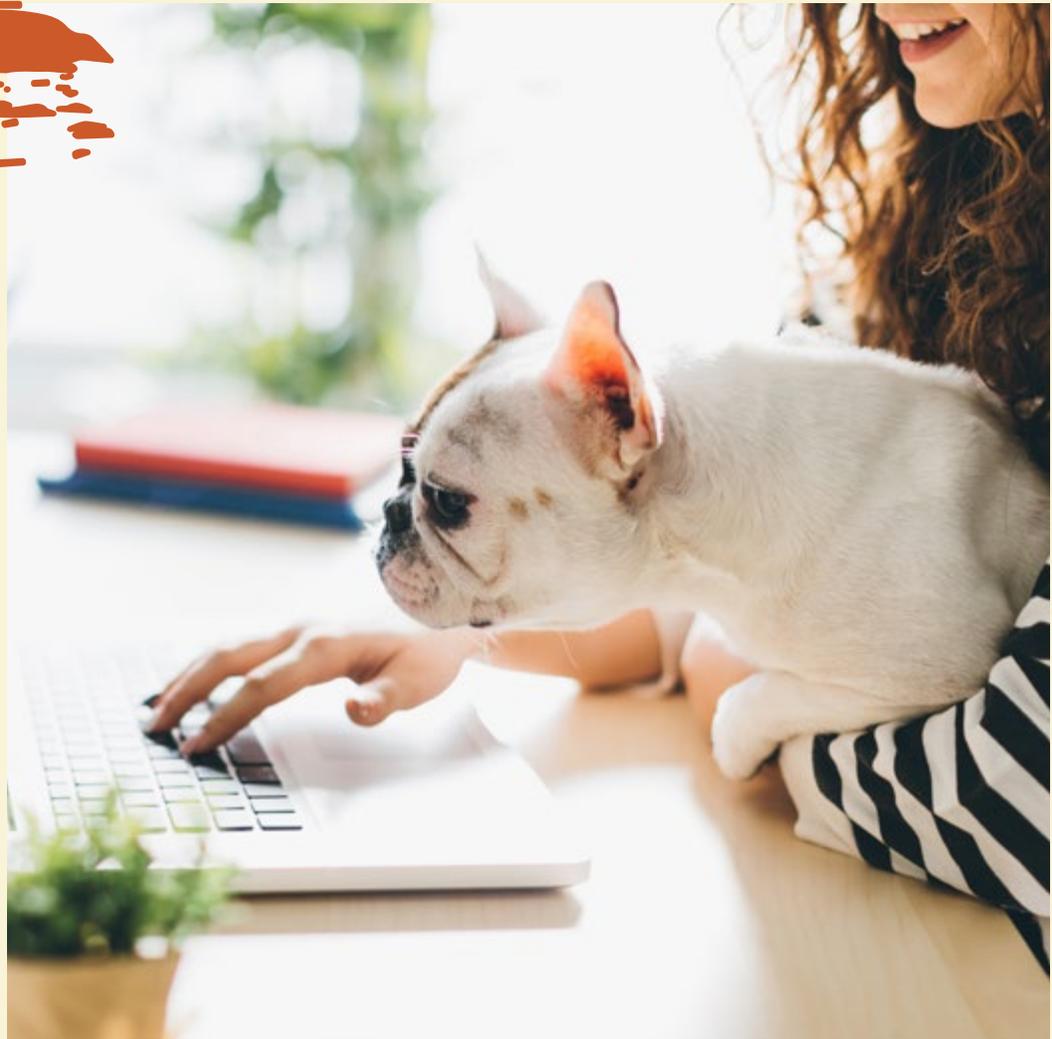
How to Set Up Your Online Form

(and Add it to Your Website,
Social, Emails, and More!)

STEP #1.

**TAKE 5 MINUTES TO SIGN
UP FOR DONORPERFECT
PAYMENT SERVICES.**

Collect online, monthly, mobile gifts and more with DonorPerfect Payment Services. It's simple, secure, and seamless. Best of all, gift and donor information processed through DonorPerfect Payment Services is instantly reflected in your DonorPerfect system - so there's no data entry on your part.



STEP #2.

STYLE YOUR #GIVINGTUESDAY DONATION FORM.

Get an integrated mobile-responsive form exclusively built for DonorPerfect.

(Don't forget that 22% of online donors give via mobile, so it's crucial to have an online form that looks great and is easy to navigate on a smartphone or tablet.)

Once you start setting up a #GivingTuesday form, make it yours. Gain donors' trust by customizing it to reflect your organization's logo, colors, and fields. It's easy with our form styler - no design experience needed!

A smartphone displaying a donation form for Coral Acres. The form features a header with a photo of a dog and a cat, the text "SPONSOR A PET PAVER", and the hashtag "#GIVINGTUESDAY". Below the header is a disclaimer, a credit card number (4111 1111 1111 1111), and an expiration date. The main section is titled "ONE-TIME TRIBUTE - DROP DOWN AMOUNT" and includes a dropdown menu set to "\$500 4 x 8 Paver", a checkbox for "I would like to dedicate this donation", and a "CONTACT INFORMATION" section with a "First Name" field.

A tablet displaying a donation form for Coral Acres. The form features a header with a photo of a dog and a cat, the text "SPONSOR A PET PAVER", and the hashtag "#GIVINGTUESDAY". Below the header is a disclaimer, a credit card number (4111 1111 1111 1111), and an expiration date. The main section is titled "ONE-TIME TRIBUTE - DROP DOWN AMOUNT" and includes a dropdown menu set to "\$500 4 x 8 Paver", a checkbox for "I would like to dedicate this donation", and a "CONTACT INFORMATION" section with "First Name", "Last Name", and "Company Name" fields.



WHY DON'T YOU...

Get 100% of every gift? Consider opting for your form's Donors Cover Costs feature that allows each donor to cover the small fee associated with processing a gift. That way, your #GivingTuesday processing fees could wind up being free!

STEP #3.

TEST YOUR FORM WITH THE HELP OF YOUR STAFF.

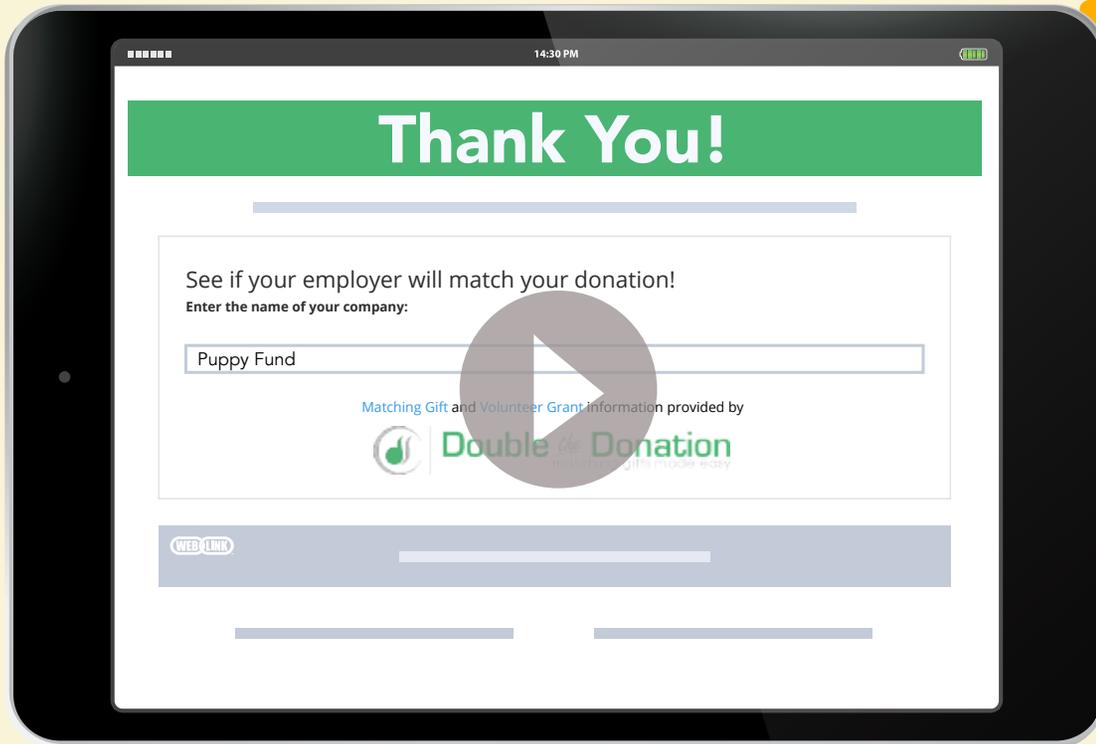
Your donation form is critical to your campaign's success, so it's important to have it tested before the big day. Send it to staff members and have them test it by making a donation.

READY TO GET ONLINE GIFTS? Call [800-848-3279](tel:800-848-3279) and a DonorPerfect team member will help you get started.

ALL SET WITH DONORPERFECT ONLINE FORMS? GREAT NEWS!

You don't have to stop at #GivingTuesday! With DonorPerfect, you can make an unlimited number of forms, including a generic donation form, monthly giving form, and campaign-specific forms as you hold fundraisers throughout the year. [Check out some gorgeous examples here.](#) Start creating your standard set of forms for every occasion!





Watch this informative [video](#) to learn more about matching gifts!

WHY DON'T YOU...

Double your gifts? Make sure to encourage your donors to submit match gift requests and make it easy for them to find out if their employer offers this fantastic benefit with DonorPerfect's matching gifts integration. This feature alerts donors to their matching gifts options the moment they're ready to donate - doubling their gift to you! [Learn more.](#)

You can also ask a board member or sponsor to match gifts to your organization. This is a great way to increase enthusiasm, incentivize new or larger donations, or even kick-off your end-of-year campaign.



A young man and woman are smiling together. The woman is holding a gift wrapped in clear paper with a red and white striped ribbon. The background is a warm, orange-toned indoor setting.

3 #GivingTuesday Emails Guaranteed to Get You Gifts

Expert advice from Constant Contact



#GivingTuesday is right on the heels of major retail holidays like Black Friday, Small Business Saturday, and Cyber Monday.

It's the perfect time for your supporters to take a break from the hustle of holiday shopping and embrace the spirit of giving.

How can your organization get gifts this #GivingTuesday?

Send a timely email to remind your supporters how much their gifts matter to you.



No matter how busy your organization is, you can send a professional looking email to your supporters in a matter of minutes. Email providers like [Constant Contact](#) make it easy with custom made #GivingTuesday templates.



Want to make sure your message makes an impact?

Let's take a look at some successful email appeals from other organizations.

Use these three tips to create your own #GivingTuesday email:

#1. Start with a compelling headline.

Things move fast in the inbox. You only have a few quick seconds to get peoples' attention.

That's why the Wellesley Education Foundation makes their message pop with a large red banner and clear headline right at the top of their email.

With just a quick glance, readers understand what they're being asked to do: to **"Give the Gift of Education."**

When writing your #GivingTuesday email, make sure to include a powerful headline like this right at the start of your message.

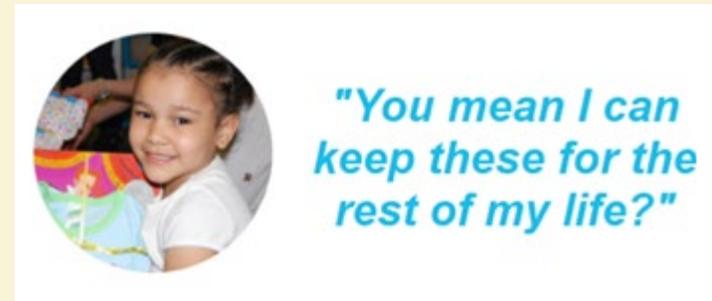


#2. Tell a powerful story.

Now it's time to explain why donations really matter to your organization. With so many organizations out there, why should people donate to you?

Get specific here and tell a story that pulls at heartstrings. The Pajama Program does an excellent job showing supporters how their donations make real, life-changing impact.

Think about what story your organization can tell. Strengthen your message with relevant pictures and quotes to make your message authentic and hard to ignore.



Today, on Giving Tuesday, You Can Help Make a Loving Bedtime a Reality...

When your troubles feel so immense that you can't sleep, and you wake up drained and defeated, some peace in your heart can help you face the day ahead.

For thousands of the children we serve, their daily "troubles" are beyond their control and can amount to chronic trauma. Many are abandoned, abused, or neglected, and living in group homes, shelters or temporary housing.

The treasured bedtime ritual of changing into clean pajamas, reading a story and being tucked in with love is miles from their reality.



"You mean I can keep these for the rest of my life?"

We know that this does not have to be their story. You help make a loving bedtime a reality for these children.

Please donate now to help us provide more children with pajamas and books this Danger Season.

[Donate Now](#)



#3. Make giving as easy as possible.

Once someone has decided to donate to your organization, it's time for you to roll out the red carpet and give them an incredibly positive experience.

Notice how Gifford Cat Shelter draws attention to their call to action with a bright red "Donate Today" button. They also help donors decide how much to contribute by showing what specific dollar amounts are able to finance.

After clicking on your call to action button, donors should be taken directly to a mobile-responsive landing page where they can make a donation quickly and easily.

Don't miss out on your #GivingTuesday Gifts

With these tips, you have everything you need for your best #GivingTuesday yet! Start planning early and create a compelling email that gets you the gifts your organization needs.

[Start today using Constant Contact's #GivingTuesday template!](#)



#GivingTuesday 101: Social Media Templates and Tips

When it comes to #GivingTuesday, social media reigns supreme as the best channel to create instant buzz for the day-long fundraising campaign. That makes Facebook, Twitter, and Instagram essential components of your #GivingTuesday outreach initiatives.



4 Social Assets to Prep Prior to #GivingTuesday

A #GivingTuesday social spreadsheet

When you prepare your social posts ahead of time, all you need to do is copy and paste on the big day. Even better, a spreadsheet gives you the opportunity to record and analyze which posts are getting the most buzz leading up to #GivingTuesday so you can alter your day-of posts accordingly.

A 140 character campaign

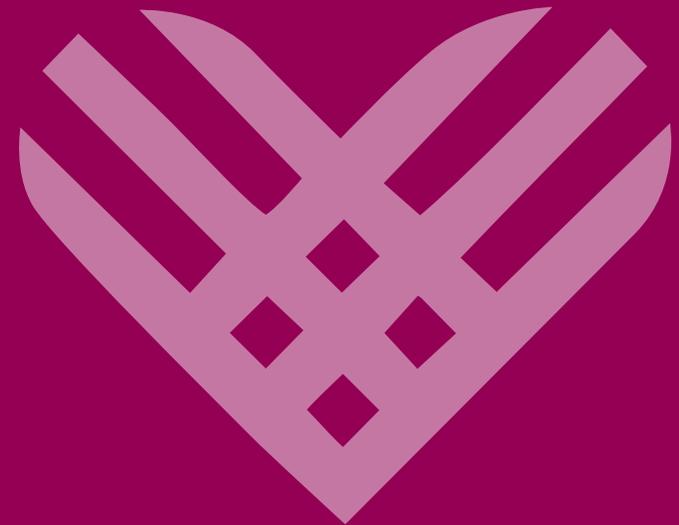
Your #GivingTuesday campaign should say what you need to say in the amount of time it takes for a donor to scroll on past your post in their Twitter, Facebook, or Instagram feed. Prep before so you can practice saying a lot with less text.

Dazzling photos

Because social media plays to short attention spans, it's crucial to create your posts with the goal of catching eyes. Complement your ask with photos that show people the direct impact of their donations. Show them why they should give to you.

Your social media post scheduler

A social media management tool like Hootsuite can take the stress out of timing your #GivingTuesday social posts by allowing you to schedule them ahead of time.



5 Social Post Templates Your Nonprofit Can Use

Start your social spreadsheet by adapting these buzzworthy tweets to your organization. Use these the way you'd play Mad Libs™. Check out the examples and you'll see what we mean!

#1 Social Post Example

Donate to (YOUR ORGANIZATION) for #GivingTuesday and share your #unselfie using #(YOUR CAMPAIGN NAME). Give now: (YOUR DONATION FORM LINK).

An #unselfie not only gives donors the chance to send you a smile, they'll also be sharing the fact that they supported your cause to their entire social network.



Pinned Tweet

GirlsRuntheWorld

Donate to Girls Run the World for #GivingTuesday and share your #unselfie using #GirlsUniteGT. Give now: girlsruntheworld.org/givingtuesday





Pinned Tweet

Care Everywhere

When you support Care Everywhere on #GivingTuesday, you support him. Give now: careeverywhere.com/givingtuesday.



#2 Social Post Example

When you support (YOUR ORGANIZATION NAME) on #GivingTuesday, you support (THIS/HER/HIM): (YOUR IMAGE)

A picture is worth a whole lot more than a thousand words on #GivingTuesday. Gorgeous photos that invoke warm and fuzzies, tears, or a call for justice will help your cause stand out in a sea of #GivingTuesday asks.



#3 Social Post Example

@(TWITTER HANDLE) gave (YOUR CONSTITUENT) a (OBJECT/OPPORTUNITY) for #GivingTuesday. You can, too! Give here: (YOUR DONATION FORM LINK) (YOUR IMAGE)

Say thanks and get more gifts by calling out your supporters on Twitter. Here's how:

1. Search your campaign hashtag on Twitter to see the unselfies posted by your donors.
2. Tag the donor in your tweet and share how their gift translates to good. Be specific! Not sure how? Note this example:



Pinned Tweet



Sydney B Charter

We are \$8,000 away from our #GivingTuesday goal! Donate here to help us open a new school: sidneyb-charter.org/give. Just 4 hours left!



#4 Social Post Example

We are (\$x,xxx) away from our #GivingTuesday goal! Donate here to help us (YOUR GOAL): (YOUR DONATION FORM LINK). Just (#) hours left!

Provide to-the-minute updates that tell your donor base just how close you are to #GivingTuesday success. With a single click, they can advertise your ask to all of their followers to get you over your #GivingTuesday goal amount.



#5 Social Post Example

The (YOUR GOAL) is only (\$x,xxx) away!
Join us in (GOAL BENEFIT). Just (#)
hours left!

Translate your ask into something tangible. When donors can attribute their monetary gift to something specific, they're more likely to give.



Pinned Tweet

KidsCenterC

The new Adventures Program is only \$10,000 away! Join us in giving kids with cancer fun experiences. Just 2 hours left! kidscenterc.org/give

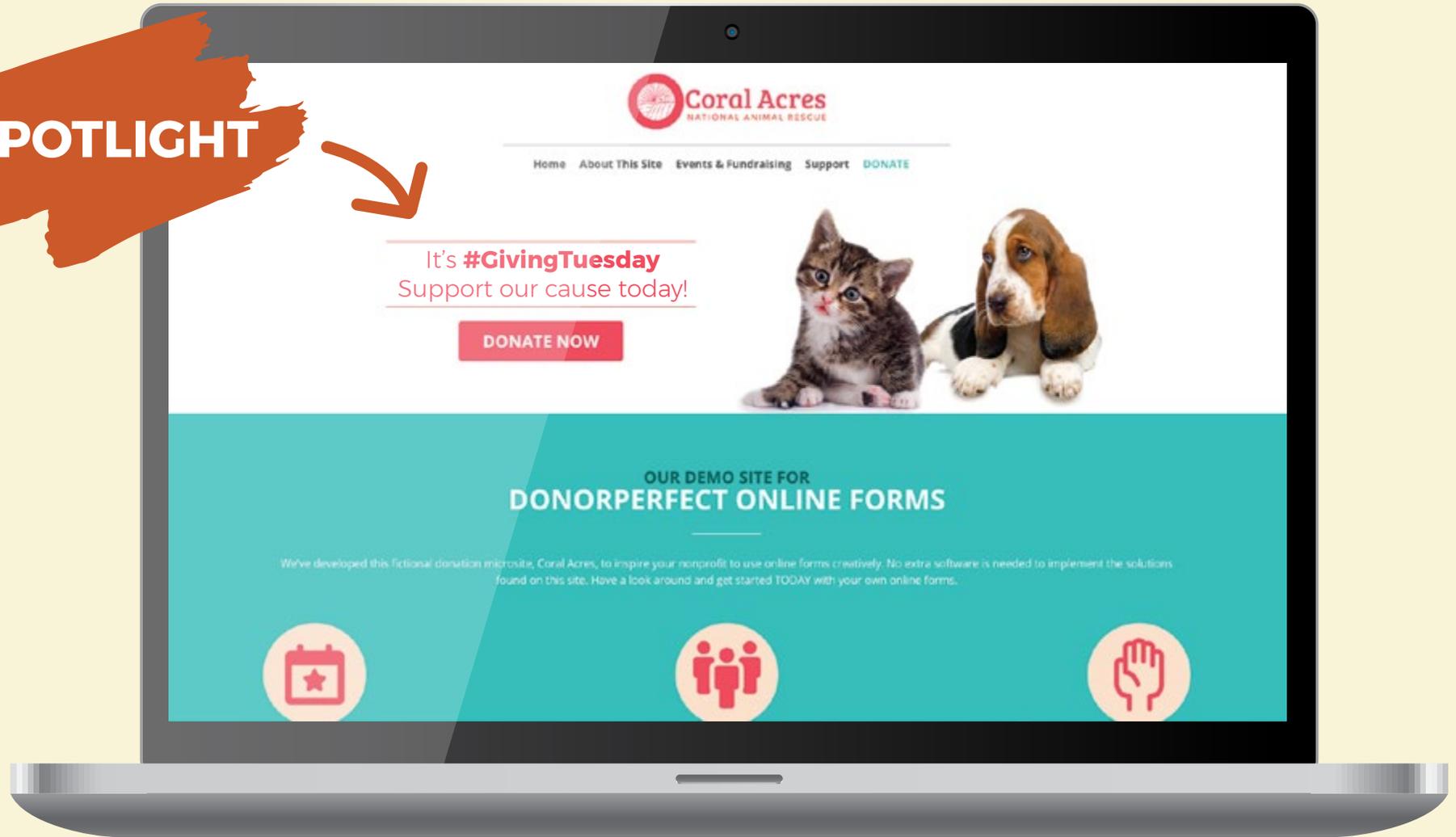


Location, Location, Location! Give Your Website a #GivingTuesday Spotlight



Be sure to feature #GivingTuesday on the homepage of your website. Let visitors know you're participating, and how they can get involved, and don't bury your forms! Visit [Coral Acres](#) to see best practices and examples of how and where to promote your online forms.

SPOTLIGHT





YOUR #GIVINGTUESDAY GAME PLAN



Once you've created your campaign, you need to organize your collateral into a single, cohesive plan that aligns your messaging across direct mail, email, text, mobile, and social media.

Set up a spreadsheet with tabs for all of your communications and map out send dates and post times. Because #GivingTuesday is just one day, don't play by the rules. Get the word out again and again to ensure your donors don't miss the memo.

BEFORE #GIVINGTUESDAY

Announce that your organization will be participating in #GivingTuesday 2 months prior to #GivingTuesday and again 30 days before. Once the 30 day countdown starts, post about it weekly. The day before #GivingTuesday, send out a reminder to make sure your supporters don't forget.



ON #GIVINGTUESDAY

AT 6AM: Send an email to your donors announcing the official kickoff of your campaign and give them a link to your donation form. Change your homepage to feature your #GivingTuesday form and send out social media updates to your followers.

Get social all day long on #GivingTuesday!

FROM 7AM - 11PM: Post every 2-3 hours. Make compelling asks and complement them with beautiful photos. Tell donors how close you are to reaching your fundraising goal for the day and reinforce the ask.

AT 10AM: Send a second email. It should be a brief reminder about #GivingTuesday and its significance to your nonprofit. Be sure to post social media updates throughout the day to keep donors updated.

AT 11PM: Send a final email appeal to secure any last minute donations. While this may seem like a lot of emails, our experience shows that during an event like this, there's no such thing as too much communication. Your constituents will want to know how you're doing. Plus, if they know you're aiming for a specific dollar amount, they'll be excited to follow along and celebrate with you when you reach your goal.



3 Best Practices for Post-#GivingTuesday Engagement

Expert advice from Constant Contact

It's Wednesday, November 29th, 2017.

#GivingTuesday has come and gone. You've participated in a global day of giving, raised some impressive funds, and gained valuable learnings to apply to the next year.

Nicely done!

Now it's time to make #GivingTuesday your launching pad for record-breaking year-end donations.

To build on your #GivingTuesday momentum, you need a thoughtful follow-up plan. Make sure you're saying these three things to your supporters once the big day is in the books:



#1. Thank you!

You absolutely *cannot* overlook the importance of expressing gratitude to your donors. Saying “thank you” reinforces that their donation matters and increases their investment with your organization.

The most effective thank you emails are simple, straightforward, and above all, *authentic*.

Strong Women Strong Girls expresses their gratitude in a couple quick paragraphs with powerful sentences like: **“We do not take for granted that our work would not be possible without supporters like you.”**

Take this opportunity to remind supporters of what their donation makes possible. You can also use your thank you email as a chance to give something back. Strong Women Strong Girls does a great job of this by inviting donors to celebrate a successful year during their holiday open house.

Tip: Don't be camera shy! Sharing a **thank you video** is a really engaging way to show your appreciation.



**STRONG WOMEN
STRONG GIRLS**
BOSTON

#GIVINGTUESDAY

We Want to Say "Thank You"

November 29th, 2016



Your gift to Strong Women, Strong Girls Boston has been instrumental in offering our girls and college mentors the resources they need to realize their inner strengths. On behalf of our girls, college women mentors, and professional women and the SWSG Boston team,
THANK YOU!

No matter what your reason for giving to Strong Women, Strong Girls is, we want you to know that we appreciate it! We do not take it for granted that our work would not be possible without supporters like you. As volunteers, donors, partners, mentors, and friends, your giving spirit empowers us to impact girls throughout the greater Boston area!



Join us to celebrate a productive 2016!

Our gift to you this season is an invitation to join us at our December 6th Holiday Open House in our new Jamaica Plain office. We'd love for you to join us!

[RSVP here](#)



Strong Women, Strong Girls | 555 Amory Street #3R-3 Jamaica Plain, MA 02130 | (617) 338-4833 | www.swsg.org



#2. We missed you.

What about the people on your email list who didn't make a donation?

Make sure they know that #GivingTuesday isn't the only day they can get involved. Send a thoughtful *We Missed You* email to let your subscribers know how important year-end donations are to meeting your organization's goals.

Don't be pushy here. Even if they're not able to donate this time around, show them other ways they can help out.

Encourage supporters to share a link to your donation page from their social media channels or remind them to refer your organization directly to a friend or family member who might be able to help out.

#3. Here's what we accomplished.

Have you ever dedicated time, energy, and resources to something without knowing if your efforts paid off?

Not a very nice feeling, is it? Definitely not something you want your donors to feel!

Instead, treat your donors like important stakeholders of your organization. Keep them informed of the specific goals you're trying to accomplish and how you're faring. The more transparency you offer the more invested they'll feel.

Include anecdotal accomplishments as well as charts that show year-over-year results so your supporters know exactly where things stand and how they fit in.

Extend your #GivingTuesday success with thoughtful follow-up.

Plan your follow-up in advance so you can deliver impactful messages that drive action through the end of the year and beyond!

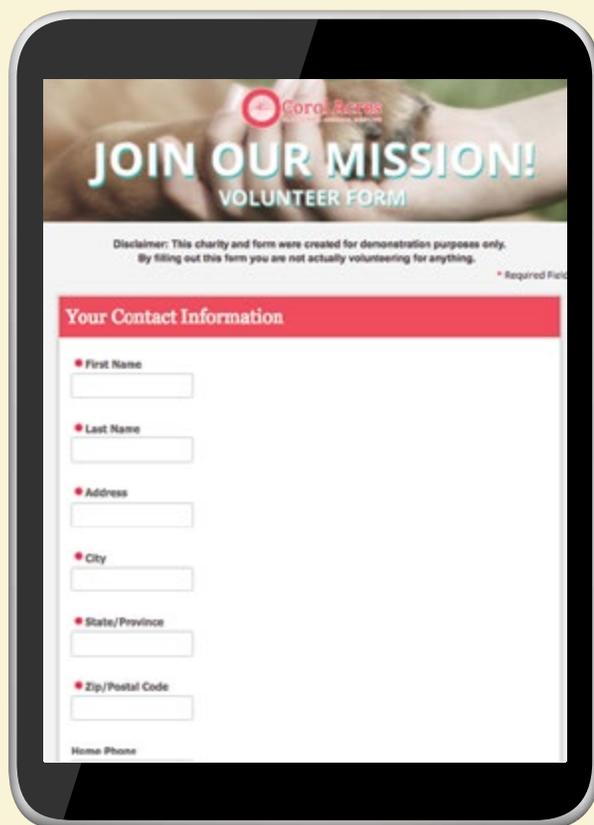
It's never too early to get started. You can begin drafting your #GivingTuesday email today.



GO FOR THE GOAL

5 Tools to Make Your #GivingTuesday Dreams a Reality





DonorPerfect

Fundraising Growth Platform

DonorPerfect gives you all the tools you need to rally your current donor base on #GivingTuesday and turn new donors into lifelong supporters. From seamless online giving and peer-to-peer fundraising solutions to email marketing tools and custom reporting, DonorPerfect empowers you to work better together on a single platform, learn what makes your donors move, and most importantly, grow your means to make your mission a reality. And best of all, DonorPerfect integrates with all the solutions listed below!

DonorPerfect Online Forms

Integrated Forms for Registrations, Donations, and More

Save time, reduce costs, and raise more money for your mission on #GivingTuesday and beyond with integrated forms exclusively built for DonorPerfect and perfectly customizable to meet your organization's unique needs. Forms include an optional Donors Cover Costs feature that allows each donor to cover the small fee associated with processing a gift. DonorPerfect Online Forms can be used for donations, event registration, memberships, volunteer signups, surveys, and more!

Constant Contact

Easy-to-Use Email Marketing

Engage your supporters and track your success. Create styled and text emails using over 400 design templates - no need to be a technical expert! Receive instant reporting on opens, bounce-backs, and other critical measures and collect email addresses from website visitors.



Double the Donation

Quick and Simple Matching Gift Search

Get more matching gifts. With Double the Donation, DonorPerfect's matching gift feature, you can let donors know they have a matching gift option the moment they give a gift and make it easy them to submit matching gifts by providing them with all the info they need, including simple step-by-step instructions.

DP Text

Text-to-Give and Goal Meter Solution

Empower donors to give in a flash with an integrated text-messaging tool that's designed to effortlessly engage attendees and make fundraising easy. DP Text is accompanied by a live goal meter with a management panel that lets you add check and cash donations to your pledge meter with ease and keep donors posted on your progress.



If you're interested in one, some,
or all of these awesome tools,
give the DonorPerfect team a
call at 800.220.8111.



GETTING SET FOR #GIVINGTUESDAY IS A SNAP.

All you've got to do is:

GET CREATIVE

Craft a standout campaign.

GET PREPPED

Set up your website and donation form.

GET SOCIAL

Create buzz with showstopping shareable posts.

AND GET GROWING!

Establish new donor relationships that will fuel your cause all year round.

**WE WISH YOU AND YOUR AMAZING ORGANIZATION A VERY
HAPPY AND SUCCESSFUL #GIVINGTUESDAY.**



800-220-8111 donorperfect.com