

Planning your fundraising year with GlobalGiving Partner Campaigns

CAMPAIGNS

WHAT IS IT?

CONSIDERATIONS

WHEN TO PARTICIPATE, AND WHY!

Little by Little

A **5-day** campaign with a 50% match on donations up to \$50 USD and a focus on **Membership Donors**.

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.

July Bonus Day

A **one-day** campaign to incentivize major donors with a tiered matching structure for donations \$100 USD and up and a focus on **Major Donors**.

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

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

A **one-day** campaign on a worldwide day of giving where partners can earn a portion of an incentive fund and appeal to **Membership, Major, and Monthly Donors**.

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 Match

A **year-round** offer for new recurring donations to earn a one-time 100% match after four months and a focus on **Monthly Donors**.

Are you interested in securing more sustainable funding for your organization?
Do you have donors who are interested in supporting your organization long-term?

Securing more monthly donations provides ongoing support. Utilizing a match of 100% also provides an incentive that is hard to ignore!

Campaigns are **time-bound fundraising events** designed to help GlobalGiving nonprofit partners **apply practical fundraising knowledge**, **grow strategic donor audiences**, and **raise funds** throughout the year.