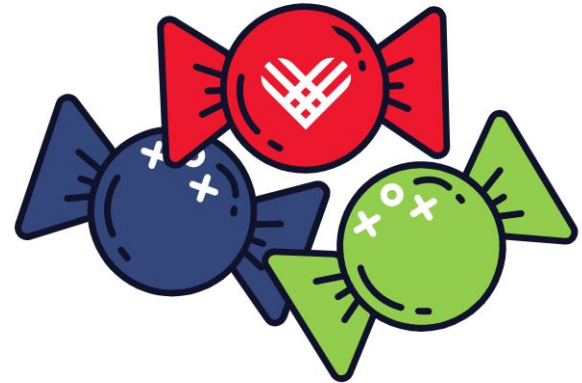




GivingTuesday Chicago Leadership Gathering



Candy Confessions: *You Are What You Eat?*



**Our Movement +
Your Leadership:**
*A story of co-creation and
collective action*

Our Shared Why:

**GivingTuesday
reimagines a world
built upon shared
humanity and
generosity.**



Movements dynamics

ALL OF OUR
GRIEVANCES
ARE CONNECTED



From Co-creation to Co-ownership





#GIVINGTUESDAY

#GIVINGTUESDAY

#GIVINGTUESDAY
Barbados

#GIVINGTUESDAY

#ЩЕДРЫЙВТОРНИК

Un Día para Dar
PUERTO RICO

GIVING
Tuesday Liberia

#GivingTuesday
#TekojenTiistai

#GIVINGTUESDAYCOSTARICA

Our Movement Model

Co-ownership. We lead and follow the movement's participants.

Equity. Everyone has something to give. Every act of generosity is worthy.

Abundance mindset. from an organizational and individual perspective.

Collectivism vs isolation. We're all in this together; it's a groundswell of collective action

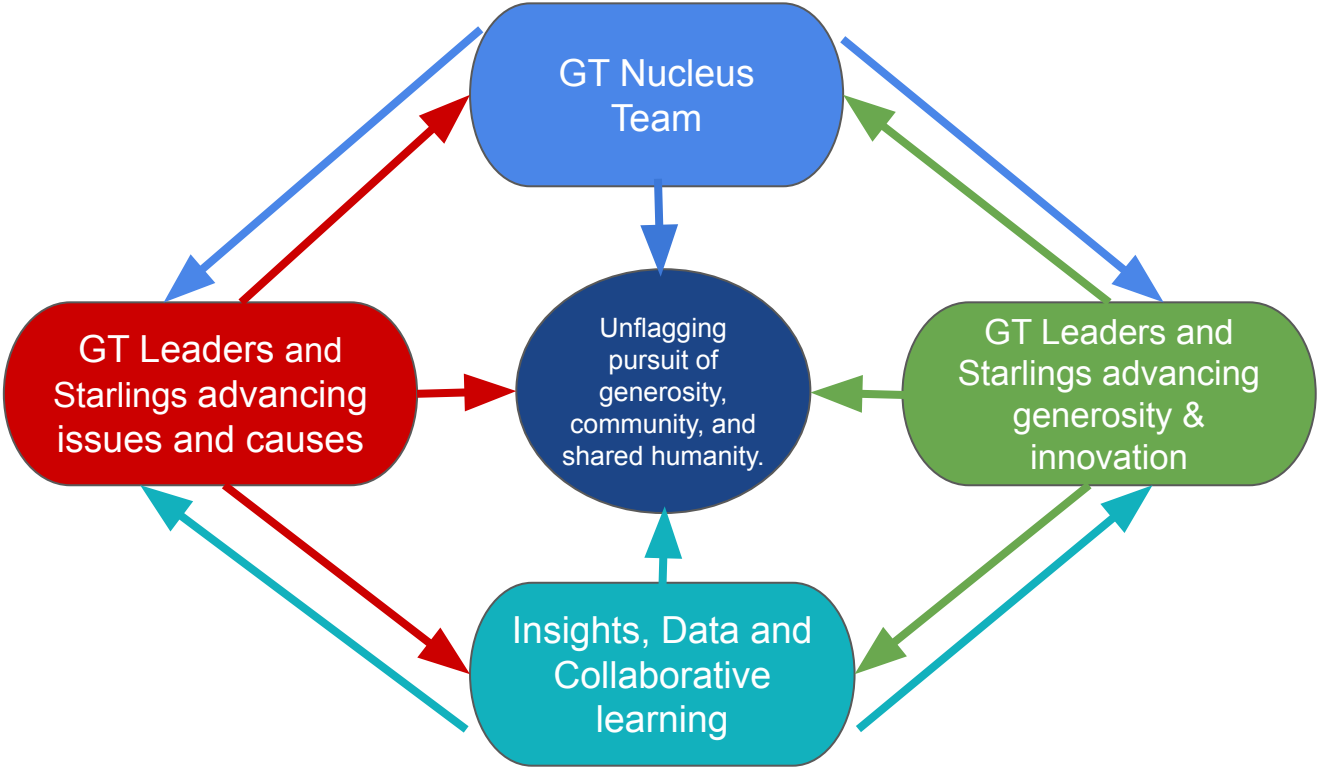
Constant, collaborative learning and sharing. We believe in 'learn, share, adopt, adapt' model of collective learning.

Focus on impact, not just action. We believe that generosity is very often not an end in itself but leads to other pro-social and altruistic behaviors, increased empathy, kindness, civic participation, even justice.

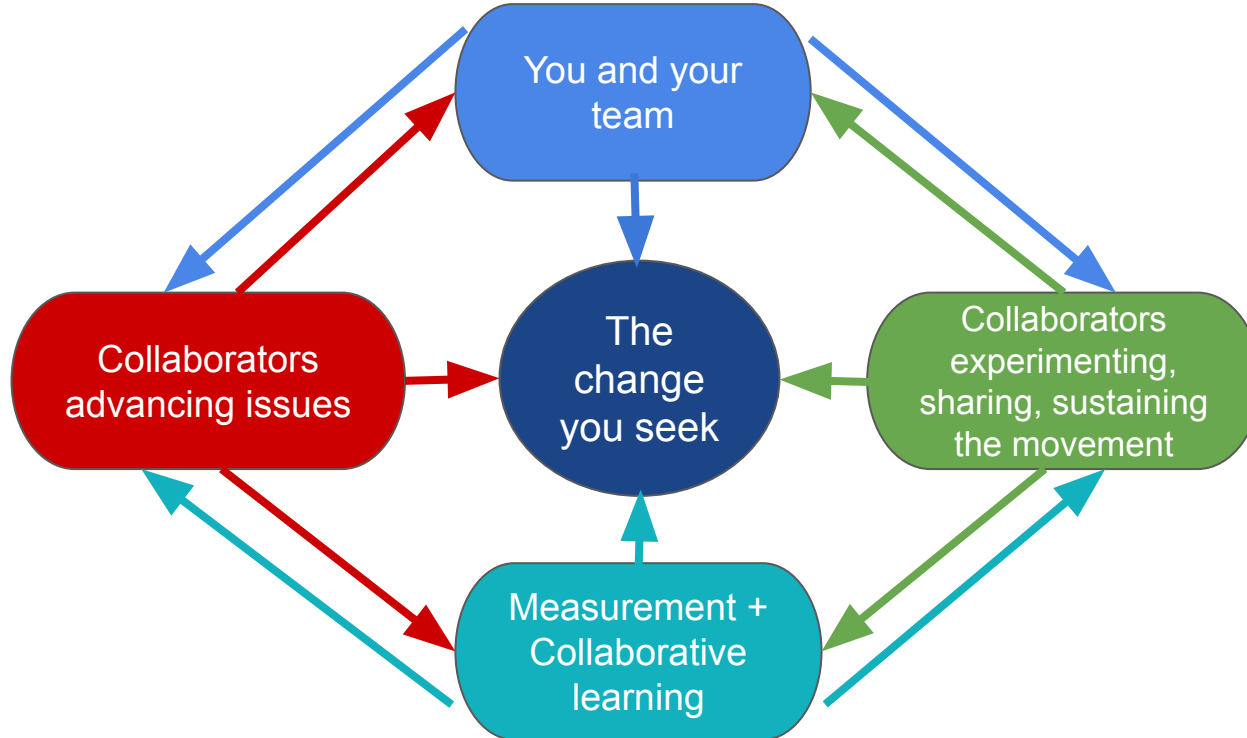
Shared imagination (sometimes referred to as radical imagination). A shared landscape where we co-create a world that doesn't presently exist.

**A movement is not about
scale; it is about
transformation**

GivingTuesday Movement Structure



What is your Movement Structure?

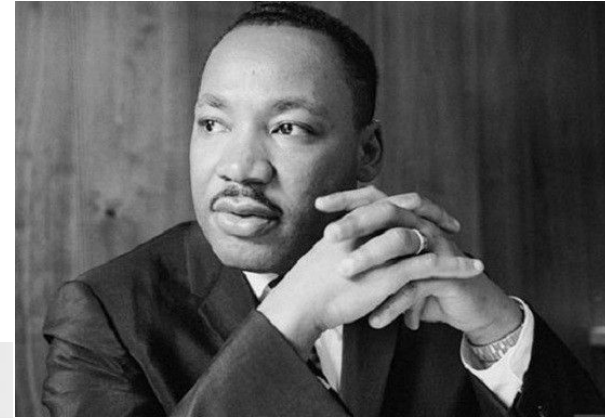


WHEN SOMETHING CAN'T BE FIXED
THEN THE QUESTION IS
WHAT CAN WE BUILD
INSTEAD?



— Mariame Kaba

Movement Leader



Characteristic Tree

Movement
Leader

Mobilizer

True believer

Clear vision for
the future

Leads, and
follows, with
empathy

Believes those
closest to problems
are closest to
solutions

Shares credit
and uplifts
others

Authentic; willing to
share hopes, fears,
successes, failures

Ignores the haters
or counters with
calm logic

Quick to
express
gratitude



Leadership Mind Map

Reflect on the web components starting from the center. Fill in the blanks on the worksheet. And share with us please!

NO CHANGE
FOR THE
GOOD EVER
HAPPENS
WITHOUT IT
BEING
IMAGINED
FIRST,

° EVEN IF
THAT CHANGE
° SEEMS
HOPELESS
OR IMPOSSIBLE
IN THE
° PRESENT.
- MARTIN ESPADA

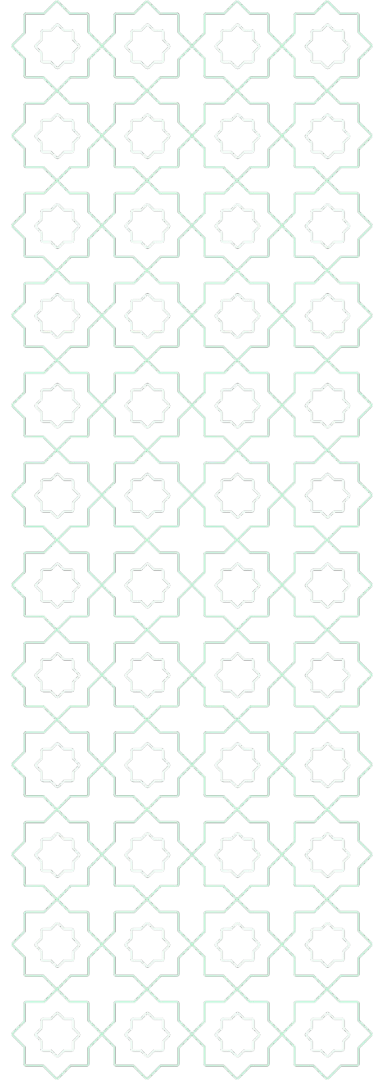
Amplifiers + Fundraising in 2022

LaunchGood +

#GIVING
TUESDAY

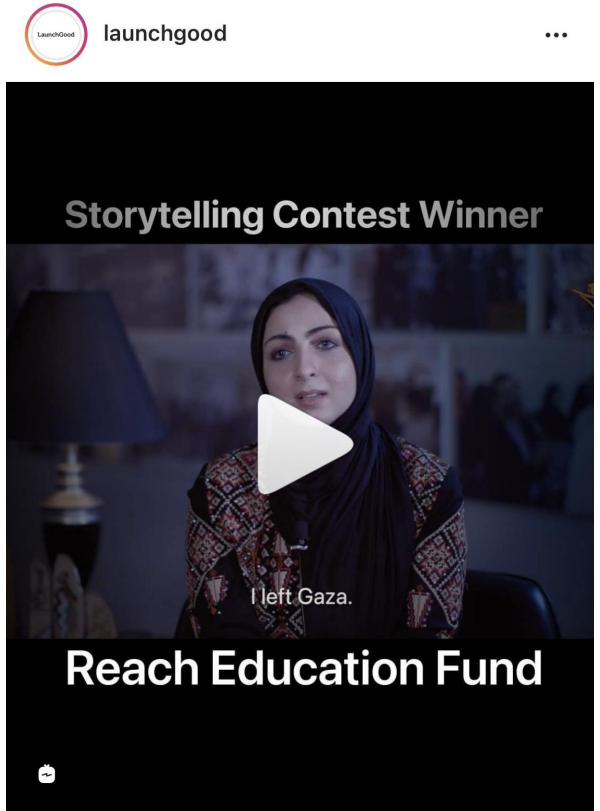


with Nadeem Riaz, Global Director at LaunchGood



LaunchGood + GivingTuesday

- LaunchGood had over 1500 campaigns on GivingTuesday 2021, wherein we held contests for those campaigns that gained the *Most Supporters, Most Raised, Wildcard Giveaways*, and most notably, a **Storytelling Contest**.
- Reach Education Fund won the contest & received a high-quality video production on their story.



LaunchGood + GivingTuesday

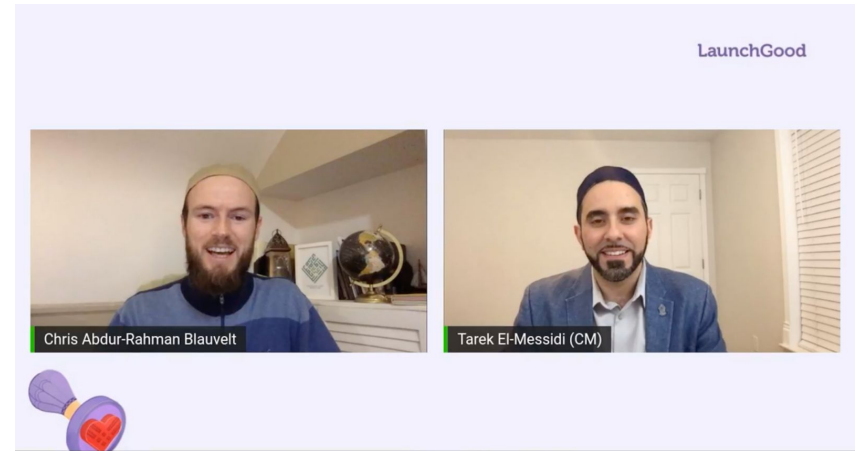
Storytelling Contest:

- Appealing to campaign creators to **share the compelling story behind their cause**, the impact it has, and the people involved.
- **Donors voted for their favorite campaign** among the top 10 chosen, creating engagement and rallying support beyond just donation.



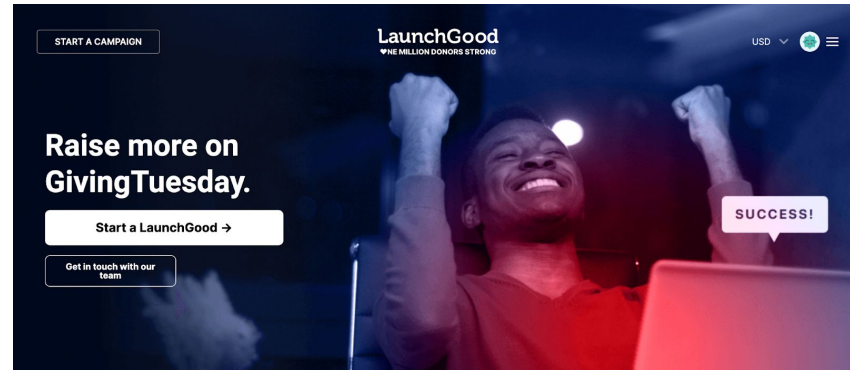
Engaging Community Leaders into YOUR movement

- **Alignment:** Demonstrate commitment to shared values
- **Service:** Provide opportunity for Leaders to share their work and further their goals
- **Longevity:** Maintain relationships and provide opportunities / follow up throughout the year



Peer-To-Peer (Dream Team)

- **Passionate Teammates:** The best volunteers are those that are committed to the cause (don't need incentive to perform)
- **Simplicity/Ease:** The product dictates the user experience (even for volunteers)
- **Engagement:** Do not expect as you would employees (Require engagement, motivation, reminders)








Incentives

- **Impact Driven:** Volunteers may feel they can't give or help raise as much, by hitting goals they can increase their value.
- **Contests:** Ain't nothing better than good ol'e fashioned contest (Cash is King)
- **Experiential Winnings:** Raising funds is great, but winning over a lifelong donor is greater! (raise x, travel to see the impact)

Wildcard giveaway





Get 10 supporters to qualify for the wildcard giveaway raffle.

-  JomLG, Winter With The Vulnerables, wi...
Wildcard winner! +\$250
-  Youssra Kandil: Help Feed The Vulnerab...
Wildcard winner! +\$250
-  Support only boarding Madrasa in Sout...
Wildcard winner! +\$250
-  Projek Waqaf Van Jenazah bersama Sak...
Wildcard winner! +\$250
-  Sustainable Livelihoods for Destitute Fa...
Wildcard winner! +\$250

[VIEW MORE](#)

Power Hours

Congratulations to all the winners!

-  Plant Seeds of S... +\$2500
-  Provide Warmth ... +\$2500
-  Save The Only ... +\$2500
-  Support Tokyo I... +\$2500

Small Donor Strategy

- **Volume Focused:** No donor is too small (Network, Consistency, Crowdfunding know how)
- **Growth:** All big donors were at one point a small donor)
- **Stewardship:** Transparency, value & care.



\$1 from the GivingTuesday fund = \$7 in donations

You helped us turn \$160K into \$1.1M!



Younger Donor Engagement

- **Correct Mediums:** Twitter, TikTok, Instagram etc (*not only medium but voice*)
- **Influencers/Endorsements:** New generation of donors fit into the “follower” category. (*influenced*)
- **ROI:** Young donors have different assets, how do we make them feel valued and good about supporting?



Cultivation Strategy

- **First, Brand:** Before you even think to go out and cultivate, make sure the “product” is sound.
- **Impact Reports:** All reports point that donors appreciate when they are proactively told what their donations have done.
- **Comparative Analysis:** Intent to increase giving amount, so show why giving to you has more impact.



Local Networks for Content/Ideas

“Getting The Word Out”

- **The Power of Personal Touch**
 (“People give to people”)
- **People Tell Their Stories Best**
 (“In their own words”)
- **Share The Human Impact**
 (“Putting a face to the cause”)
- **“Trendy” Messaging**
 (Multiple means of messaging)



The Long Game: Strategically Connected

- **Encouraging storytellers** to keep supporters updated on impact
- **Consistent touch points** at key times (World Refugee Day)
- Images and **actual results** (not numbers and data)
- **Gauging partners earlier** rather than later (you're not the only one asking them for something)



"Maintain Urgency"

Marketing: Social media + media

AMA with the pros

Let's Network

Pair up into groups of two.

Discuss the following questions. Each person should get about 2 minutes to answer the questions.

- ***What big campaign challenge do you bring to this gathering?***
- ***What do you hope to get from and give this group or community?***

When the 4 minute timer dings, get into a new group of two with someone you haven't talked with during this exercise.

BETTER



TOGETHER



Let's Network

Sharing time!

- *Who met someone with a similar challenge?*
- *Did anyone identify leaders that need to meet?*
- *What can the GivingTuesday team do to help you give to/get from this community?*

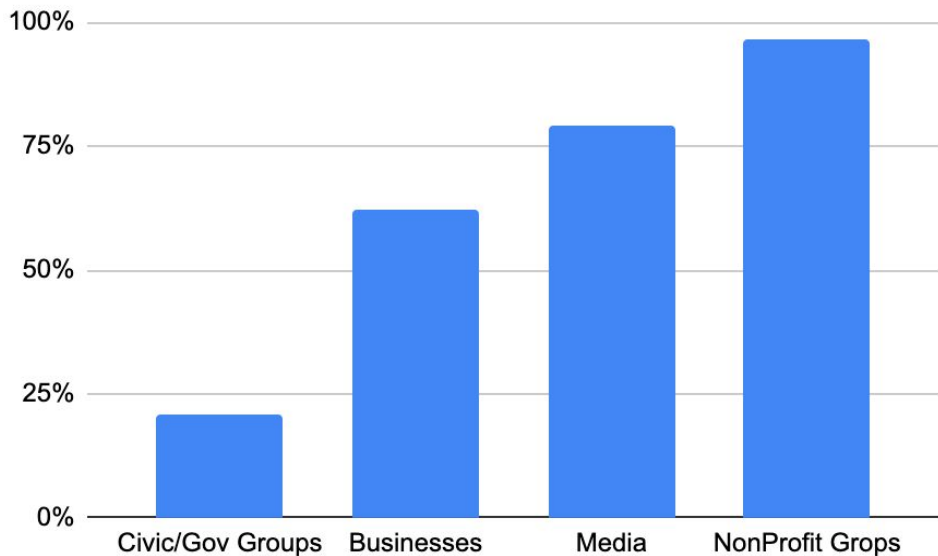


LET'S EAT!

Key
Partnerships
New
Relationships

Partnerships by Type

Percent of communities (who responded) that collaborated with the following partner types:

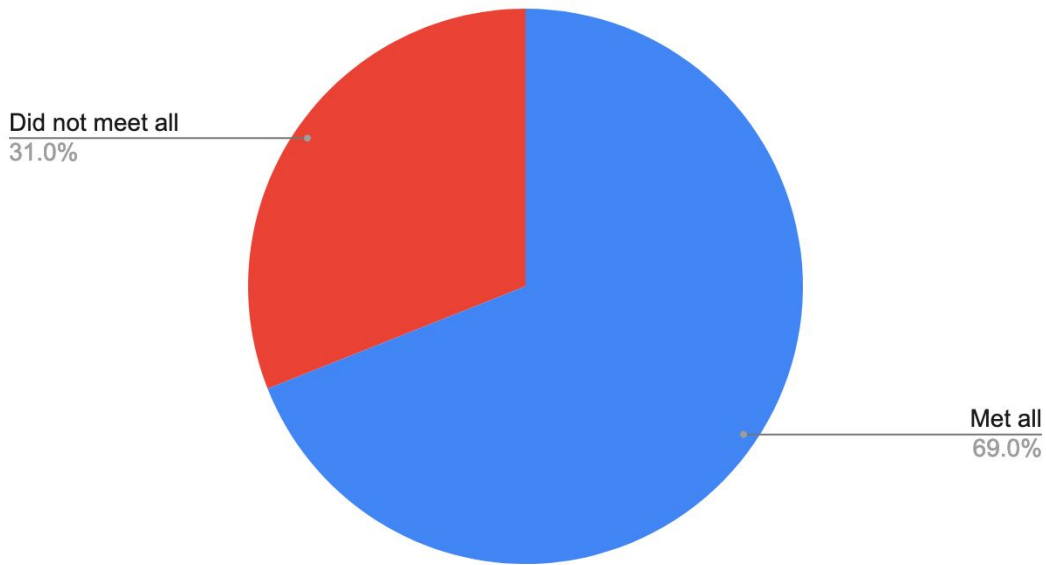


17%

Collaborated with at least one of each type

Partnerships

Percent of communities that met all campaign goals

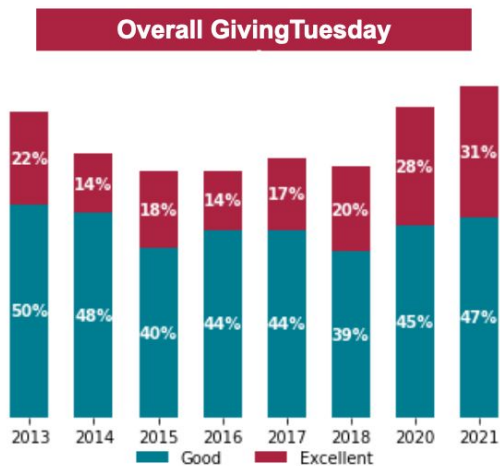


Of the 17% (5) that had all types of partnerships, **100%** met all campaign goals.

Canada Example



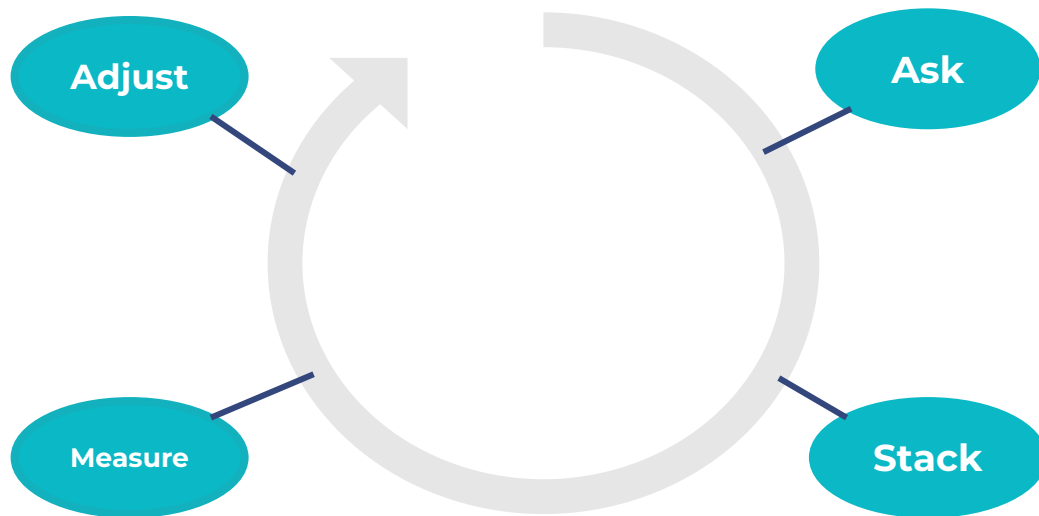
Vast majority of partners had good/excellent experience, and this has strengthened in the past 2 years



Note: 2019 no data available

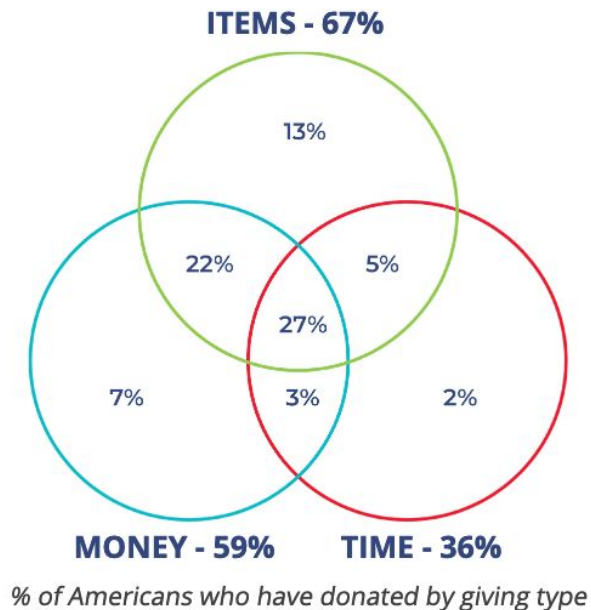
Growing Your Campaign with Collaboration

What is the next best addition to your campaign?



Engage with variety

Most people are giving in many ways, not just donations, and your donors want to feel like part of your mission. Move from transactional engagement to relationship-building with all your supporters and give them a variety of ways to get involved.



**Youth
Engagement**

**Local
Government
and Civic**

Social Circles
(online and offline)

**New
Nonprofits**



#GivingTuesday

The Social Impact Leader: Leading With Self Care

Leading with self care

Who is Michael Scott?
WHAT is Michael Scott?





Effective leader vs Mindful Leader

What is a Mindful Leader?

And how does it transform how we work

1. Allows you to keep an open, curious mind
2. Teaches you the skill of responding, rather than reacting
3. Helps you remember that your thoughts are not facts
4. Builds healthy habits that cultivate creative potential.

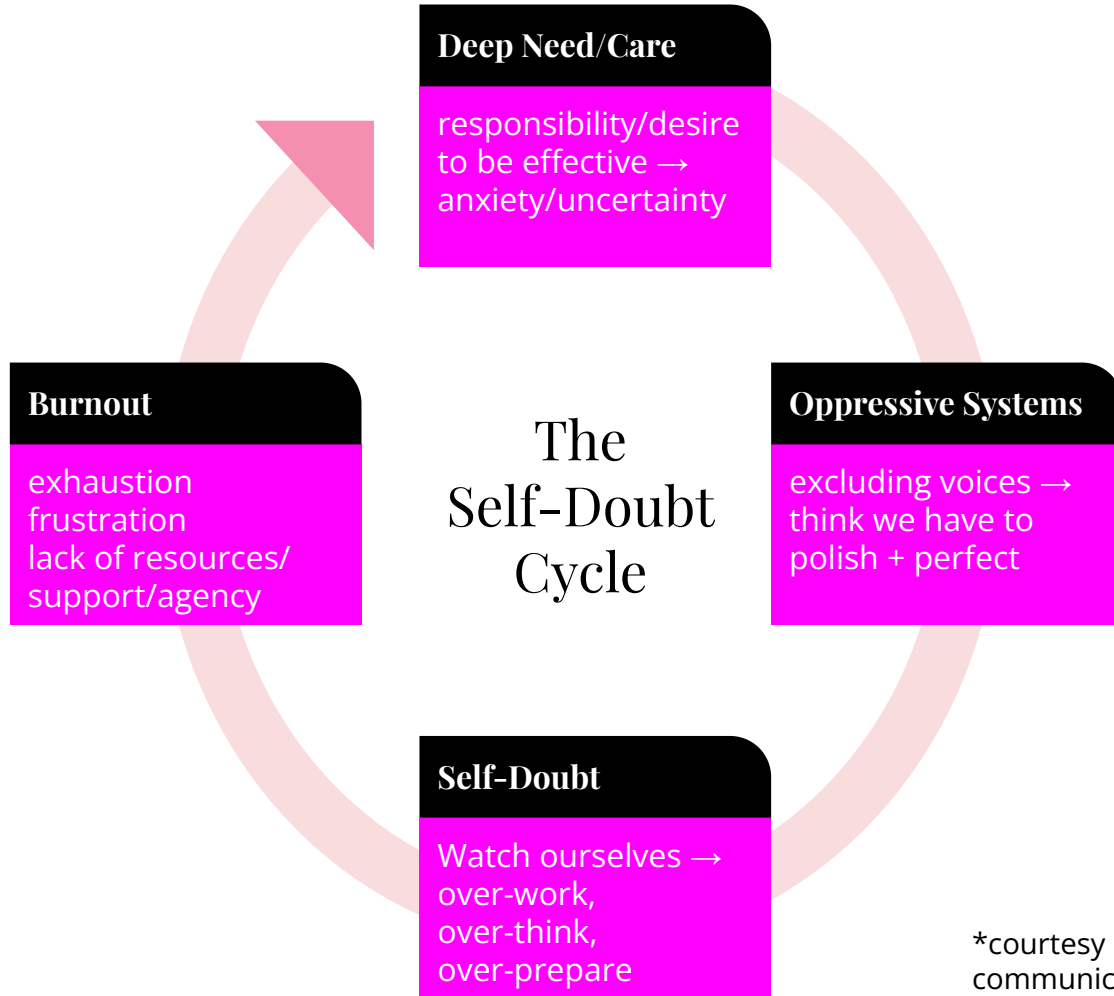
BEING MINDFUL makes you more effective, more compassionate and more innovative - thus improving your emotional intelligence.

Mindfulness in Business Practice: Design Thinking



Being Mindful AND Self-Care???





*courtesy of Present Voices - communications and public speaking

Your self-care strategy



You make
this world a
better place.

GIVINGTUESDAY

1. **Recognize the warning signs.** Burnout—a state of physical, mental, and emotional exhaustion often accompanied by self-doubt and cynicism—is a serious issue.
2. **Rest and Recover.** Stop checking email the moment you wake up. Skip unnecessary meetings. Lighten your load. Journal.
3. **Reflect and Reorient.** After you've gained some distance from your experience, it's time to start identifying the factors that led to your burnout. *****MINDFULNESS*****
4. **Rebuild a more resilient you.** If you have gone through burnout, the good news is this: you can use this experience to become a stronger, wiser, and more resilient person. But that will require intentional effort on your part and a commitment to practicing self-care.

Your self-care strategy

Do unto others as you would....

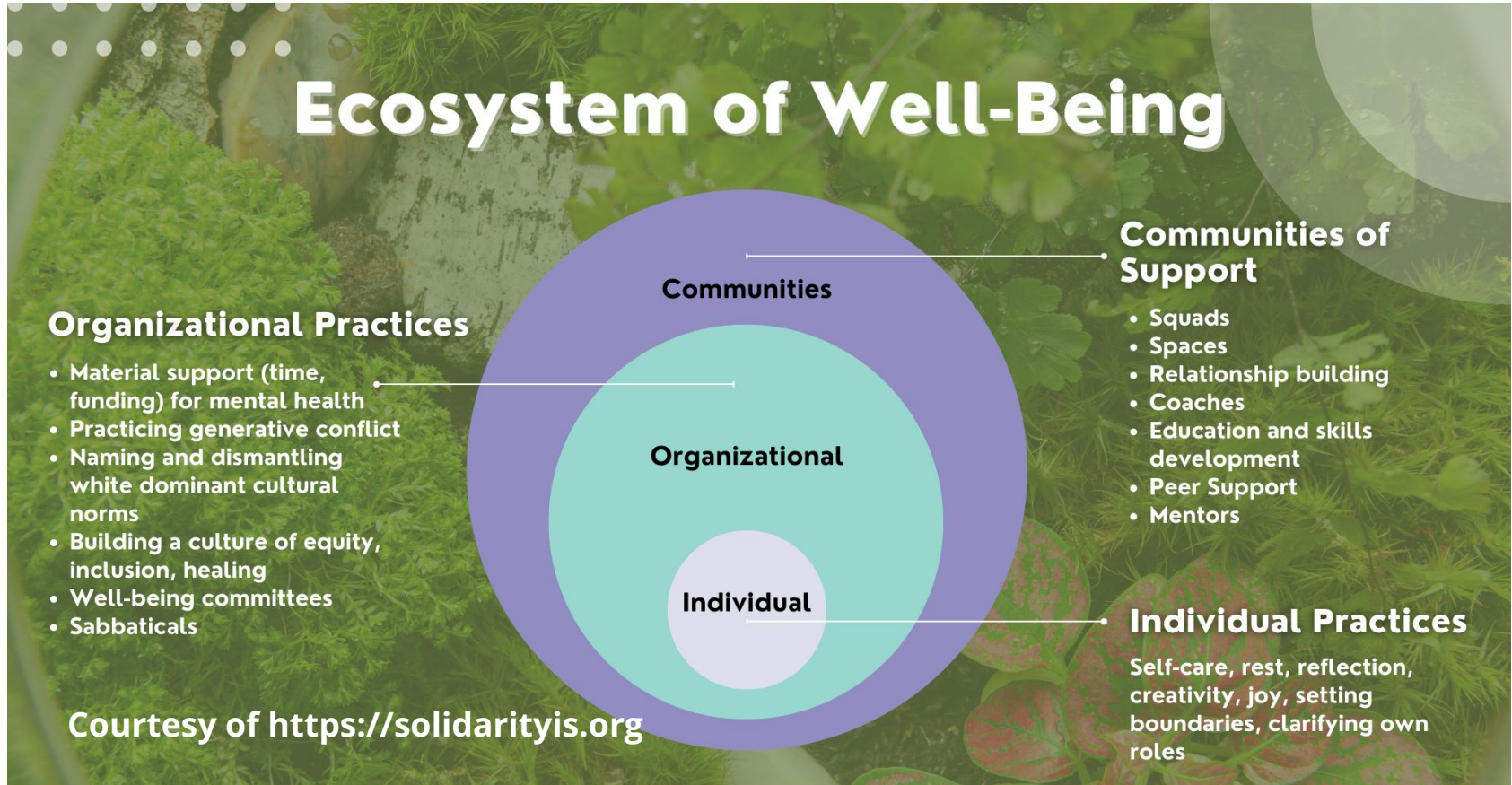
Internal Organizational Practices

- Support other in their mindfulness journey. Offer different ways they can connect
- Have a “Take Time Tuesdays” or “No meeting Mondays”
- Well-Being Wednesday Whitboard
- Host a monthly meditation group
- Walk and Talk meetings
- Recognise many take in information differently and have different work styles

External Practices

- Host a monthly meditation group, Speed Dating or Happy Hour
- Post great memes that allow others to pause and reflect
- Share to your external community, what you do internally

Creating and Sustaining an Ecosystem of Well-Being





Sharing Is Caring

Leading with self-care



Suggested Resources

Therapeutic ideas

- Pet therapy: hug a pet!
- Art therapy: grab an adult coloring book
- Music therapy: sign up for a Sound Bath
- Mental and body: try a Flotation Tank, take a long bath
- Acupuncture or Massage
- Horticultural Therapy
- Aromatherapy
- Therapist, group sessions, etc

Good Reads

- *The Four Agreements*: Don Miguel Ruiz
- *Better Decisions. Better Thinking. Better Outcomes: How To Go From Mind Full To Mindful Leadership*
- *Mindful Leadership: The 9 Ways to Self-Awareness, Transforming Yourself, and Inspiring Others*
- *The Book of Awakening*: Mark Nepo
- *The Five Love Languages*: Gary Chapman

People to follow

- @BldingMovement
- @TheNapMinistry
- @InMindfulLeader

What do you do when you have
freed yourself of all desire except
the desire to be free from desire?



Our moment of Zen