



# 2011 Holiday ‘Good’ Guide For Partners

Your customers and employees are generous procrastinators: they want to join your holiday cause campaign, but need a little encouragement from you. This guide will show you how to unleash their generosity this holiday season.

# Generosity & The Holidays: A Perfect Fit

- **89% of consumers** want companies to support causes at the holidays.
- **78% of consumers** want to be personally engaged in these efforts.
- **81% of employees** want to get involved in their company's cause-related efforts through giving and matching grant campaigns.
- **73% of employees** wish their company would do more to support causes.

Source: 2010 Cone Holiday Trend Tracker, 2010 Cone Cause Evolution Study



GET KISSED ON  
**NEW YEAR'S**



*Donate to your favorite project before Decemeber 31st*



*➤ You'll probably get kissed by someone you sort of like on New Year's. ➤*

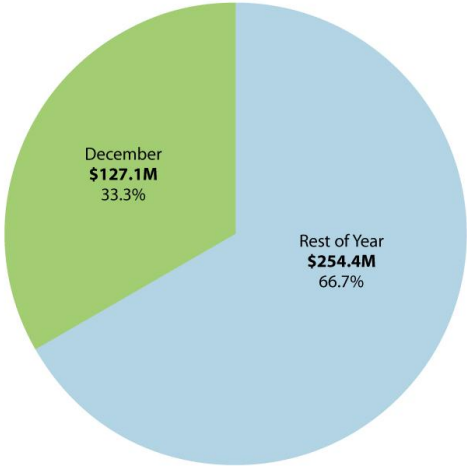
*( French kissed )*



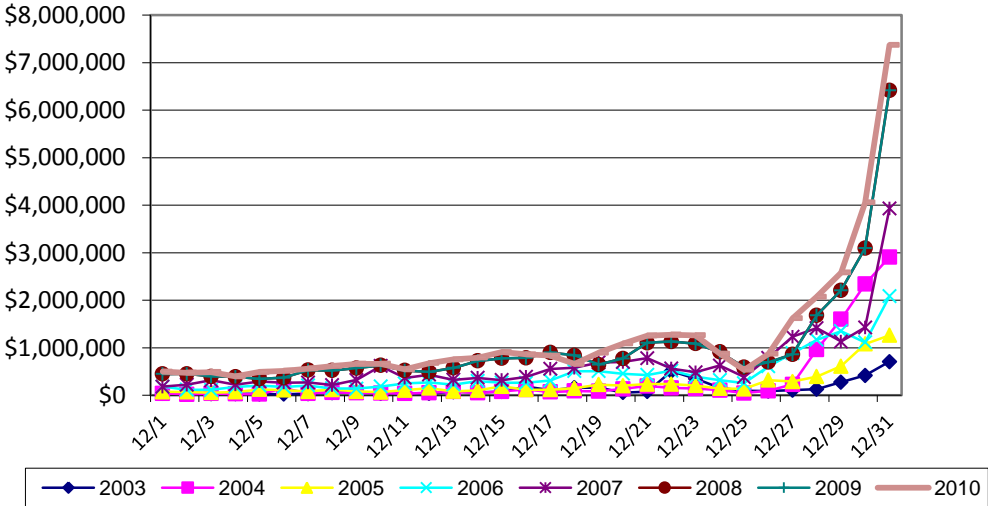
# December's Spike in Donations

- There isn't a long ramp up to online giving. Rather, there is a fast spike of donations concentrated in the last few days of the year.
- Fun fact: giving concentrates between 12PM-7PM on December 31st.
- In December, nearly 50% of the donations for the month usually come in the last 6 days when Network for Good processes nearly \$1 million or more in donations each day. And 10% of annual donations come in on the last 2 days of the year.
- More than 30% of annual giving via Network for Good's donation processing system is during December.
- Regardless of when the days of the week vs. weekends fall during the holidays, the pattern of the spike in giving remains constant.
- The average donation amount is higher in December: In December 2010, the average gift was \$142 versus an average of \$91 for the year.

Online Giving by Time of year (2003-2009)



Network for Good December Donations (\$)



# How to Help Your Generous Procrastinators

- Start thinking about December outreach and messaging now.
- Plan a multi-pronged communications approach that includes: email outreach, website messaging, social media updates. Email has proven to be the best channel to drive donations, but the invitation to give should be reinforced across your network.
- Thank individuals who donated during a campaign or giving event in 2011. You can acknowledge their past support, including the collective impact of your company or website, and encourage them to donate before the end of the year.
- Consider rewarding your audience with the gift of charity. [Contact us to learn how you can beta test charity gift card functionality on your site this holiday.]
- Make it easy for donors to give again in December. The last week in the year is always hectic which means your message should be short and simple, reminding people how easy it is to make their year-end gift online in the last few days of the month – and get the tax credit for 2011.
- Network for Good's top-performing mailing is the one sent on December 30<sup>th</sup> with a short and simple reminder, "Still Time to Donate in 2011!"



**Capital One**  
THE NO HASSLE  
**GivingSite** POWERED BY  
Network for Good.

Donate to any of your favorite charities today or tomorrow (December 31st) and your contributions will be credited to the 2010 tax year.

[Donate Now](#)

Best wishes for a happy New Year!



**THANK YOU**  
FOR MAKING ONE OF THE  
**1,000,000 DONATIONS**  
ON CAUSES THIS YEAR!

**Change the world one more time in 2010**  
As little as \$10 can make a difference

 Save a Puppy's or Kitten's Life \$25 HOMEWARD TRAILS ANIMAL RESCUE	 Give a Gulf Coast Family a Meal \$15 CITIZEN EFFECT	 Give Children Their 1st Library Room to Read \$10 ROOM TO READ
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## About Network for Good

Network for Good is a nonprofit social enterprise that empowers corporate partners and nonprofits to unleash generosity and advance good causes. We're here to help your company do well and do good. Based on your goals, Network for Good will shape a cause solution that drives your business and philanthropic goals.

Our proven technology and expertise will enhance your cause marketing initiatives to:

- Match and align your brand with the right cause
- Maximize your campaign impact through smart, effective design
- Measure the ROI of cause programs for your brand

Network for Good has processed more than \$565 million in donations for more than 60,000 nonprofits since its 2001 founding by AOL, Cisco and Yahoo!. [www.networkforgood.org](http://www.networkforgood.org)

**Let us help you design the perfect holiday giving campaign.**  
Contact us to get started.

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