

November 16, 2017

**TO:** Board of Directors

**FROM:** Heller An Shapiro

**RE:** #Giving Tuesday, November 28, 2017

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**Background:**

In 2016, ArtStream posted a Giving Tuesday site with the Catalogue for Philanthropy, but did not promote the event. We received \$200 from one donor.

Judging by the other 2016 participants who had more than two donors, \$2,500 is a reasonable goal. [Encore](#) is similar in size to us and raised \$3,027 of their \$2,500 goal last year, from 64 donors (average gift \$47). [Glen Echo](#), which is double our size financially, raised \$2,228 of their \$2,000 goal last year, from 31 donors (average gift \$72).

**Proposal:**

Promotion of Giving Tuesday can include:

By ArtStream Staff:

1. Advertise Giving Tuesday in the November-January Newsletter (done)
2. Advertise in ArtStream e-newsletters starting the week of November 6 (ongoing)
3. Create e-newsletters for day-of, ready to plug in numbers
4. Look into a homepage takeover for the day
5. Promote \$1,000 award for largest number of unique donors who give from 12- 1 p.m.
6. Thank yous
  - a) The Catalogue for Philanthropy recommends thanking in the moment
  - b) ArtStream staff could create live videos saying thanks. We could invite a handful of clients to pre-tape them, take a few minutes at a rehearsal or class, or invite a few clients to the office on Nov. 28 to do live updates.
  - c) The videotaping would be bonus publicity to our families about Giving Tuesday
7. Blogging
  - a) We can publish a client blog about why donating is important.
  - b) We can have a barrage of client testimonials about ArtStream to publish on the day

By Board/Friends:

1. Donate seed money for the campaign
  - a) Donate early to our 2017 #GivingTuesday campaign
  - b) The plan is to be about 25% (\$625) to goal by 11/28

- c) If pledged seed money exceeds expectations, we can adjust the goal so that the seed money still represents 25%.
2. Send/forward emails about Giving Tuesday to your contacts a week before, the night before, and the day of the campaign (ArtStream staff will provide sample text)
3. Add "#GivingTuesday is coming up Nov. 28. I am supporting ArtStream!" to email signatures (ArtStream staff will write copy and make a graphic.)
4. Post on social media the day of the campaign "I donated to ArtStream on #GivingTuesday because..." (ArtStream staff will write quick and easy template.)
5. Provide Facebook "Giving Tuesday" frame

### **Creative Options:**

1. Small item wishlist
  1. The Catalogue for Philanthropy says that donations for Giving Tuesday are generally smaller and therefore they recommend publishing a wishlist to reflect that. Maybe this is the launch of the Dream Big slogan (used in the class brochure and direct mail pieces) and each item on the wishlist is a dream that can be achieved through classes:
    1. \$25 "I dream of making a new friend: support an ArtStream class"
    2. \$50 "I dream of improving my self-confidence: support an Inclusive Theatre company rehearsal"
    3. \$100 "I dream of getting a job: support public speaking skills workshops"