



# **The Giving Tuesday Secret Sauce**

**Sept. 11, 2025**

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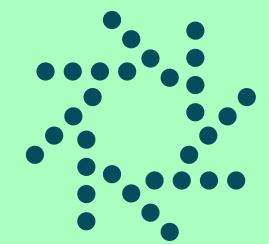
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## Poll Time!

**What's the biggest challenge you face when running a Giving Tuesday campaign?**



# Agenda:



## Topics:

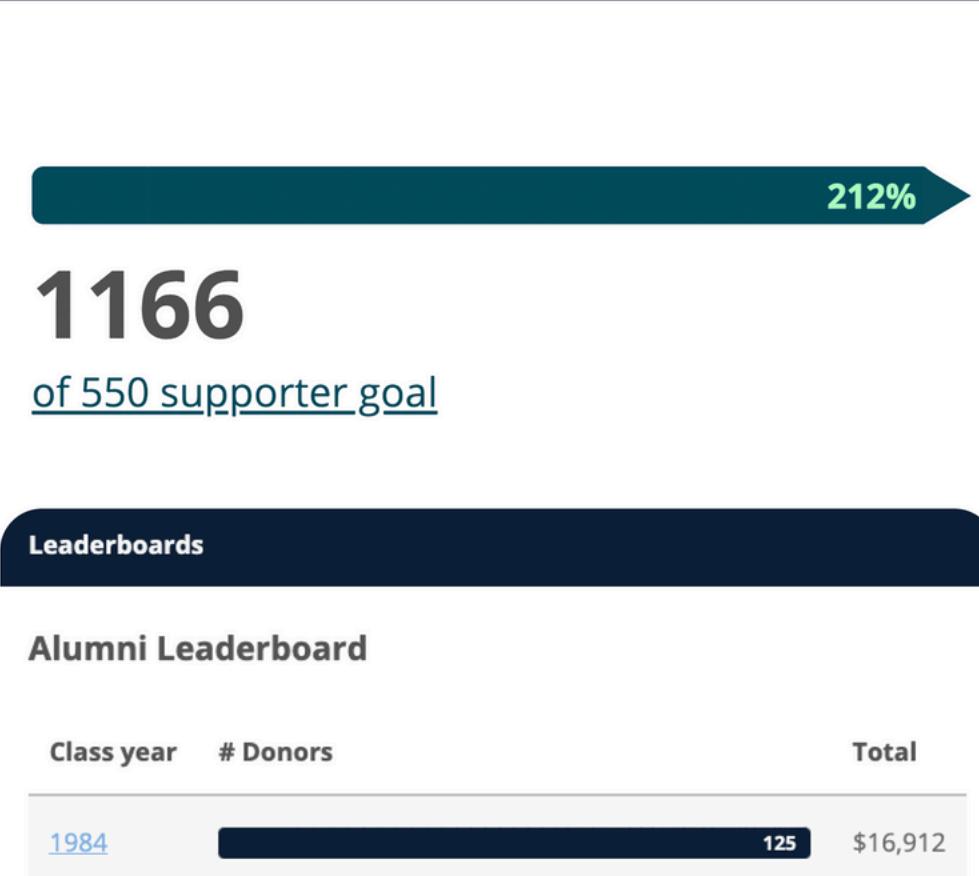
- 1. Challenges & benefits of running a Giving Tuesday campaign*
- 2. Boost's secret sauce for Giving Tuesday success*

## Examples from peer schools:

- **Gould Academy**
- **Christian Brothers Academy**
- **Mayfield Senior School**

# The only fundraising platform built for K-12

## Engage



**Pages that feature  
your K-12 community**

## Fundraise

**Apple Pay DAFs  
PayPal venmo**

**No-setup modern  
payment options**

## Understand



**Dedicated 1-1 support  
from a K-12 expert**

# Helping 200+ schools modernize their fundraising



**Giving**



**Events**



**Auctions**

**Leaderboards &  
Challenges**

**Peer-to-Peer**

**Streamlined CRM  
Support**

**Boost Texting**

**On-Site Auction  
Support**

**Live & Silent**

Part One

# The Challenges & Benefits of Running a Giving Tuesday Campaign

## Challenge: Standing out Above the Noise

- The average person gives to 4-5 nonprofits per year and has 9+ causes they consider giving to annually.
- There are millions of causes vying for your donors' attention.
- Giving Tuesday is the most charitable day of the year, but also the most cluttered.



# Why it's Worth Competing

- Giving Tuesday is still growing: +4% in giving from 2023 to 2024.
- Donors anticipate Giving Tuesday and many budget for it — which means you're meeting them at peak readiness to give.
- Success is reachable: >90% of Boost schools in FY25 beat their Giving Tuesday Goal.



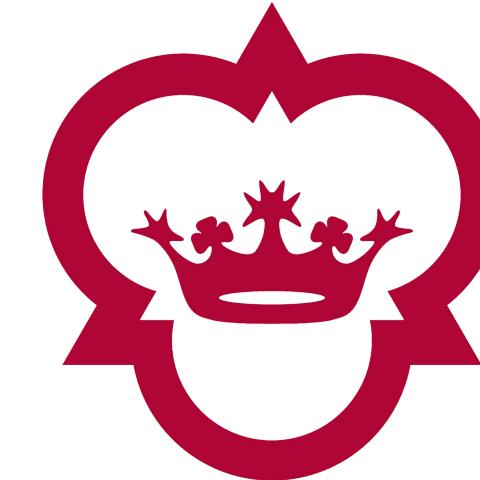
# The Common “Traps” Schools Fall Victim To

- Generic messaging focused on the day rather than the why.
- Failing to capitalize on “spur of the moment” impulse-driven giving.
- Not taking advantage of your school’s inherent “marketing advantages”



## The Benefits of Getting It Right

- Surging mid-year revenue — helping you hit/exceed December 31 targets.
- Opportunity to activate new donors and re-engage lapsed ones in one concentrated push.
- Take advantage of tax advantageous ways to give and the holiday spirit.



**Mayfield Senior School has increased their  
dollars raised year-over-year.**

**\$115,003 in 2021 ➔ \$193,104 in 2024**

## What Getting it Right Looks Like

- Donors who you engage convert to dollars into the program.
- Donors are able to make impulse driven gifts when they are ready.
- Your unique value proposition is emphasized every step of the way.

## Giving Tuesday Benchmarks

- Secure a 40% Page Viewer to Gift Ratio.
- Ensure donors spend more time giving (ideally 1-2 minutes!)
- Leverage at least the most popular modern giving options and at least one major gift option.
- Ensure you have continuous messaging as your donors make their gift!
- Iterate on your outreach constantly.

Part Two

# Boost's Giving Tuesday Secret Sauce

# The Proof is in the Results (or Pudding)

## Gould Academy



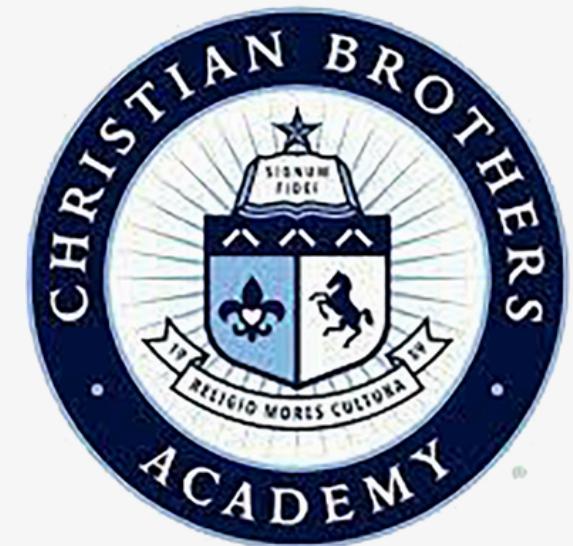
\$150,000+ raised

158%

**\$157,847**

raised of \$100,000 goal

## Christian Brothers Academy



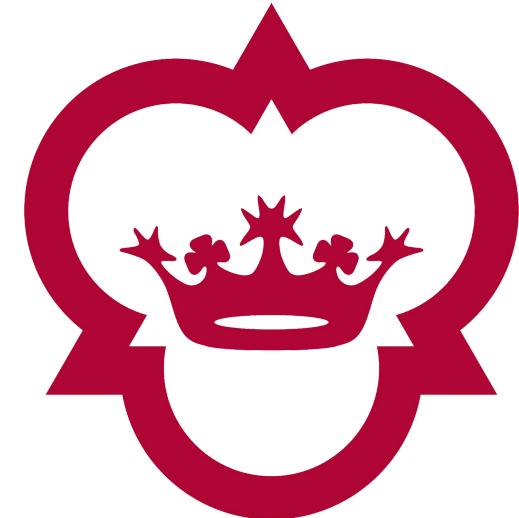
Achieved 321% of goal

321%

**\$64,231**

raised of \$20,000 goal

## Mayfield Senior School



Increased by 58%

97%

**\$193,104**

raised of \$200,000 goal

## Converting Visitors into Donors

- **Why it matters:** Attracting more eyes can be difficult, getting more from the ones you have is critical.
- **What's standing in the way:** Lack of engagement. Most Giving Tuesday appeals/campaigns go from solicitation → giving form.

## Goal: Secure a 40% Page Viewer to Gift Ratio.

### Key Improvements:

- **Don't stop soliciting once someone clicks to give in your outreach.**
- **Center non-development voices and focus on “the why.”**
- **Treat your landing page as “the closer” that increases the odds someone gives.**

# Christian Brothers Academy Giving Tuesday

- Use designations or buckets to empower the donor to choose what area of the school to support.
- Create fun and enticing challenge incentives.

Recent activity

Jack Christopher  
Alumni '03  
Supported 9 days ago

Ralph Severini  
Alumni '68  
Supported 8 months ago

Chris Szablewski  
Alumni '09  
Supported 9 months ago

robert bovo  
Parent '28  
Supported 9 months ago

In honor of Arthur Starrs: A gentleman and a scholar

Peter Hussey  
Parent '13  
Supported 9 months ago

Perry Wright  
Trustee/Past Trustee  
Supported 9 months ago

Building a bright future for these young men.

## Converting Visitors into Donors

- **Why it matters:** Donors who stay on your page longer are more likely to give and give more.
- **What's standing in the way:** Static pages without interactive elements fail to hold attention after the initial visit.

## Goal: Keep Donors Engaged for 1-2 Minutes

### Key Improvements:

- Use challenges, leaderboards, and value-based themes to create curiosity.
- Show real-time comments to build social proof.
- Leverage some kind of media (even something simple is great!)

# Gould Academy's Giving Tuesday

- Commit to your theme fully and generate community (staff/student) buy-in.
- Gould used its community values (curiosity, kindness, courage, creativity) to inspire donations.

Gould Academy  
Bethel, ME

Gould Academy

Bethel, ME

Giving Tuesday 2024

Celebrate Gould's Values...Give to Gould! November 19- Dec 3

1 of 5

\$157,847

raised of \$100,000 goal

385

supporters

NO LONGER A

ORGANIZER

Karen Bur

School, Ac

The Gould Fund on

## Don't Miss Out On Gifts

- Why it matters: 47% of Boost GT gifts come via mobile wallets; without them, donors drop off.
- What's standing in the way: Limited payment options and no clear path for large. Remember: A giving form that's “free” could cost thousands in lost gifts.

## Goal: Ensure you Allow Donors to Make a Gift

### Key Improvements:

- Add Apple Pay, Google Pay, Venmo, and PayPal.
- Display leadership giving tiers and match challenges prominently.
- Leverage integrated corporate matching and/or integrated Donor Advised Funds.

# Mayfield School Giving Tuesday

- **Involve the community and spread awareness.**
- **Make giving simpler by offering lots of different donation pathways.**

About

With your help, **Giving Tuesday 2024** will go down as one of Mayfield's biggest one-day fundraising events.

**More Ways to Show Your Support:**

**Mayfield Restaurant Week!**

Increase your impact by participating in Mayfield's Restaurant Week. Eat, drink, and be a supporter our Mayfield family-owned eateries during the week of Giving Tuesday and a percentage of your proceeds will go back to Mayfield. Special thanks to all of our restaurant partners!

**Monday, December 2nd:**

I scream, you scream, we all scream for **Handel's Ice Cream!** 20% of your total goes back to Mayfield Senior School. Thank you to Mayfield Community Members: The Hall and Hurley Family '22. Eat at **Gus's BBQ in South Pasadena** and 15% of your total goes back to Mayfield Senior School. Thank you to Mayfield Community Members: The Bicos Family '26, '26, '27

**Tuesday, December 3rd:**

Celebrate Taco Tuesday at **Taco/Social in Eagle Rock**. 20% of your total goes back to Mayfield Senior School. Thank you to Mayfield Community Members: The Bicos Family '26, '26, '27

**Wednesday, December 4th:**

Enjoy French Laundry at **Mayfield's French Laundry** and 15% of your total goes back to Mayfield Senior School. Thank you to Mayfield Community Members: The Bicos Family '26, '26, '27

**VIEW OTHER CAMPAIGNS**

Supported 9 months ago

Annette Brandin  
Alum '66  
Grandparent '26  
Supported 9 months ago

Multiple Offline Gifts  
Supported 9 months ago

Angela Howell  
Alum '76  
Supported 9 months ago

“ In this Season of Joy, I give thanks to the entire Mayfield family who have contributed so generously to our mission as a School of the Holy Child Jesus. Your actions model Cornelia Connelly's invitation to "Be generous and of great heart." Blessings to you and yours!

Nora Warren  
Faculty/Staff  
Supported 9 months ago

Anonymous  
Parent '25  
Supported 9 months ago

[Load more activity](#)

# Donor Advised Funds (DAFs)

- The average DAF gift is >\$4,000, but less than half of schools accept them.
- For tax purposes, donors are motivated to make DAF donations before the end of calendar-year-end.
- Donor Advised Funds are now easily accessed online.

Payment

G Pay      Donor-Advised Fund

Payment method

Donor-advised fund

Continue with

**DAF pay** | Donor Advised Fund

Boost My School partners with Charitable giving partners to make it easy for schools to accept DAF grants.

**DAF pay™**

Select your provider

Express checkout with your Donor Advised Fund

Search for thousands of providers

 Fidelity Charitable

 Schwab Charitable

 Vanguard Charitable

 The Donors Fund

## Converting Visitors into Donors

- **Why it matters:** Donors who don't have your main messages repeated to them consistently are likely to fall off.
- **What's standing in the way:** Lack of giving form flexibility.

## Goal: Ensure you Have Continuous Messaging

### Key Improvements:

- Add “reasons to give” and additional solicitations in the side panel of your form.
- Make sure you’re calling out your messaging every step of the way.

# Don't Let your Messaging “End”

**Your Donation**

● O O

**Area of Greatest Need**

Amount

\$

By supporting the Area of Greatest Need, you are investing in the Kent experience for our students. This supports every aspect of what we are able to offer our students, and you are making a direct impact today!

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**Academic & Faculty Support**

Amount

\$

Our faculty and academic programs are the cornerstone of the Kent community. Help support our amazing teachers and staff in providing the ultimate learning experience.

Your gift to the Kent Annual Fund enriches every aspect of the Kent experience—from academics, arts, and athletics to the lives of our faculty, students, and the broader community. Grounded in our traditions, mission, and motto, we are dedicated to preparing students to make a meaningful impact both within Kent and in the wider world.

Thank you for supporting Gather & Give! Your generosity empowers the Annual Fund to elevate the education we provide—intellectually, socially, ethically, and spiritually.

## Leadership Giving Societies

*Blue & Gray Society \$1,906 - \$4,999*

*Numeral Rock Society \$5,000 - \$9,999*

*Housatonic Society \$10,000 - \$24,999*

*Old Main Society \$25,000 - \$49,999*

## Stand Out Above the Noise

- **Why it matters:** The solicitation is the most important part of Giving Tuesday, it's what determines your success.
- **What's standing in the way:** A lack of understanding about what's working & not leaning into what makes you unique.

## Goal: Iterate and Optimize your Messaging for Giving

### Key Improvements:

- Make sure that you are tracking your appeal success to donors & dollars raised.
- Use open rates and click rates as leading indicators only.
- Incorporate social proof into your solicitations & your page.

## A Sneak Peek of Boost Marketing

- The only giving day email platform that is built to bring in more dollars and donors.

- Automatically suppress recent donors from active outreach so supporters only receive relevant, timely messages.

- Embed social proof directly into your emails to massively increase conversions.

### Giving Tuesday - Parents

November 26, 2025 at 9:00am

50%	7%	5.1k	\$57.4k
Open rate (80th percentile)	Click rate (Top 5%)	Audience	Revenue

Hi [Jonathan](#),

You've helped us before—and we're so grateful. As we take on new challenges this year, your continued support ensures we can keep delivering the excellent education our students deserve.

Would you consider renewing your support with a gift today?

[Make Your Gift Today](#)

Help your decade rise in the leaderboard!

Class year	# Donors ↓	Total
2010s	21	\$16,458
1990s	16	\$14,312
1970s	14	\$12,448
2000s	13	\$8,031

## Poll Time!

**What are you going to  
optimize for after this  
session?**



# Ways to Make Your Giving Tuesday Campaign a Success

- Choose a theme that will resonate with the community.
- Create ways to engage donors, e.g. challenges, leaderboards, and comments.
- Make the check out process easy!



**Increase dollars and participation across giving, events, and auctions.**



*Scan here so we can chat about your goals, strategy, and page needs.*

# Q & A

- We often hear from our school community that we have "too many asks." How can we implement a Giving Tuesday that will be successful in light of this feedback? - Tracy from Seven Peaks School
- How can we encourage giving from younger alumni (say 4-5 years post graduation)? - Joe from The Siena School
- How can schools do this thoughtfully when giving is thought to be directed towards other more pressing needs on Giving Tuesday? - Kara from Shore Country Day School
- Giving Tuesday is going to fall at the very end of Annual Fund fall appeal. Would love some ideas about either differentiating from or including in that appeal. - Colleen from Charles Armstrong School