



PARSONS | TKO

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Agenda

- Giving Tuesday in an engagement architecture
- Campaign context
- Lessons learned
- Practical steps
- Platform implications
- Questions

Speakers



Kimberly Rollins
Consultant at
ParsonsTKO



John Harrison
Solutions Producer at
ParsonsTKO



Stefan Byrd-Krueger
Chief Analytics Officer at
ParsonsTKO

PARSONS | TKO



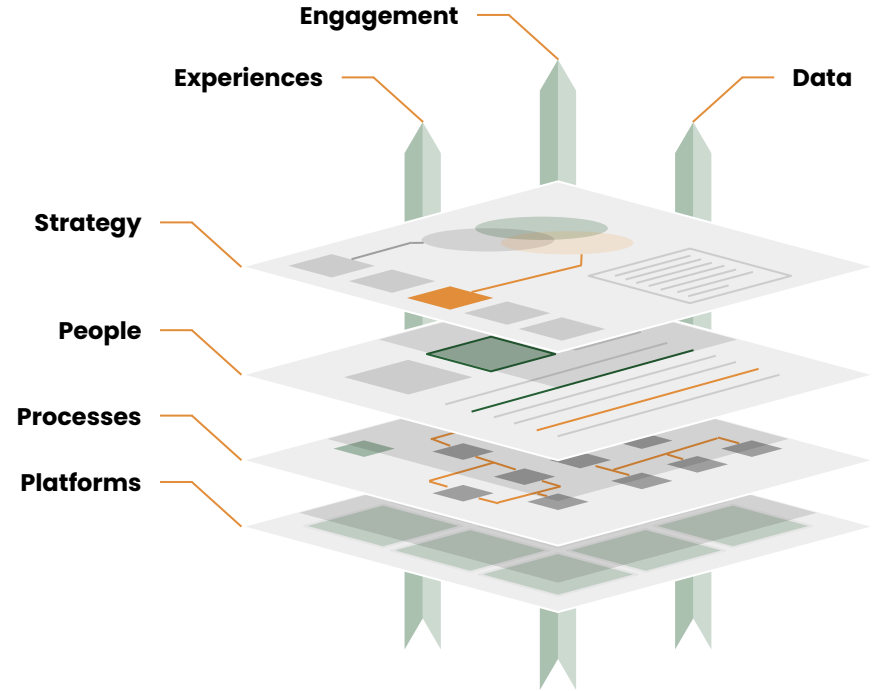
Giving Tuesday Retrospective

Extracting long-term value from your campaign

The way we see possibilities

Engagement Architecture ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.

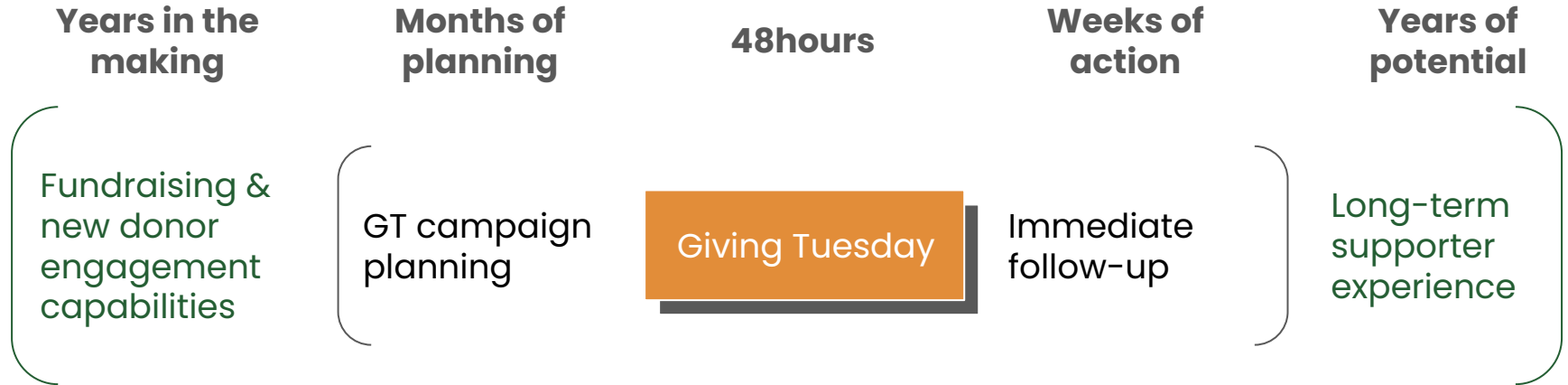


Giving Tuesday is
a moment

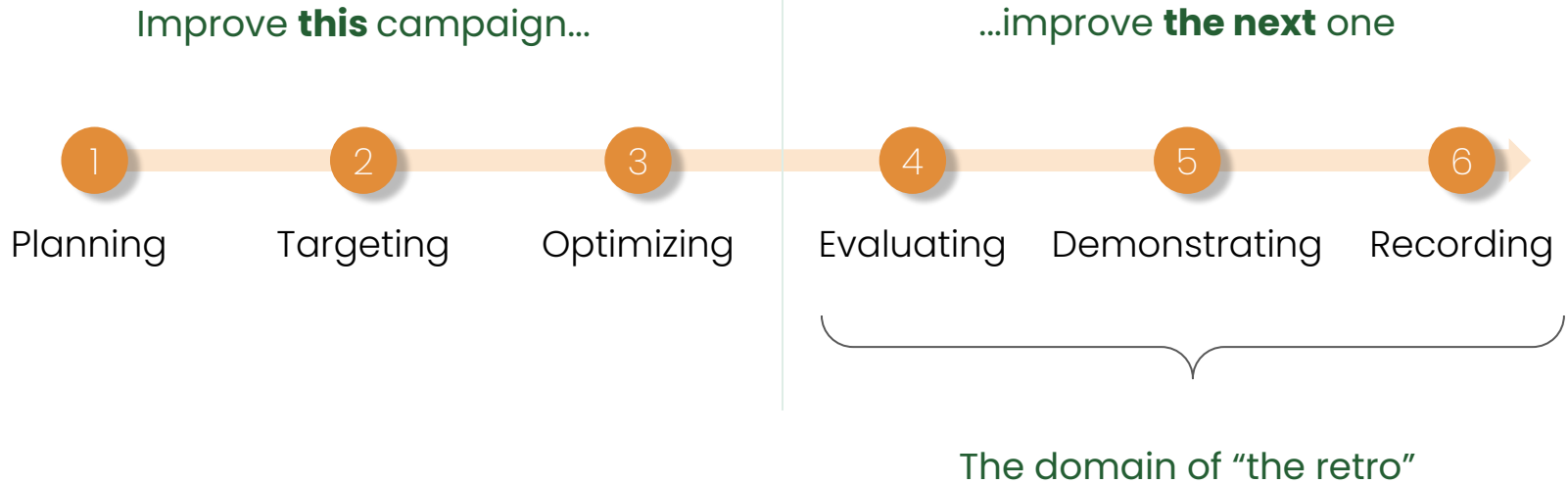
That we seize
with **capabilities**

See the day in its big picture context

How the day goes depends on how prepared you are well in advance, and its long-term impact depends on your long-term handling



Campaign planning process





Evaluating

P | TKO

What can you learn and how will your team grow?

- Put the retrospective on your calendars... Now.
- Democratize hypotheses, if not also analysis
- Look for small data: surprises, good and bad

A stack of several books with colorful ribbons (red, blue, black) and tassels (black, red) protruding from the pages. The word "Recording" is overlaid in white text on the stack.

Recording

P | TKO

What will you remember about your audience?

- Be clear about what you will do with your data
- Migrate campaign data to a system of record/action
- Put the lessons in your institutional memory

Giving Tuesday

Global generosity movement unleashing the power of people and organizations to transform their communities and the world

- Nearly 40% of all philanthropic giving comes in November and December
- Donor behavior patterns and behavior changes
- Elevate and reinforce effective tactics
- Capture key stories and examples of impact
- Identify top priorities for improving capabilities (content, team, data, tools)



- 1 Planning
- 2 Targeting
- 3 Optimizing
- 4 Evaluating
- 5 Demonstrating
- 6 Recording

Plan Your Work, Work your plan

**Target Audience /
Segmentation**

Outreach Strategy

**The Voice /
Storytelling with
Impact**

Creativity

- 1 Planning
- 2 Targeting
- 3 Optimizing
- 4 Evaluating
- 5 Demonstrating
- 6 Recording

What do you gain from retrospectives?

Build team cohesion

**Elevate and reinforce
effective tactics**

**Capture key stories and
examples of impact**

**Identify top priorities for
improving capabilities**

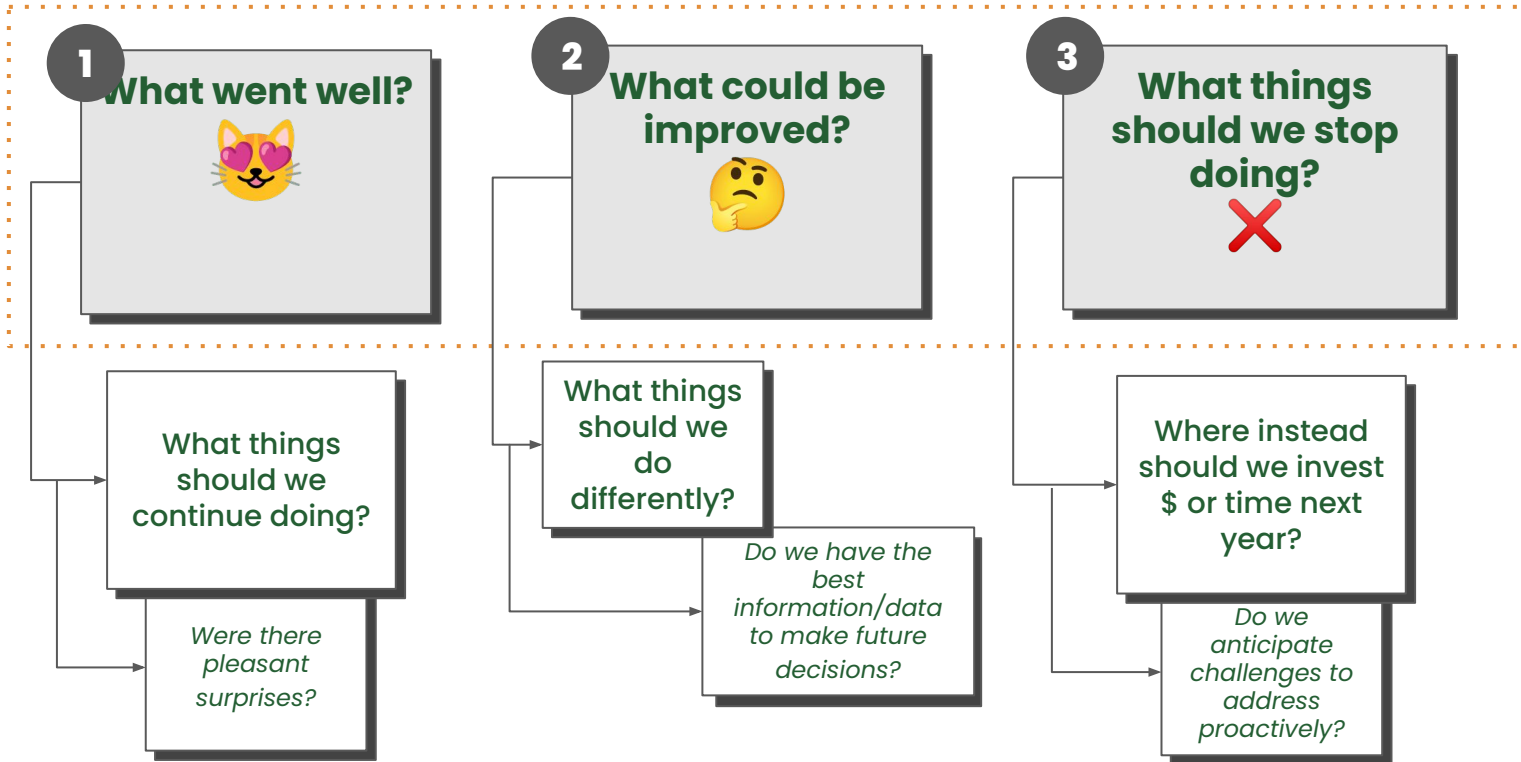
Know where you've been ... to know where you are going

Afterwards, assess

- What went well (keep doing these things)
- What could be improved (went OK, but could be better)
- What went poorly (don't do these things again)
- What did aspirational peers do?

...treat campaigns as an opportunity to develop long-term strategies and enhance a culture of Philanthropy

A simple retrospective agenda...



Retro questions to ask (a deep dive)

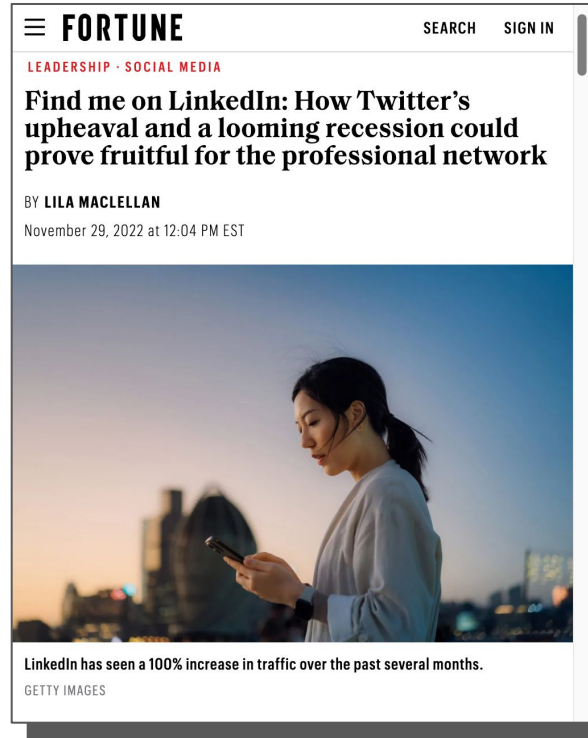
Do you have a baseline for comparing this year to a previous year? If not, establish one now!



Platform changes are inevitable

Building out new things for next year.

1. How do we use retro to give us priorities for platforms and processes next year?
2. How can we begin to plan for audience shifts in attention?





February webinar:
**Partnering with
Civis Analytics**

P|TKO

Donor ops & data for 2023: Lessons from 2022

Adapting to a highly dynamic
financial landscape

Register

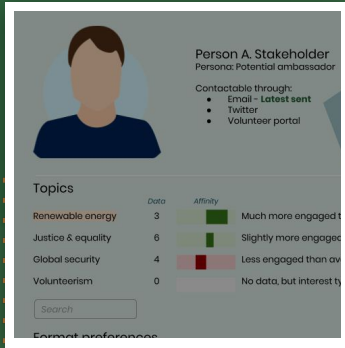


Questions?



P|TKO Please, take our free content

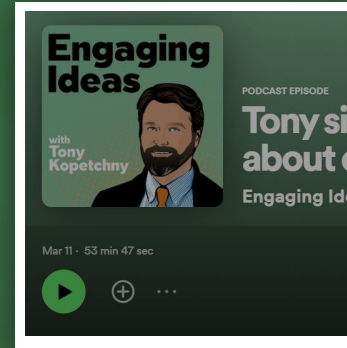
parsonstko.com



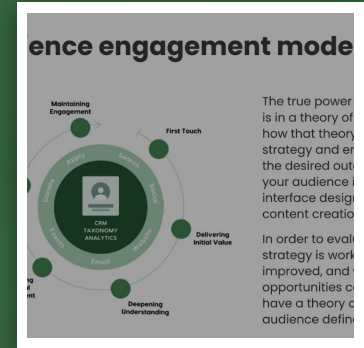
Articles



Videos



Podcasts



Events

Let's talk: createchange@parsonstko.com

Follow PTKO
[in @parsonstko](https://www.linkedin.com/company/parsonstko)

Describe your project