

Fundraising Strategy Videos

Last Modified on 06/02/2022 4:00 pm PDT

GiveSmart Fundraise Academy Classes provide you with actionable strategies on various topics. Learn best practices for everything from Ticketing design to Giving Thanks to Days of Giving with experts from our [Digital Marketing Services](#) team and the Training team.

Please note that the user interface has recently changed within GiveSmart Fundraise and the initial menuing will be different from what is currently in the video. Once past the initial navigation steps, the rest of the material should still be viable.

For more information, review the [enhanced navigation here](#).

We will update the videos to reflect this change as soon as possible.

Select a category to filter your choices

Show all

Communication

Crowdfunding and Peer-to-Peer

Days of Giving

Events

#GivingTuesday

Reporting & Analytics

Texting

Virtual Events

The Best Fundraisers of

Storytelling Strategies To

5 Weeks to a Successful

How To Maximize Your Silent Auction

(December 2021)

(November 2021)

(October 2021)

(September 2021)

10 Common Mistakes to

How to Determine Your

How to Safely Host an

Creative Peer-to-Peer Campaigns To

(August 2021)

(July 2021)

(June 2021)

(May 2021)

5 Steps to a Successful

Beyond the Basics: Taking

How to Host a Virtual

Create Your 2021 Fundraising Plan -

(April 2021)

(March 2021)

(February 2021)

(January 2021)

Cultivate Donor Loyalty

(December 2020)

Create Recurring Donor

(November 2020)

Reporting & Analytics m

(October 2020)

Ideas and Examples for Your #Givin

(September 2020)

How to Stream Your Virt

(August 2020)

Level Up Your Virtual Eb

(July 2020)

Creating Virtual Fundrai

(June 2020)

Repurpose Your Content

(May 2020)

Virtual Events Strategy F

(April 2020)

Deep Dive into Crowdfu

(January 2020)

Thank, Acknowledge am

(December 2019)

Strategies for your Best Year-End G

(November 2019)

#GivingTuesday: A Deep

(October 2019)

Personalized Communic

(September 2019)

Turning #GT Donors into

(August 2019)

Fundraising Event Kit: Everything Y

(August 2019)

Integrating Texting into

(June 2019)

Storytelling and Influenc

(May 2019)

Summer Fundraising Ide

(April 2019)

Recruit and Support Volunteer Fun

(March 2019)

Runs, Walks, Swims, Rides

(February 2019)

Create Your Own Day of

(January 2019)

Thanking and Acknowledging

(December 2018)

#GivingTuesday & Year-End Giving

(October 2018)

#GivingTuesday Strategies

(September 2018)

Growing Your Donor Database

(August 2018)

Creative Uses of Text Messages

(June 2018)

Compelling Storytelling To Engage

(May 2018)

Creative Fundraising Campaigns

(March 2018)

Thanking, Acknowledging & Complimenting Donors

(February 2018)