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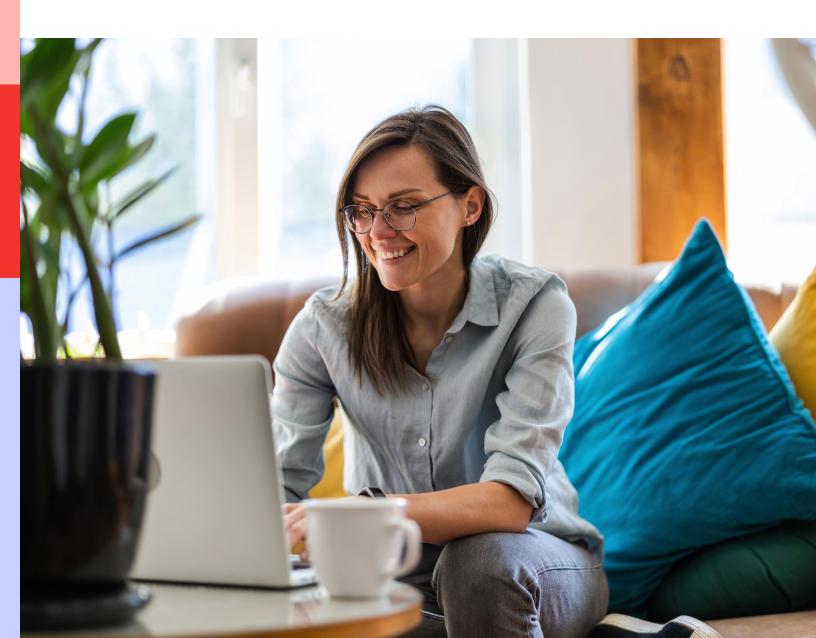
The ultimate #GivingTuesday checklist

#GivingTuesday, coming up on November 28, is one of the most exciting days of the year for any nonprofit. For many, it launches their year-end campaign. No other day creates the same worldwide feeling of philanthropy and good will. Use this checklist to harness the power of #GivingTuesday.

PLAN YOUR CAMPAIGN

Develop a campaign with a unifying theme that represents your organization's purpose and year-end focus.

Set a concrete giving day goal.

Plan a multi-channel approach to meet your goal.

Create a campaign calendar and timeline to organize your efforts.

Assemble the team and assign roles.

Line up your **peer-to-peer campaign** leaders to expand your outreach.

Finalize your matching gift donors to help double the impact of #GivingTuesday.

Recruit a team of board members, loyal donors, and volunteers to act as your ambassadors who will donate as soon as your campaign launches and help build early word-of-mouth.

TIP: If this is your first #GivingTuesday, set a realistic goal you're comfortable with. If you're a #GivingTuesday pro, try setting a stretch goal this year.

TIP: Leverage all your communications channels like email, social media, and text messaging. Keep track of the response rate by organizing your efforts in your fundraising solution.

TIP: If using direct mail, plan for it to hit mailboxes prior to Thanksgiving.
TIP: Set task reminders in your donor management system to keep team members on track.

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CREATE #GIVINGTUESDAY ASSETS

Create your #GivingTuesday branding and messaging materials; including your unique logo, tagline, and hashtag. Incorporate the #GivingTuesday logo for instant recognition.

Create a special #GivingTuesday giving page that all messages for that day will link to.

Design a homepage pop-up for your website so all visitors will immediately see your #GivingTuesday message and call to action.

Prepare your impact stories from people who have benefited from your programs and mission.

Draft your social media posts, texts, and emails in advance.

Distribute messaging, logos, and images to your ambassadors to share on their social media.

Prepare the mobile giving pieces of your campaign.

Test your emails and donation page across desktops, laptops, and mobile devices.

Don't forget to create your follow up communications, press release, and thank-you emails and letters in advance!

TIP: Remember to make everything memorable and shareable.

TIP: Not sure what to share? **Download our Ultimate nonprofit social media guide** for pointers.

TIP: 25% of donors complete their donations on mobile devices. **Learn how to boost your fundraising success with mobile giving.**
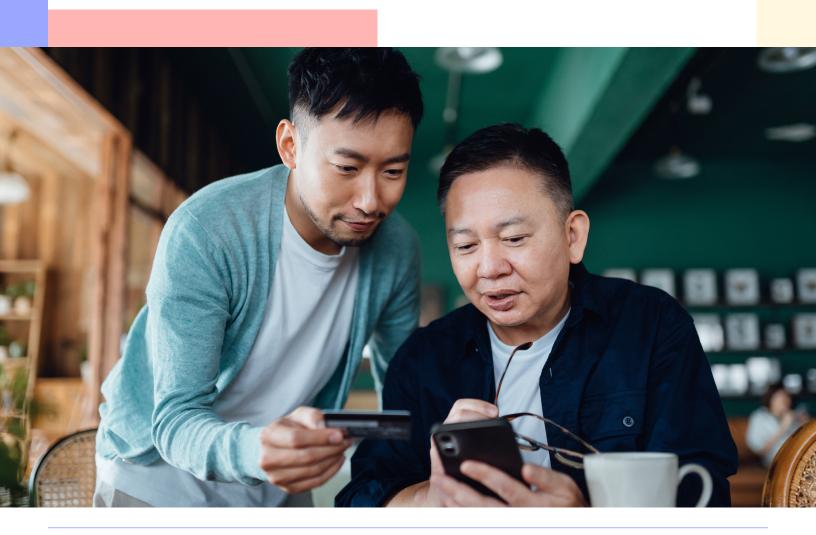
BUILD EXCITEMENT

In the weeks prior to #GivingTuesday, roll out a series of save the date communications to excite your donors.

Feature #GivingTuesday in your e-newsletters and send dedicated email blasts highlighting the impact of your work and the difference your donors make.

Invite your social media followers to create a special Facebook or Instagram fundraiser in support of your #GivingTuesday campaign. Make it a contest to encourage participation!

Contact your ambassadors and peer-to-peer team the day before for one last pep talk!

Prior to launching, test your giving page and email blast one last time!

THE BIG DAY

Launch your unique, #GivingTuesday branded online donation page, homepage pop-up, and social media imagery.

Make sure you have registered your charity with Meta so supporters can make donations directly through your Facebook or Instagram pages.

Feature your donation button prominently on your website and link directly to your #GivingTuesday branded donation page.

Update your donation thank you page with your special #GivingTuesday message so donors can immediately share the news of their gift on social media.

TIP: Be sure to suppress all donors who have already given.

TIP: Don't forget to run that suppression list again.

TIP: Don't forget to keep posting after 5pm!

Send up to three emails and text messages promoting day-of giving and incorporate your #GivingTuesday logos/hashtags where appropriate.

- Early morning (around 5 a.m.): Invite your contacts to join your #GivingTuesday campaign. This will put you at the top of their inbox.
- Noon: Catch your contacts on their lunch break with an update on your progress and encourage them to give by the end of the day.
- Early evening (around 7 p.m.): Send a reminder that time is running out. Announce how close you are to your goal and that there is still time to give. Include a progress thermometer or another graphic that highlights your goal.

Mid-day, send a personal email to your ambassadors and peer-to-peer leaders to check in, thank them for participating, and offer encouragement to finish out the day strong.

Inspire donors to give throughout the day by regularly posting impact stories and updates on social media as you reach special milestones.

Include a link to your #GivingTuesday donation page in your email signature Encourage your staff and board to do the same.

Mid-afternoon, call any of your ambassadors, board members, or peer-to-peer captains who haven't yet donated and encourage them to do so.

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SHOW (AND TELL) YOUR GRATITUDE

Thank donors on social media regularly throughout the day. Tag them along with your #GivingTuesday hashtag.

Send your thank-you email or letter promptly to your donors.

Personally call donors who make significant gifts and say thank you.

TIP: Make your thank you just as memorable as your #GivingTuesday campaign!

KEEP THE MOMENTUM GOING THROUGH DECEMBER 31

Launch your press release, follow up communications, and social media posts to share the results of your #GivingTuesday campaign with your community.

Celebrate with your donors. Post a thank-you banner on your website for gifts received on #GivingTuesday.

Welcome new donors from #GivingTuesday to build retention. Schedule time throughout the rest of the week to call these new donors and personally thank them for supporting your organization.

Build on the excitement and joy of #GivingTuesday throughout your year-end campaign.

TIP: Remove any references to #GivingTuesday in your banners and on your donation pages by Thursday, November 30, so there is complete focus on your year-end campaign.

TIP: Ask donors what inspired their gift and their communication preferences for the future. Enter relevant notes into their account in your fundraising solution.
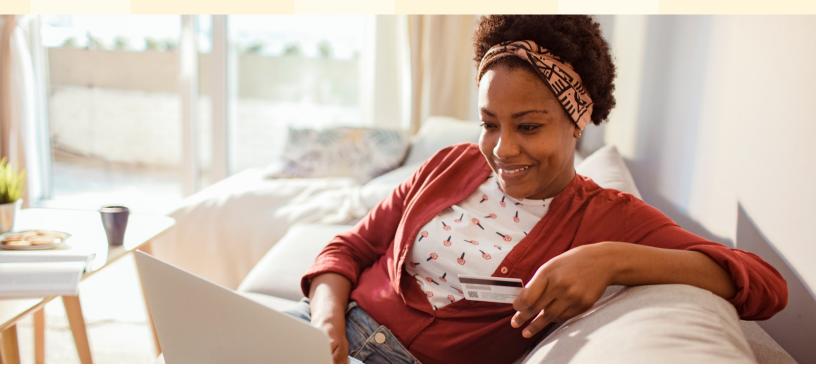
ENGAGE YOUR DONORS WITH GUIDED FUNDRAISING

Simple, smart fundraising solutions with all the tools you need for your easiest, most successful #GivingTuesday campaign ever.

GET A DEMO

FAQ

WHAT IS #GIVINGTUESDAY?

#GivingTuesday is an international day of giving that harnesses the power of social media.

WHEN IS #GIVINGTUESDAY?

#GivingTuesday 2023 is November 28.

HOW DID #GIVINGTUESDAY START?

#GivingTuesday was founded in 2012 by New York's 92nd Street Y in partnership with the United Nations Foundation. Along with a team of influencers and founding partners, they launched a global movement that continues to engage thousands of organizations and individuals worldwide.

WHY PARTICIPATE IN #GIVINGTUESDAY?

The end of the year is a crucial time for fundraisers. #GivingTuesday is a perfect way to highlight your year-end giving season and carry the energy and excitement straight through to New Year's. In 2022, #GivingTuesday was responsible for over $3.1 billion raised. Do you want to leave any of that on the table?

WHAT SHOULD MY GOAL BE?

#GivingTuesday is a unique opportunity to boost donor acquisition, re-engagement, and retention; but your goal can be about more than total dollars raised that day. Consider a goal to increase your monthly donors, new donors, volunteers, in-kind gifts, or social media followers. #GivingTuesday is a great opportunity to tell fresh stories, attract new or younger supporters, boost your social media presence, or diversify your fundraising channels.

HOW CAN GUIDED FUNDRAISING HELP?

Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) and resource library offers nonprofits the perfect way to organize, track, and communicate with all your #GivingTuesday donors.

WHERE CAN I FIND THE #GIVINGTUESDAY LOGO?

You can download the #GivingTuesday logo, a save the date image, and more resources at www.givingtuesday.org.