

#GIVINGTUESDAY

CHECKLIST

BEFORE THE CAMPAIGN

Your Start/End Date:

Start: ____/____/____ End: ____/____/____

Collaboration:



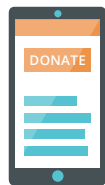
- Search for opportunities to promote your campaign with local newspapers and TV/radio stations.
- Find organizations to partner up with for events.
- Engage local schools and businesses.

Campaign Pages For Your Website:



- Create a campaign page.
- Create your donation pages.
- Create a page for planned virtual events.
- Prepare thank you messages for your donors and volunteers.

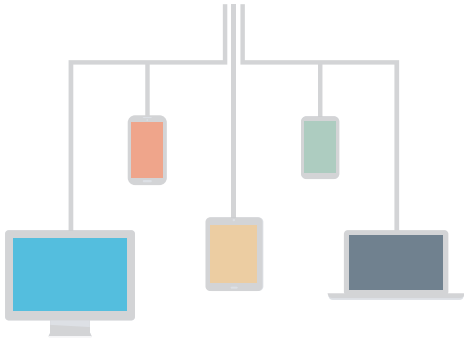
Social Media:



- Announce your campaign.
- Create Giving Tuesday profile and header images or download them from the Giving Tuesday website.

DURING THE CAMPAIGN

Social Media:



- Make posts.
- Offer reasons to give.
- Make specific asks.
- Share collaborations of organizations/people agreeing to match donations within a certain time window.
- Share milestones, such as reaching 50% of your goal.

Emails:

STEP 1: SOFT LAUNCH

Reach out to existing supporters to lock in beginning donations and fundraisers.

STEP 2: HARD LAUNCH

Send an email to your mailing list announcing your campaign. Explain how people can get involved.

STEP 3: MID-CAMPAIGN

Email your network each week with updates as Giving Tuesday moves closer.

AFTER THE CAMPAIGN

Social Media:



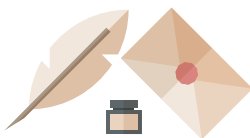
- Thank your community through social media.
- Share the impact of your campaign.

Emails:



- Follow-Up - Send out updates on your campaign's results and impact. Thank everyone involved, from donors to volunteers.
- Reengage supporters for your year-end campaign or your next event/initiative.

Mail/Phone:



- Call or send personalized thank yous to your biggest donors and fundraisers.