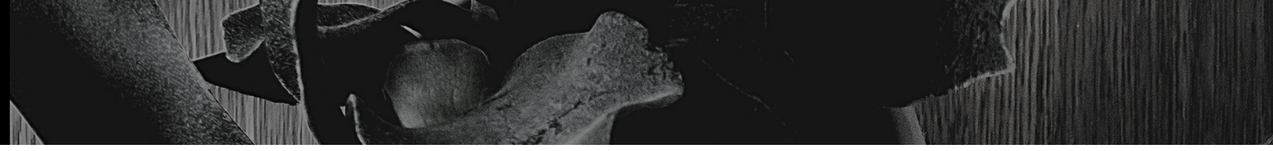
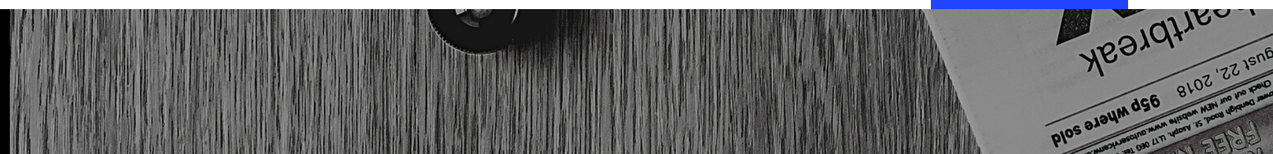


6 Week Plan to a Successful

#GIVINGTUESDAY



Get Geared Up

Oct 20

- Have a Campaign team meeting
- Finalize your campaign ambassadors - online and offline
- Add your #GivingTuesday Campaign logo/visual to your outreach channels
- Finalize strategy for challenge and/or matching funds
- Finalize all campaign marketing: stories, key visuals, videos
- Review and test your giving page (on mobile phones too) and plan any necessary updates
- Draft your campaign announcements for social, press and supporters
- Ask yoru staff to update email signatures with your Campaign visual to help spread the word

Announcements Begin

Oct 27

- Announce your campaign in social channels
- Announce your campaign to all staff, volunteers
- Issue your #GivingTuesday press release
- Have call or meeting with ambassadors to share campaign and outreach strategy
- If you plan to host an event or volunteer opportunity, announce these plans
- Begin weekly drip email of content for sharing by ambassadors
- Order items if using: stickers, postcards, t-shirts, banners

Nov 3

Ramp Up Communications

- Weekly drip email goes out with campaign highlights and action steps for ambassador
- If planning direct mailer, finalize this week to hit before Thanksgiving
- Ask ambassadors to begin contributing content: Unselfies, stories of their experiences with yourorganization, etc. Share through channels.
- Begin planning your day-of “event.”
- Think about who will do social outreach, man the phones, answer media questions, etc.
- Email past supporters to announce #GivingTuesday participation and the focus of your campaign
- Talk to technology partners about help needed with giving page or website updating, if applicable

Nov 10

Expand Promotions

- Weekly drip email goes out with campaign highlights and action steps for ambassadors
- Update to administration about progress of campaign and continued need for their support
- Continue to promote your campaign through social channels
- Continue to encourage ambassadors, volunteers and staff to share content on social media
- Write op-ed for local newspaper highlighting the impact of your work
- Finish updates to your giving page and website
- Finalize your day-of plan for outreach, reporting and celebrating

Nov 17

Accelerate Communications

- Weekly drip email goes out with campaign highlights and action steps for ambassadors
- Update to administration about progress of campaign and continued need for their support
- Accelerate promotion through your social channels Update Facebook image, Twitter image and web-site with “2 weeks to go” message and image
- Email to supporters encouraging them to participate in your campaign
- Communicate your day-of plan to staff, volunteers
- Send direct mailer reminding supporters to be a part of your #GivingTuesday Campaign

Nov 24

Communications Countdown

- Weekly drip email goes out with campaign highlights and action steps for ambassadors
- Update to board and staff with action plan for their involvement on #GivingTuesday
- Accelerate promotion through your social channels with “Giving Thanks” messages and increase emphasis on challenges and matching funds
- Catch up with day-of team
- Launch your Giving page or web page updates

Last Minute Readiness

Nov 30

- Weekly drip email focused on making the most of Campaign matching funds and challenges
- Check in with key Campaign partners to ensure readiness
- Provide activities update to staff, board, ambassadors and volunteers
- Test giving pages and website again
- Heavy social outreach
- Remind key supporters that tomorrow is the big day!

GivingTuesday!

Dec 1

- Day-of emails out to all groups
- Heavy social outreach throughout the day focused on impact of giving, matching funds, goals for theday, your inspiring stories and #GivingTuesday
- Facebook posts and Tweets as you reach milestones: 30%, 60%, 80%, 90%, 100% of goals
- Thank donors and volunteers through social channels
- Calls to Board and key supporters to remind them today’s the big day and to thank them