

*Give*

# GIVING TUESDAY WORKBOOK



GIVEWP.COM

# A LETTER FROM TEAM GIVE

## **Hello Fellow Fundraiser!**

All of us on Team Give are dedicated to helping nonprofits, businesses, and individuals excel with online fundraising. Part of that mission is ensuring you have everything needed to create a stellar Giving Tuesday campaign.

Giving Tuesday is the biggest day of the year for many organizations. It's the only time when generosity is more influential on a global level than retail. People aren't shopping, they're giving.

This day of giving is always the Tuesday following Thanksgiving in the United States. In other countries, Giving Tuesday may fall on a different day. So, check with your local GivingTuesday.org chapter for the exact date before you begin.

This workbook walks through setting up a Giving Tuesday campaign. It includes everything from brainstorming to your final report. Inside you will find tools to plan, create, and execute the best Giving Tuesday campaign possible.

To get started, all you need is your team and some creativity. Of course, if you need any help, feel free to reach out to our Customer Success Team. They're happy to show you how you can set up a great Giving Tuesday campaign quickly with GiveWP.

Happy Fundraising!

**Team Give**



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# CHAPTER 1

## WHY YOU NEED A GIVING TUESDAY CAMPAIGN

### Giving Tuesday Brings Awareness to Nonprofits

The Giving Tuesday movement was built around the concept that social media and the digitalization of fundraising can help generosity go viral. It began in 2012 and has spread like wildfire around the globe in the years since. People from all over the world participate in Giving Tuesday.

It might seem like the increase in campaigns on a single day of the year would create too much competition to make it worth your effort. However, Giving Tuesday has generated so much awareness for nonprofits and charities that it's had the opposite effect. Nonprofits who plan well for Giving Tuesday see major success.

### Take a Look at the 2020 Statistics: A Worldwide Increase in Generosity





In 2018, 75% of donors were repeat donors, which means that only 25% were new donors for most organizations. The 25% of donors who have never given in the past present your organization with an opportunity to reach new supporters. When past donors are presented with the Giving Tuesday campaign in an inviting way, they give again on this special day as well. The key is to plan well and make sure your donors aren't already burnt out beforehand.

## Why is Giving Tuesday So Successful?

There are two main reasons Giving Tuesday is a success on a global scale. First, it promotes positive fundraising. Second, it helps organizations grow.

### Giving Tuesday Promotes Guilt-free, Positive Interaction with your Cause

Other than Giving Tuesday, the only time when the world sees giving on such a large scale is in the event of a catastrophe. In 2017, the three biggest drivers of giving in the United States were Hurricane Harvey, the Las Vegas Shooting, and Giving Tuesday.

The fact that Giving Tuesday drives as much desire to give as tragedy is surprising. It's an entirely opposite mindset. But the effect of such positive fundraising has been to help organizations grow rather than respond to a massive crisis. In turn, the growth of these organizations helps them fulfill their missions more efficiently. Then, when it comes time to campaign on Giving Tuesday again, charities worldwide excel more and more each year.

### Learning and Growing Through Collaboration

Even organizations who fail to hit their target in terms of fundraising are able to grow and learn through a Giving Tuesday campaign. Giving Tuesday is all about collaboration. Charities, marketers, businesses, and individuals all come together to give back in various ways. If this is your organization's first Giving Tuesday, your primary goal may be to learn how to execute a great campaign to come back strong next year.



# Why Should You Participate in Giving Tuesday?

Before you approach the rest of your team, take a minute to **write out how your organization specifically can benefit from Giving Tuesday**. Think about your needs, your mission, and the benefits of participating in this global event.

[illegible]



# CHAPTER 2

## BRAINSTORMING WITH YOUR TEAM

Now that you know why you want your organization to participate in Giving Tuesday, gather your team and get input as well as buy-in.

First, make a list of those who need to sign off initially before you can approach more people. Who decides on major fundraising efforts for your organization? Your board? Admin? Get approval, then build your team. Once you have all the necessary approval to start planning a Giving Tuesday campaign, you can hold your first kickoff meeting.

### Ask Key Decision Makers for the Green Light

Make a list of key decision-maker names and check them off as you get approval from each of them.

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____



# Invite Your Team to a Kickoff Meeting

Now it's time to include everyone you need involved in planning and executing a major fundraising campaign. This is who you will work with at the core to make sure everything happens as it should. Include people from your staff, board, and volunteer teams. Together you will decide key details and create an initial plan.

Make a list here and check off each team member when they agree to help out. Write down their preferred contact email and phone number as well. Try to include at least one person from each category. Use the emails to create a Giving Tuesday Core Team email group so you can easily communicate with your team.

## Staff/Board Members

Name	Email
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____



# Volunteers

Name	Email
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

# Community/Business Partners

Name	Email
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

# Meet for a Kickoff Brainstorming Session

Your first meeting with the core team is all about getting everyone on the same page and making important first-step choices. When you start this project, your idea of a Giving Tuesday campaign might look completely different from what you end up with. That's okay. Collaboration helps create better campaigns. You'll get more support from your team and, as a result, more from your donors.

This first meeting should establish goals, ideas, responsibilities, potential partners, etc. Use this detailed agenda for your first kickoff meeting. It includes key decision points so you are able to start strong. As you move along, fill in the necessary details. Then after the meeting, send out a summary to your core team. That way, everyone is on the same page.

## 1. Establish Goals for Giving Tuesday

First, you need to determine what your team needs to get out of Giving Tuesday to make it worth the effort. Refer back to your list at the end of the first chapter. Start the conversation by reading off your reasons for a Giving Tuesday campaign and ask for more input. Your team will provide a fresh new perspective. Once you've brainstormed thoroughly, define your goals more specifically.

There are two kinds of goals you will need to establish for your organization. Your overall Giving Tuesday goals should define what you want in general. Campaign goals are more specific to the type of fundraiser (or fundraisers) you choose.



OVERALL GIVING TUESDAY GOALS

What’s your organization’s overall goal(s) for Giving Tuesday?

**EXAMPLES:** AWARENESS, FINANCIAL GAIN. SUPPORTER/COMMUNITY GROWTH, GENERAL PR.

Potential campaign goals

What specific campaign goal(s) will help you get to your overall goal(s)?

**EXAMPLES:** DOLLARS, DONORS, NEW DONORS, YOUNG DONORS, MONTHLY DONORS, EVENT ATTENDEES, PARTICIPATION, COLLABORATIONS, SOCIAL FOLLOWERS, VOLUNTEERS, ACTIVITY ATTENDANCE, THANK YOU’S

## 2. Choose Donor Goals for Key-Messaging

Now you have to figure out your donors’ goals. Why should they care about your Giving Tuesday campaign? Remember that Giving Tuesday is about positivity. So approach this like a fun event - not something that needs guilt or pity to drive it to the finish line.

Your messaging doesn’t need to be long-winded, but it does need precision. Be blunt here so that when it comes time to craft this messaging creatively later on, you know exactly what you mean by it. These are statements you would never tell your donors, but you will use them to create the statements you publicize.

Think about your current supporters. Talk about their personas with your team. What drives them to give? Why do people support your organization? Circle a few key messages that communicate how giving benefits your donors or write in a few that your team comes up with.

Why do your current donors give? What messaging has been most successful for fundraising?

**Fulfill a sense of belonging** \_\_\_\_\_

**Get social recognition** \_\_\_\_\_

**Achieve self-actualization** \_\_\_\_\_

**Fight statistics (or add to them)** \_\_\_\_\_

**Tax deduction** \_\_\_\_\_



### 3. Determine the Fundraiser Type

Your campaign and your donor goals both determine the type of fundraiser you will hold. Don't be afraid to think outside the box for Giving Tuesday. This campaign should stand out from all your others this year.

Write your campaign goal next to your donor goal somewhere large in the room, like a whiteboard or a large piece of paper or on a screencast if you're meeting remotely. Try to phrase it as a question, such as:



“What kind of fundraiser will get the most [insert campaign goal KPI]? How can we approach this so our donors get [donor goal]?”

Leave space underneath to write down all the answers, no matter how silly. Discuss this question with the team for at least ten minutes. If you need help thinking of ideas, check out the [GiveWP Giving Tuesday blog section](#).

When you're done, take a look at all of your options and narrow it down. Together, cross off ideas you decide against and circle those you're considering as a final result. Once you've all agreed on one, write it down.

**Describe your fundraiser here. Keep in mind, you might find ways to combine multiple types of fundraisers into one comprehensive campaign. Get creative.**

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# 4. Make a List of Potential Partners

Your core team is not the only team involved in Giving Tuesday. As a group, you should also decide on key volunteers and supporters to invite as ambassadors or partners. Think of previous donors, local businesses, elected officials, celebrities, athletes, and other nonprofit organizations that complement your work.

Make a list here of people who can help you promote your Giving Tuesday campaign or become a strategic partner. Check them off when they agree and take notes on their role.

Name (Role)	Name (Role)
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
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<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____



# 5. Decide Responsibilities and Roles

An important part of your kickoff meeting is to delegate tasks. Everyone should know what's expected of them up front. Write down the names of your Core Team and ask people to take on tasks based on their skills.

You will need someone to create written content, visual content, video content (if possible), schedule social media posts, gather and manage volunteers, contact strategic partners, manage your website content, keep track of online donations, engage on social media, and manage the execution of day-of activities. It's crucial to make sure all your basic duties are covered here so nothing gets forgotten later on.

<b>Write Content</b>	
<b>Create Visual Content</b>	
<b>Create Video Content (if possible)</b>	
<b>Schedule Social Media Posts</b>	
<b>Gather and Manage Volunteers</b>	
<b>Contact Strategic Partners</b>	
<b>Manage Your Website</b>	
<b>Keep Track of Donations</b>	
<b>Engage on Social Media</b>	
<b>Oversee Day-of Activities</b>	

## 6. Discuss Your Timeline and Schedule The Next Meeting

This kickoff meeting is filled with a lot of information, but it’s only the beginning. There’s a lot of work to do.

Before you go, make sure you discuss a rough timeline for your campaign and choose a date and time for your next meeting to finalize a complete plan. We suggest beginning at least ten weeks in advance. Though, if you’re planning on involving elected officials or other leaders, starting earlier is always better.

Here’s an example timeline based on a campaign that includes reaching out to elected officials, media, and other leaders in the community. All of the items in the timeline are covered later in this guide.

### Sample 11 Week Timeline

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#### 11 Weeks Left - Kickoff Meeting

- Kickoff Meeting
    - Choose campaign goals
    - Decide fundraiser and general tasks
    - Gather logos and media assets
    - Create initial timeline
- 

#### 10 Weeks Left - Planning Details

- Planning Meeting
    - Craft branding and narrative
    - Check on progress for media assets
    - Plan donation page layouts and content
  - Announce Campaign Internally to Organization
  - Finish Creating Campaign Materials
  - Draft Social Media Posts, Emails and Other Written Content
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## 9 Weeks Left - Campaign Soft Launch

- Post Save-the-Date on Social Media
  - Change Social Media Banners to Giving Tuesday
    - Test Email Signup Forms
  - Send Mayoral Proclamation Request
  - Send Endorsement and Sponsorship Requests
  - Send Press Release
  - Order Any Print Items Needed: Mugs, Stickers, Banners, etc.
- 

## 8 Weeks Left - Setup Donation Forms

- Set Up Giving Tuesday Donation Forms
  - Post Countdown to Giving Tuesday on Social Media
  - Set Up Donor Transactional Emails (Receipts)
  - Test Donation Funnel
- 

## 7 Weeks Left - Prepare Pages and Partners

- Do a Tech Check
  - Post Countdown to Giving Tuesday on Social Media
  - Reach Out to Ambassadors and Partners
- 

## 6 Weeks Left - Get Ready to Run

- Checkpoint Meeting
    - Is anything still behind?
    - What still needs to be done?
  - Post Countdown to Giving Tuesday on Social Media
  - Do any plans need to change?
  - Have all partners and ambassadors been contacted?
-

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## 5 Weeks Left - Rest Before You Start

- Post Countdown to Giving Tuesday on Social Media
- Follow-up with Media on Press Release

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## 4 Weeks Left - Campaign Launch

- Update Website
  - Add your Giving Tuesday landing pages and donation forms to your menu.
  - Change home page images and calls to action.
- Post Countdown to Giving Tuesday on Social Media
- Update Board on Progress
- Start Weekly Meetings with Core Team

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## 3 Weeks Left - Increase Communications

- Start Posting Daily on Social Media about Giving Tuesday
- Post Countdown to Giving Tuesday on Social Media
- Weekly Meeting

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## 2 Weeks Left - Continue the Campaign

- Post Countdown to Giving Tuesday on Social Media
  - Launch Campaign Video
  - Weekly Meeting
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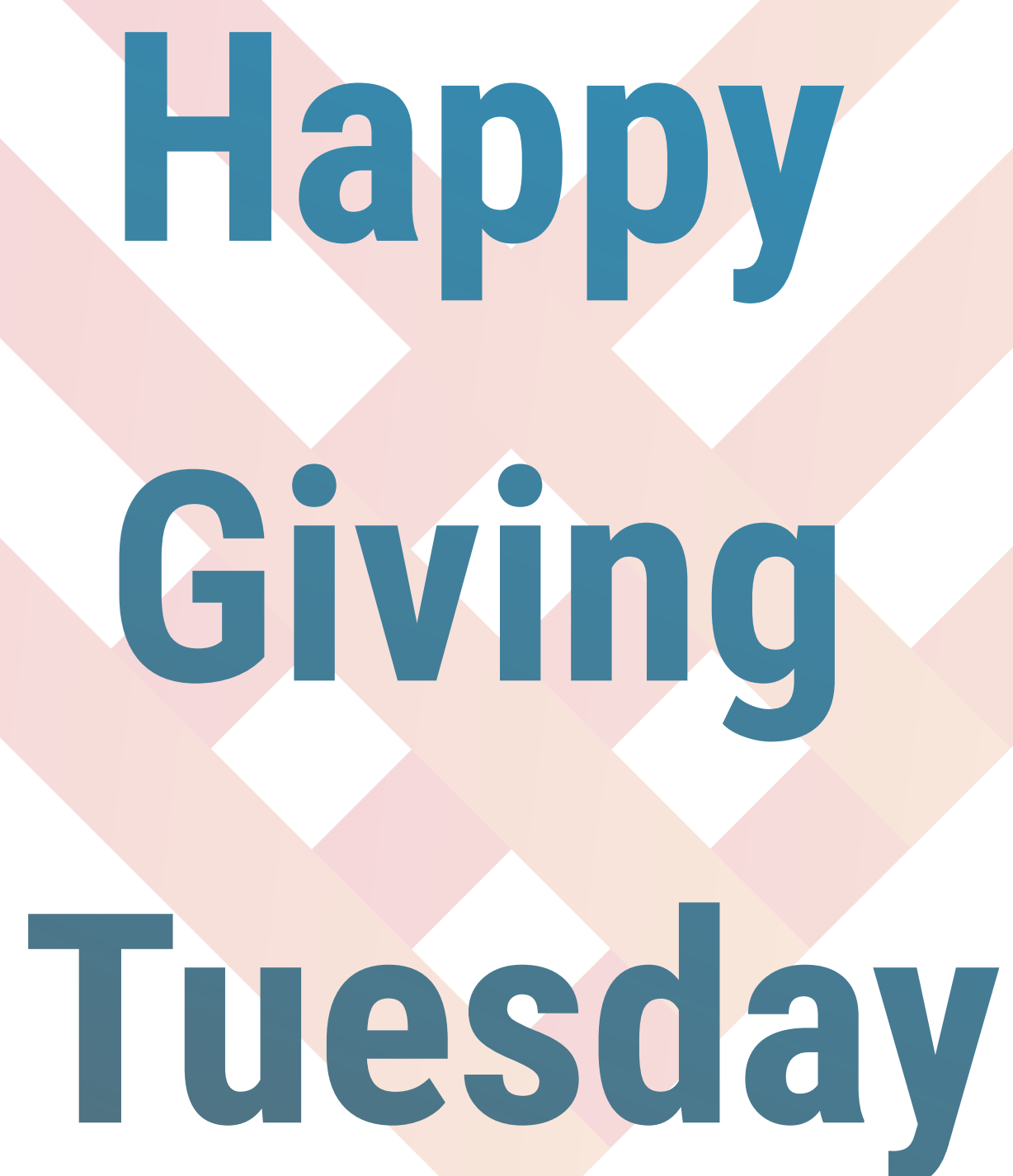
## 1 Week Left - Ready Your Resources

- Post Countdown to Giving Tuesday on Social Media
- Say Happy Thanksgiving to Everyone!
- Host a Meeting the Day Before Giving Tuesday (November 29)
- Remind people about Giving Tuesday using #BlackFriday and #CyberMonday
- Do One More Tech Check
- Check in with Everyone

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## 0 Weeks Left - Giving Tuesday!

- Check Social Media Post Scheduling Tool
  - Are all posts ready to go?
  - Do any need to be updated?
- Assign a Schedule for Social Media Engagement
- Webmaster on Standby



**Happy  
Giving  
Tuesday**



# CHAPTER 3

## PLANNING AND CREATING

With assigned responsibilities and general planning mapped out, it's time to boil your campaign down to specifics in a follow-up planning meeting. This meeting should take place as soon as possible after your first meeting. It's good to give it about a week to let everyone think about the campaign and adjust to the mindset of a larger workload, but if you're in a time-pinch do it as soon as the next day.

### Planning Meeting Agenda

Use this meeting agenda to guide you through planning your campaign with your team. Start the meeting with a summary of your last meeting. Then move on to establishing your campaign branding.

#### 1. Establish Campaign Branding

First, brand your campaign. It needs to stand out from all your other fundraising efforts throughout the year, so it's important that it has its own name, look, and message. When you think of branding, remember that it includes visuals and messaging.

#### *Brainstorm Activity*

Use a whiteboard or large piece of paper (or screencast) to write down ideas where everyone can see. Divide the space into three columns and title them: Name, Visuals, Tagline.

You might find that brainstorming for all three at once will help create more comprehensive ideas. On the other hand, a great campaign tagline might spark a brilliant name. Here are some tips for this process:

- Make sure all ideas are written down so no negativity hinders your creative process.
- Group ideas that go together by circling them.
- Don't be afraid to say ridiculous things.
- Once you've exhausted all ideas, narrow them down.
- Keep your supporters in mind. What will they respond to?

When you're done, write down the top two or three comprehensive ideas here (those that have all three elements - name, visuals, and tagline).

Name	Visuals	Tagline



## 2. Craft Your Message

Branding is just the beginning of inspiring support on Giving Tuesday. You need to find the story that speaks most to your desired supporters. Which of the three campaign ideas previously fits your cause best? That's the one you should choose to execute for Giving Tuesday and what you'll write your story around.

Start with a narrative checklist. Gather the details of your Giving Tuesday campaign, statistical facts and data to support your work, volunteer stories, impact stories, and the key messaging you chose in the kickoff meeting. Think about anything that paints a positive picture of your organization.

Then, craft three different stories with different key messages targeted to different kinds of supporters (individuals and businesses). You might even consider creating three different landing pages for each narrative. Here are some examples for different kinds of organizations.

### Three examples of Giving Tuesday Stories

#### 1. *Women's Shelter*

Jane Doe used to spend her days searching for shelter and her nights protecting her children while they slept. Now she is striving to turn her life around and give her kids a better future. By day, she spends her time with her 3 and 4-year-old girls in the Kinder-wing of our women's shelter. At night, she attends business school while our inhome attendants ensure the safety of her daughters. This Giving Tuesday we're





raising money for more women like Jane with a challenge-your-friend fundraiser. We've all been in hard places and wished there was someone there to help out. You can be that someone for women in Citadel City. This Tuesday, when you give to our cause, send an e-card to someone who helped you when you needed it most. All donations will be doubled by Construction Contracting, who's working on building our second home for women and children, opening on January 1 next year.

### ***Key Points***

- Who gets help and how (women like Jane and their children).
- What money is raised for on Giving Tuesday (new women's shelter - more women).
- Why they need the money on Giving Tuesday specifically.
- Incentive to give with an e-card.
- Inspiration to give by putting you in Jane Doe's shoes and telling you that you can be a helping hand for others like her.
- There's a partnership with a construction company.

## ***2. Environmental Organization***

It's your world. You hold its future in your hands. Will you let it crumble? Or will you join us in holding it together? 1% of emissions that create climate change are caused





by deforestation. This Giving Tuesday, we're gathering to plant trees in the City Park. For each tree we plant, another will be planted in an area of heavy deforestation thanks to our sponsoring partners, Arbor International. Sign up to join a team, or start a team of your own. Each team is responsible for raising at least \$500 by Giving Tuesday. We're looking for local residents and businesses to join us in making our community and our world a better place.

### ***Key Points***

- This cause affects everyone directly.
- What they're doing and why with statistical facts.
- How they are helping here and elsewhere.
- A sense of belonging.
- Competition through fundraising teams.
- Invitation for local businesses.

### ***3. Charter School STEM Program***

Student Susie is training to shape our future world. As technology advances, so too do the tools we need to teach her to excel and innovate. This Giving Tuesday, we're hosting a kickoff rally for our January STEM Fair so all of our students interested in science and technology can come together and put their ideas to the test. Each student will receive their materials for their proposed project at the rally. Sponsor a student like Susie to help get the materials for a unique and exciting project. Inspire future generations with an investment in their learning. Each sponsorship comes with your own giving form on



our website and a ticket entry to the STEM Fair. If you sponsor Susie and she wins, you get to see the big smile she has when you present the trophy!



**Team Give Tip:** With this kind of messaging, you can change out the name and gender pronouns to create unique content for each one.

**Key Points**

- One day, this will affect the person reading it.
- The purpose of fundraising.
- The need for the STEM fair.
- Social standing and prestige for the “winning” donor.
- Social status gain with sponsorship fundraising page.

*Your Turn to Craft Your Giving Tuesday Story*

Brainstorm for your Giving Tuesday stories by writing down anything that comes to mind to promote your fundraiser. Include your key messaging, facts, impact stories, etc.

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Write three stories about why someone should give (or participate) on Giving Tuesday.

**Story Idea 1**

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***Story Idea 2***

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***Story Idea 3***

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### 3. Write Out Asks and Other Copy

Now that you've molded the cornerstone of your campaign, your story, it's time to build on top of it. You need to generate a series of smaller statements to direct people to the larger story.

Start with vision statements. What is it that your organization believes in? Write down a few of those. Then, add statements addressed to the potential donor. Tell them what they can do and other ways they can help. Finally, find a creative way to ask them to contribute. Don't push and don't use guilt. Make it sound exciting. These three items will go together to create comprehensive social media posts and asks like the examples below.

#### Example Asks and Social Media Posts

##### *1. Women's Shelter*

We see women like Jane every day and we believe she can turn her life around. If you could give a helping hand to Jane by sending an e-card to someone else who helped you when you needed it most, who would thank?

##### *2. Environmental Organization*

We believe the future world is shaped by today's actions. You can help combat the 11% of emissions caused by deforestation on Giving Tuesday. Gather your team and get ready. Will you join us to heal the environment?

##### *3. Charter School STEM Program*

We believe Susie will make a difference for our future generations. You can give her the education and motivation she needs. Will you help her reach her dreams?

**Vision Statements** (such as “We believe...”)

**Donor Statements** (such as “You can...”)

**Asks** (such as “Will you join us?”)



## 4. Check on Media Progress and Website Plans

While you're in the planning meeting, make sure whoever is responsible for designing your visual content has what they need: logos, photos, and any other design directions for graphics to accompany written content. By now, they should have gathered at least the Giving Tuesday logo and your own organization's assets as well as any other visuals you decided on in your kickoff meeting.

Discuss which assets you want to create for your campaign and add them to your content checklist at the end of this chapter. Consider creating some of the following items:

- **Unique Giving Tuesday Logo:** Your Giving Tuesday logo doesn't need to be elaborate, but it should help this campaign stand out from the rest.
- **Design Templates:** Design templates are used for planned and spontaneous social media posts. It gives all your Giving Tuesday media one uniform look while calling special attention to the campaign.
- **Media for Social Posts:** Photos, Videos, and GIFs all do much better than links or text posts on social media. Get creative and discuss some exciting new content for your social media channels.
- **Design Templates:** Design templates are used for planned and spontaneous social media posts. It gives all your Giving Tuesday media one uniform look while calling special attention to the campaign.

## 5. Revisit Your Timeline and Discuss Next Steps

After your meeting, the team should split off with assigned tasks to accomplish based on your timeline. At this stage, your main priority is creating. At the end of the meeting, make sure someone is focused on:

- Creating Media Content
- Setting Up Landing Pages

- Conducting a Tech Test
- Writing Out:
  - Social Media Posts
  - Emails
  - Blog Posts
  - Press Releases
  - Other Forms of Communications

Media and Website Content Checklist

Task	Due Date	Person Responsible
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____

# Tech Check and Media Checklist

Once you’ve created your content as a team, use this list to think about your Giving Tuesday campaign through the eyes of a supporter. How will they find you, make a donation, and continue the relationship? Most importantly, does it all work as it should on your website?

- ☐ Are the images enticing?  
\_\_\_\_\_
- ☐ Are the landing pages optimized for conversions?  
\_\_\_\_\_
- ☐ How do the social media cover images look?  
\_\_\_\_\_
- ☐ Does your Giving Tuesday template work well when posted on social media?  
\_\_\_\_\_

## Online Giving Experience

- ☐ Are your donation forms easy to find?  
\_\_\_\_\_
- ☐ Is the form focused or does it have distractions?  
\_\_\_\_\_
- ☐ Do payments go through properly for donors?  
\_\_\_\_\_

☐ Do you see all your GiveWP donations in your WordPress admin properly?

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☐ Do you see donations in your payment gateway? (ie. Stripe, PayPal, Authorize.net)

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☐ Is the goal bar working?

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## Post-Giving Experience

☐ Do donors receive the right receipts?

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☐ How does the email receipt look?

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☐ Is there a way to share your campaign after giving?

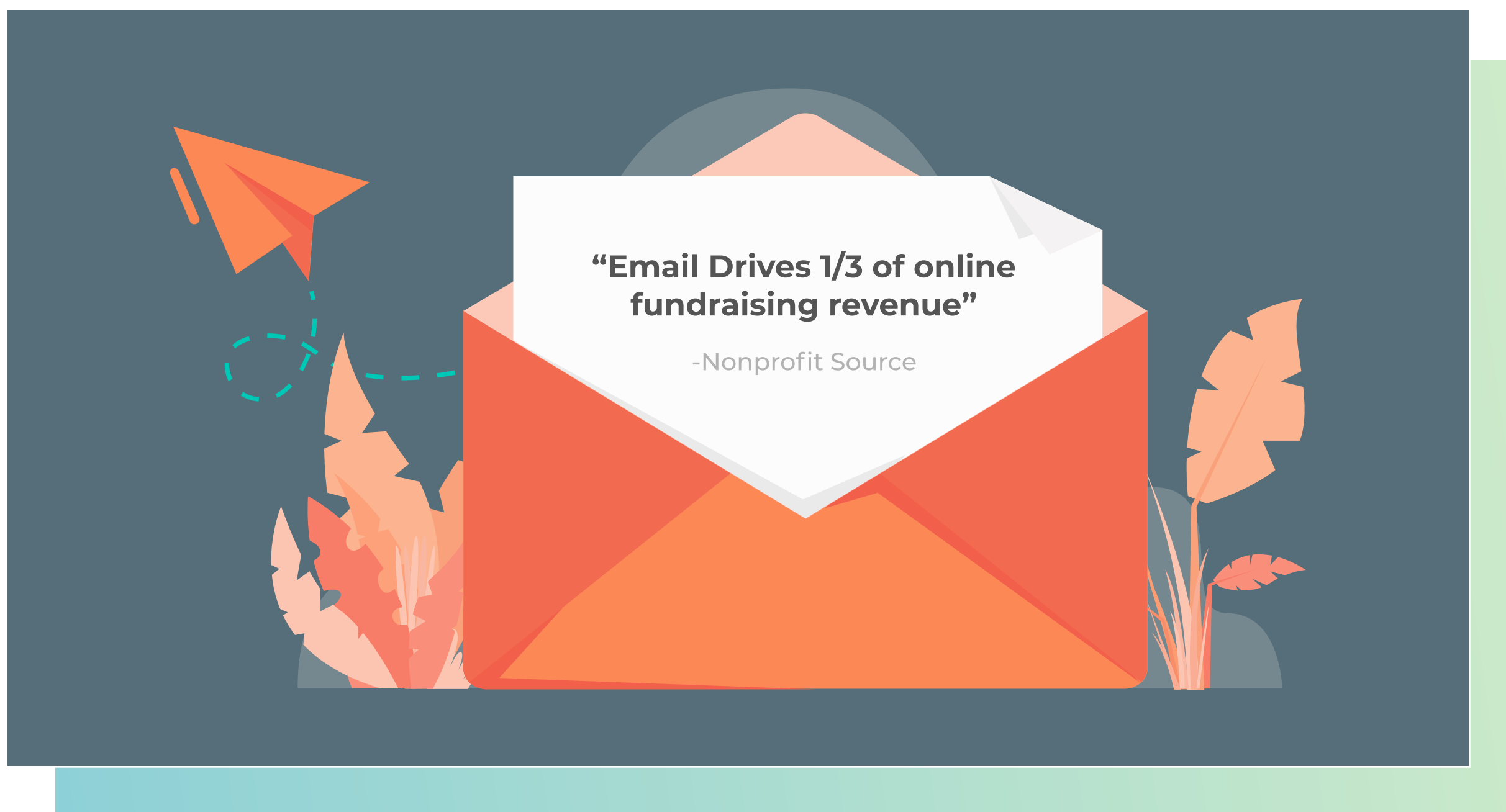
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# CHAPTER 4

## EMAIL MARKETING

Email marketing should be a primary focus when planning your Giving Tuesday campaign. It's one of the most effective ways to drive online donations.



Your campaign will have much less reach as well as a lot fewer donations if you don't send emails to your newsletter subscribers and email contacts. Keeping that in mind, make sure you segment your list and don't wear your supporters out before Giving Tuesday. This chapter outlines three recommended email list segments followed by twelve email templates to send throughout your campaign.

### A New Donor Base

Due to the popularity of Giving Tuesday on social media, people who don't normally give are more inclined to give on that day than they would be at any other time of the year. After all, they can #hashtag and share their support of your cause with their Twitter followers.

To build a segment of Giving Tuesday leads in your email newsletter list, create a landing page specifically for your Giving Tuesday campaign before the day of the event. Instead of a donation form, use an email signup for people to be reminded about Giving Tuesday.

Once you have a way to capture emails and create a segment in your list specifically for Giving Tuesday, write an automated welcome email. This will serve as the starting point for your Giving Tuesday email campaign for this audience.



**Team Give Tip:** To prevent your existing donor base from receiving new donor targeted emails, set up your email intake to update existing contacts by simply flagging their interest with a Giving Tuesday tag. Then, segment your emails based on date of signup. Send new donor emails to anyone with your Giving Tuesday tag after the date this year's campaign was launched.

## Existing Donor Base and Newsletter Subscribers

Your existing donor base and regular newsletter subscribers are a powerful tool for your Giving Tuesday campaign, too. They already believe in your cause. Some of them actively support it on a regular basis.

Use your existing audience to generate awareness of your Giving Tuesday campaign. Start your email campaign for this audience with a save the date email. Be clear about how much you appreciate their support and what Giving Tuesday means to your organization. They might not feel inclined to give, but you can use Giving Tuesday to inspire them to get others involved. Ask them to share your campaign using the link to the landing page you created.

## Board Members and Team

Your team and your board members are often overlooked when it comes to campaigning for Giving Tuesday. But just as you would any other project as big as a Giving Tuesday campaign, you need group buy-in. You need backup.

Creating a Giving Tuesday email flow for your Board will inform them about your immense effort to increase donation levels and why Giving Tuesday matters. It will also open the door for them to spread the word themselves, increasing the chances you'll meet your overall goals for the day.

Your Giving Tuesday email campaign for your board and team should also begin with a save the date email. Tell your team and your board why they should care and how they can help.

## Building Out Your Template

After you define who you'll send emails to, the next step is to create an appealing template. Keep in mind that you might want to send two types of emails: some might be in a letter format and others may have more HTML markup. Each should still have your branding and a footer. It gives your emails a more polished look.



**Team Give Tip:** If you don't know how to create and send an email with an HTML layout, search online for tools and resources to help you.



## 12 Email Templates for Giving Tuesday

Now that we’ve covered who and why you’re sending all these emails as well as created a template or two, you need to segment your campaigns and plan the schedule. It’s important to craft messaging for each segment individually.

To help you get started, we created a complete Giving Tuesday email campaign template that includes messaging for each segment.

### 1) Giving Tuesday Leads Automated Welcome Email

Inform your new donor leads what your goals are for Giving Tuesday and how they can help spread the word about your campaign.

Recipients	Giving Tuesday Leads
From	Team Give
Subject	Get Ready for Giving Tuesday
Preview Text	Here’s what we have planned.
When	Immediately After Registration



Dear [First Name],

Thanks for pledging to help us with our goal to raise [state campaign goals] this Giving Tuesday. We believe [fill in belief statement from planning meeting].

With your help, we'll raise the funds we need to [describe in a few sentences what your Giving Tuesday funds will be used for].

Giving Tuesday is important for our organization because it gives us the opportunity to boost our effort to [short statement of cause mission]. Here are a few ways you can help [name of organization] this year on Giving Tuesday.

- Donate to the campaign and help us reach our goal.
- Spread the word about our campaign [link to your campaign landing page] and tell your friends.
- Follow us on our social media channels.
- [List and link to profiles]
- [List and link to profiles]

Mark the date on your calendar and don't forget to share your enthusiasm for [your cause]! We'll send you one more email before [Date of Giving Tuesday] as a reminder.

Thank you for your support.  
[Signature]

## 2) Save the Date for Donors and Newsletter Subscribers

Announce your Giving Tuesday campaign to your donor base and newsletter subscribers. Let them know why the day is important and your goals for the campaign.

Recipients	Newsletter Subscribers + Donors
From	Team Give
Subject	Will you join us?
Preview Text	Let's make an impact on Giving Tuesday.
When	At least two weeks before Giving Tuesday

Dear **[First Name]**,

First, we want to thank you for supporting **[name of organization]**. Your passion for **[short statement of cause mission]** has truly made a difference.

In an effort to further boost our mission and increase our overall contribution to **[cause]**, we’re embracing Giving Tuesday this year on **[Date of Giving Tuesday]**. Giving Tuesday is a global movement meant to counteract the spirit of consumerism over the holidays with a day dedicated to giving.

We believe **[fill in belief statement from planning meeting]**. You can **[fill in statement from planning section]**.

Here are a few ways to help:

- Spread the word about our campaign **[link to your campaign landing page]**. Send emails to your contacts. Tell your family and friends.
- Make sure you’re following us on our social media channels.
- **[List and link to profiles]**
- **[List and link to profiles]**
- Tag us in things you post about Giving Tuesday and use #GivingTuesday.
- Give a little extra to our campaign this Giving Tuesday!

Mark the date on your calendar! Giving Tuesday is **[Date of Giving Tuesday]**.

Sincerely,  
**[Signature]**

### 3) Save the Date for Board Members and Team

Inform the board and your team about Giving Tuesday and explain how they can help as well as why it matters.

Recipients	Board Members + Team
From	Team Give
Subject	Save the date for our big Giving Tuesday Campaign
Preview Text	You can help us succeed this Giving Tuesday.
When	At least two weeks before Giving Tuesday

## *If you participated in Giving Tuesday last year.*

**Dear [First Name],**

As we strive to **[short statement of cause mission]**, we look to Giving Tuesday as an opportunity to generate more awareness and overall donation income for **[name of organization]**.

Giving Tuesday is growing as a global movement. Last year on Giving Tuesday, over \$400 million dollars was raised worldwide. Its benefits to our cause are immense.

Last year on Giving Tuesday we raised **[summarize results of last year's Giving Tuesday campaign]**. This year our goal is to **[state Giving Tuesday campaign goals]**.

We need your help to get us there. Here's how you can help kick off this year's Giving Tuesday Campaign:

- Spread the word about our campaign **[link to your campaign landing page]**. Send emails to your contacts. Tell your family and friends.
- Make sure you're following us on our social media channels.
- **[List and link to profiles]**
- **[List and link to profiles]**
- Tag us in things you post about Giving Tuesday and use #GivingTuesday.

Let's make this year even better than last year!

Sincerely,

**[Signature]**

## *If you have never participated in Giving Tuesday.*

**Dear [First Name],**

As we strive to **[short statement of cause mission]**, we look to Giving Tuesday as an opportunity to generate more awareness and overall donation income for **[name of organization]**.

Giving Tuesday is a global movement that falls on the Tuesday after Thanksgiving every year **[change to different date if your country has a different Giving Tuesday date]**.



***"#GivingTuesday connects diverse groups of individuals, communities and organizations around the world for one common purpose: to celebrate and encourage giving."***

***- [GivingTuesday.org](http://GivingTuesday.org)***

*Giving Tuesday is growing as a global movement. Last year on Giving Tuesday, over \$400 million dollars was raised worldwide. Its benefits to our cause are immense.*

*Our mission to **[describe how Giving Tuesday would benefit your organization in a few sentences]**. Our goal is to **[state Giving Tuesday campaign goals]**.*

*We need your help to get us there. Here's how you can help us kick off our first Giving Tuesday Campaign:*

- Spread the word about our campaign **[link to your campaign landing page]**. Send emails to your contacts. Tell your family and friends.*
- Make sure you're following us on our social media channels.*
- **[List and link to profiles]***
- **[List and link to profiles]***
- Tag us in things you post about Giving Tuesday and use #GivingTuesday.*

*Let's enter the Giving Tuesday movement with a successful campaign.*

*Sincerely,  
**[Signature]***

#### 4) Spread the Word For Newsletter Subscribers

Inform your potential donors about your specific Giving Tuesday plans and remind them to share your cause on social media and with their netowrk.

Recipients	Newsletter Subscribers + Donors
From	Team Give
Subject	Giving Tuesday is just one week away
Preview Text	Here's how we're using our Giving Tuesday funds.
When	Immediately After Registration

Hi **[First Name]**,

**[Insert entire campaign story from planning meeting]**.

Here are some other ways you can get ready for Giving Tuesday:

- Share our Giving Tuesday campaign with your family and friends. Invite them to join the cause, too.
- Follow us on **[social profile with link]** and **[social profile with link]**.
- Set a reminder on your calendar to donate on **[Date of Giving Tuesday]**.

One week left. Let's make this a historic day of giving!

Sincerely,  
**[Signature]**

## 5) Spread the Word for Board Members and Team

Remind your board and team to spread the word about your cause beforehand and promote it to potential donors on the day of Giving Tuesday.

Recipients	Board Memembers + Team
From	Team Give
Subject	Help [name of organization] reach our Giving Tuesday goal
Preview Text	As a part of this team, you can help us spread the word.
When	One week before Giving Tuesday

Dear **[First Name]**,

Don't forget, **[Insert entire campaign story from planning meeting]**.

Ways our team can get ready for Giving Tuesday:

- Share our Giving Tuesday campaign **[link to your Giving Tuesday campaign landing page]** with your family and friends. Invite them to join the cause, too.
- Follow us on **[social profile with link]** and **[social profile with link]**.
- Set a reminder in your calendar to be active on social media on **[Date of Giving Tuesday]**.

*There’s only one week left. We’re ready to make this a historic day of giving for [name of organization].*

*Sincerely,*  
**[Signature]**

## 6) An Email for Cyber Monday

Remind every possible donor that the day to give is tomorrow.

Recipients	Giving Tuesday Leads + Newsletter Subscribers + Donors
From	Team Give
Subject	What’s after Cyber Monday? Giving Tuesday!
Preview Text	Tomorrow’s the day we’ve all been waiting for.
When	Cyber Monday

***Hi again [First Name],***

*I hope you got all your orders in before everything was sold out for Cyber Monday. It’s almost time to spread the spirit of giving on Giving Tuesday. Tomorrow is the day we’ve all been waiting for.*

*We believe **[insert statement from planning meeting]**. You can **[insert statement from planning meeting]**.*

*Make sure all your friends get a chance to join the movement by sharing our Giving Tuesday campaign information **[link to your Giving Tuesday landing page]**.*

*Rest up tonight!*  
*Tomorrow is going to be a whirlwind of giving.*

*Sincerely,*  
**[Signature]**

## 7) Morning of Giving Tuesday for Board Members and Team

Entice Board Members & Team to promote your Giving Tuesday campaign.



Recipients	Board Members + Team
From	Team Give
Subject	Rise and shine! Happy Giving Tuesday!
Preview Text	The day of giving is finally here.
When	Giving Tuesday morning

***Good morning [First Name]!***

*Happy Giving Tuesday! Please help us reach our goal to **[state Giving Tuesday campaign goal]**.  
As a member of the **[name of organization]** team, you can help us by spreading the word about our campaign.*

*Visit the donation page here **[Link to your Giving Tuesday donation form]** and share it with your friends and family!*

*We only have 24 hours to reach our goal. Will you help us?*

*Sincerely,  
**[Signature]***

## 8) Morning of Giving Tuesday for the Masses

Get people to donate immediately.

Recipients	Giving Tuesday Leads + Newsletter Subscribers + Donors
From	Team Give
Subject	Rise and shine! Happy Giving Tuesday!
Preview Text	The day of giving is finally here.
When	Giving Tuesday morning

**Good morning [First Name]!**

Happy Giving Tuesday! Please help us reach our goal to **[state Giving Tuesday campaign goal]**. All of these funds are going toward **[briefly describe what your Giving Tuesday funds will be used for]**.

You can donate now here **[Link to your Giving Tuesday donation form]**. Share the link with your family and friends to spread the word.

We only have 24 hours to reach our goal. Will you help us?

Sincerely,  
**[Signature]**

## 9) Giving Tuesday Midday Update

Remind people who may have forgotten or didn't open the morning email.

Recipients	Giving Tuesday Leads + Newsletter Subscribers + Donors
From	Team Give
Subject	We need your help!
Preview Text	Giving Tuesday is going well so far, but we can do better.
When	Afternoon on Giving Tuesday

**Hey [First Name],**

Thanks to **[number of donors]**, we've reached **[progress toward goal]**. But it's not over yet!

We need your help to get that last **[amount needed to reach goal]** in order to **[briefly state what your Giving Tuesday funds will be used for]**.

Are you in?  
Donate now **[Link to your Giving Tuesday donation form]** and share this link with your friends.

Sincerely,  
**[Signature]**

## 10) Last Chance to Give on Giving Tuesday

Last call for donations and sharing of your campaign.

Recipients	Giving Tuesday Leads + Newsletter Subscribers + Donors
From	Team Give
Subject	A few hours left to push us over the finish line
Preview Text	We raised [amount raised]!
When	The Day After Giving Tuesday

**[First Name],**

There’s only a few hours left to reach **[goal amount]** so we can **[briefly state what your Giving Tuesday funds will be used for]**

.

Will you help push us over the finish line?

Donate now **[Link to your Giving Tuesday donation form]** and invite your friends to contribute to the cause.

Sincerely,  
**[Signature]**

## 11) Automated Thanks for Donating Email

Thank donors and ask them to share their donation contribution so others hear about the cause.

Recipients	Giving Tuesday Donors
From	Team Give
Subject	Your donation to [name of organization] is much appreciated
Preview Text	Giving Tuesday is almost over, but we aren’t done yet.
When	Evening of Giving Tuesday



Dear **[First Name]**,

Your donation to our Giving Tuesday campaign is truly appreciated. With these funds we'll be able to **[briefly describe what your Giving Tuesday funds will be used for]**.

There's one more step you can take to help us reach our goal today! Share your contribution with your friends and ask them to give with you.

We hope to see you next time. Make sure you follow our social media channels to stay in the loop.

Thank you,  
**[Signature]**

## 12) A Giving Tuesday Recap for the Masses

Inform everyone what happened, if you reached your goal, and to save the date for next year.

Recipients	Giving Tuesday Leads + Newsletter Subscribers + Donors + Team + Board
From	Team Give
Subject	Thanks to you, Giving Tuesday was a success
Preview Text	Giving Tuesday is almost over, but we aren't done yet.
When	Evening of Giving Tuesday

Hi **[First Name]**,

Yesterday was a historic day of giving for **[name of organization]**. Thanks to you, we raised **[amount raised]** to **[briefly describe what your Giving Tuesday funds will be used for]**.

We couldn't have done it without you, so thank you.

We're already looking forward to next year! Save the date. Giving Tuesday **[next year]** is on **[date]**. See you next year!

Sincerely,  
**[Signature]**

# CHAPTER 5

## PUBLIC RELATIONS AND CORPORATE OUTREACH

Think about your role in your community. How far does it reach? Locally, regionally, nationally, globally? Who has influence that would care about your cause and help you gain the support of more ideal supporters? Including community leaders in your campaign gives you more credibility.

Here are some additional pieces to think about including in your Giving Tuesday campaign:

- Mayoral Proclamation
- Contacting Local News with a Press Release
- Endorsement from Local Leadership
- Corporate Sponsorships and Matching Funds





## The Mayoral Proclamation: What, Why, and How?

If your town has not already recognized Giving Tuesday as a city-wide day of giving, then it's a great opportunity for your organization to take the lead. A Mayoral Proclamation is public recognition of your organization's efforts. Your elected mayor presents it at a city council meeting or other public community event, giving you the opportunity to gain a huge boost in visibility for Giving Tuesday. If you're hosting an event even better. Invite the mayor!

Usually mayoral proclamations are reserved for events and organizational missions that directly affect the city. So, if you're requesting a mayoral proclamation, emphasize the importance of your specific Giving Tuesday campaign for your local community. How will it benefit the town? Some ways Giving Tuesday helps local communities overall are:

- Bringing citizens together for something positive.
- Getting local leadership more involved in philanthropic causes.
- Building and strengthening partnerships across all industries and between organizations.
- Increasing overall giving within your community.

Think creatively and use the stories you developed in your planning meeting to craft your message. Yet, emphasize the importance of your work for your town. The mayor is still a politician and needs to shine for the voters. Think about how you can help them as much as how they can help you.

### How to Request a Mayoral Proclamation


Requesting a Proclamation from the mayor varies from city to city. Large cities usually have online submissions, while smaller towns prefer direct contact. Here's how to request a proclamation, starting with finding out how.



- 1. Begin by searching online to see if your city has directions on this process. If there is no online form or website page with instructions, you may need to contact your city’s office manager to find the information you need.
- 2. Prepare your materials in advance and edit them multiple times.
- 3. Submit your request at least two months before Giving Tuesday. Earlier is better in this case.
- 4. When the city responds, they may ask you to send a draft of the proclamation. Send one back to them. (We have a template for you to use on the next page.)
- 5. Coordinate to attend an event where you will receive the proclamation publicly.
- 6. Share your proclamation on social media as well as your website and include the information in your email campaigns.
- 7. Tell GivingTuesday.org and send them links, photos and other information from the event.

Mayoral Proclamation Template

This email template is built to inform and inspire. Change it to fit your brand and include a little of the Giving Tuesday stories from your planning meeting where you can.



**Team Give Tip:** Keep the subject line plain because the office of any mayor doesn’t have time for “catchy” marketing-oriented subject lines. Anything that doesn’t get straight to the point might get deleted without opening.

From	[Organization Name]
Subject	Giving Tuesday Proclamation Request: [Organization]

Dear [Mayor],

We're writing to invite you to join us and many other local leaders from around the world in recognizing Giving Tuesday as a day of giving in our community. Giving Tuesday is **[GIVING TUESDAY DATE]** this year and it's celebrated worldwide, bringing elected officials, businesses, organizations, and citizens together to make a difference. As of last year, almost every country in the world participated in Giving Tuesday to raise over \$2.4 billion.

We believe Giving Tuesday can radically transform our community just as it has others throughout the world. By emphasizing a joint effort in philanthropic giving, you can generate more volunteerism, giving, and general kindness on this one day of the year than any other.

As a Giving Tuesday partner from **[CITY NAME]**, we respectfully request that you proclaim **[GIVING TUESDAY DATE]** as Giving Tuesday. Your proclamation has the potential to improve **[CITY]** for generations.

Giving Tuesday provides people with ideas and new ways to contribute to their communities however best suits them. It will give the people of **[CITY]** the desire and the tools to share their unique giving story.

For more information, go to [GivingTuesday.org](https://givingtuesday.org).

Thank you for your consideration. **[ORGANIZATION]** would be honored to have **[CITY]** formally proclaim Giving Tuesday as a Day of Giving.

Sincerely,

**[EMAIL SIGNATURE]**

## Contacting Local News with a Press Release

Local news coverage is a free ad with huge reach. Whether or not you already have contacts in local media, it's beneficial to write a polished press release. You don't need to know someone who works at a local paper or news station. There are other ways to get your campaign in the hands of a reporter.

First, draft your press release. Then, edit it until it's impressively polished and memorable. Don't forget to show it to at least two other people throughout this process and in the end. Extra eyes always help improve writing.

# Press Release Writing Tips

- Make an impact with the first sentence.
- Start with the news and information.
- Write with clear and simple language.
- Introduce sources after all important information.
- Keep it brief but tell the story.

## Press Release Template

**[ORGANIZATION] JOINS GLOBAL GIVING TUESDAY MOVEMENT TO [SHORT CAMPAIGN DESCRIPTION]**

**[CITY], [STATE] – [DATE] – [ORGANIZATION]** is participating in Giving Tuesday on **[GIVING TUESDAY DATE]** to **[INSERT CAMPAIGN DESCRIPTION]**. Giving Tuesday is a global movement that celebrates generosity by bringing communities together.

“We believe that **[INSERT VISION STATEMENT FROM CHAPTER 3]**,” says **[YOUR NAME, ORGANIZATION]**.  
**“[EXPAND ON VISION STATEMENT TO INCLUDE ORGANIZATIONAL MISSION].”**

“Anyone can **[INSERT DONOR STATEMENT FROM CHAPTER 3]**,” **[LAST NAME]** said.

As a Giving Tuesday partner, **[ORGANIZATION]** hopes to help increase the spirit of giving in the local community. “We couldn’t do what we do without the support of our community,” **[YOUR NAME]** said. “Join us **[INSERT ASK STATEMENT FROM CHAPTER 3]**.”

**[CAMPAIGN TITLE]** can be found at **[GIVING TUESDAY LANDING PAGE LINK]**,

### About

**[ORGANIZATION NAME, 501(c)(3) STATUS, CONTACT INFORMATION]**  
For more information about **[ORGANIZATION]**, visit **[WEBSITE]**.

### Media Contact

**[NAME]**  
**[TITLE] – [ORGANIZATION]**  
**[EMAIL] – [PHONE]**



## How to Get Your Press Release in the Hands of a Reporter

If you have not yet built a list of media contacts, the time to start is now. Sending out your press release needs to feel personal and warm. Posting it to a mass distribution list not only wastes your money, but it gets views by the wrong audience most of the time. Stick to the old-fashioned way. Build a network to email and call directly.

### *Tips to Build Your Media Contact List*

1. **Ask your network.** Having a personal contact is still the best method. So, ask your friends, family and professional contacts. You should also check your LinkedIn network. Who are you connected to that is connected to someone in the local media?
2. **Search for contacts.** Many journalists' contact information is publicly displayed online. It's easily found on their website or the platform on which they publish. Some are even open to contact on social media, like Instagram, LinkedIn, and Twitter.
3. **Search for submissions.** Believe it or not, most news sources have submission sections for people to submit press releases. Others don't have this but they do have a place to submit leads. It's a fine line to walk, but look at the websites of news sources with audiences you want to reach. How can you contact them with your Giving Tuesday campaign?
4. **Attend local events.** This tried and true method is still the most effective. Face to face networking provides you with a connection you can't get through a digital point of contact. Look for chamber of commerce events, local grand openings, and other newsworthy mixers to attend.
5. **Think outside the box.** Your contacts don't all need to be professional journalists and news sources. What other outlets can you use? Is there a YouTuber, Instagrammer, or blog you want to get on?

# Endorsement from Local Leadership

An endorsement from a local leader for your campaign is similar to a mayoral proclamation. Its effectiveness depends on the influence of the person (or people) you choose. Think of people who are generally wellrespected by a lot of others in your community. Some examples of local leaders to choose from include:

- Politicians
- TV and News Personalities
- Local Athletes
- A Beauty Pageant Winner
- Facebook Group Organizers (Such as the Buy Nothing Groups or Local Parent Groups)
- Prominent Business Owners

Reach out to these people in a way that best fits your relationship to them. If you’re a complete stranger, you may want to attend a few events they’re going to be at to warm up the first contact. “Cold calling” is much less effective than reaching out to someone with whom you’ve built a connection.

## Make a list of people you’d like to endorse your campaign

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

## Corporate Sponsorships and Matching Funds

Funding from local businesses helps you gain major traction toward your campaign goals. It also gives your organization another boost in visibility. When businesses sponsor or donate to charitable causes, they love to advertise it. So make sure you include businesses in your campaign planning. Here are a few ideas to help you out.

### Matching Campaigns

Matching campaigns are the most common type of corporate donation on Giving Tuesday. Large corporations are usually targeted for this kind of campaign, because they can donate the largest lump sum. For towns like Stuarts Draft, Virginia, this is the perfect opportunity to ask a huge company like Hershey to match any funds raised on Giving Tuesday. It's a huge factory in a tiny town. Most organizations aren't quite that lucky. Finding the right business to partner with for a matching campaign is a little tricky if you haven't done it before.

Seek out those who:

- Have a lot of customers.
- Participate in charitable events regularly.
- Have many employees.
- Have a large social media following.
- Will agree to a co-marketing campaign.

### Event Hosting Opportunities

If your Giving Tuesday campaign is an event, many businesses would love the opportunity to contribute in order to help you host it. You might even intentionally seek out a venue, caterer, DJ, or any other service you need to host your event. Approach them about the cause first, then the opportunity to sponsor by donating their service, product, or space. If you go in with the intention of planning your event instead of



raising money for your cause, you will end up with a bill instead of a contribution.

## Sponsorship Competitions

Your website is a wonderful spot to offer sponsorship space. Businesses love backlinks to their websites, so make sure you link to their sites if you go this route. Our favorite method to generate a friendly “competitive” spirit is to use a [donation form grid](#) with an equal goal for all businesses. \$500 is usually a good choice.

Approach every business in your community with the same message. Send an email, post card, and approach in person. You might consider creating a registration form on your website so you can collect all the necessary information from the businesses in one place.

Refer back to the stories you created in Chapter 3 to craft this message. Generate one specifically targeted to businesses asking them to participate in your campaign. Here’s our second story example tweaked to fit this purpose:

*It’s your world. You hold its future in your hands. Will you let it crumble? Or will you join us in holding it together? 11% of emissions that create climate change are caused by deforestation. We believe that we can help curb climate change starting with planting more trees. Your business can sponsor a tree planted in the City Park this Giving Tuesday by raising \$500. Every business gets their own donation form on our site and a spot on our wall of sponsors. For every tree we plant, Arbor International will plant another in a heavily deforested area. Join us in making our city and our world a better place.*

## Project Partnership

A project partnership is somewhat of the opposite of a matching campaign. The idea is that you approach a business with a project idea and ask them to execute it. Your

organization is responsible for fundraising and most likely planning as well. These partners might make up the funds that aren't raised by the deadline for their project or they may just contribute labor. It depends on your specific agreement.

To approach businesses for partnerships, it's best to have a warm lead vs. a cold lead. They should have already developed a relationship with your organization in some way. Attending local networking events helps you find these warm leads to work with.

Once you've identified a potential partner, go in with a solid plan. Think of it as a business proposal more than an ask. Include information such as:

- Goals for your organization.
- Potential benefits for their business.
- Plans to meet goals.
- Overall costs.
- Plans to cover costs.
- Ask for what you need from the business.

# CHAPTER 6

## THE DAY OF GIVING TUESDAY

Don't forget that all of this planning and effort goes into one single day of Giving. So plan well for that day, too. Get a good night's sleep, make a "plan B," and have backups for your backups.

### Giving Tuesday Day-of Checklist

- ☐ Schedule social media posts on all channels for every hour or so.
- ☐ Have your webmaster on standby in case something happens with your website.
- ☐ Have your graphic designer (or person assigned to this task) on standby to create last minute graphic or edit photos.
- ☐ Assign one person per social media channel to engage all day.
- ☐ Send out your email communications early.
- ☐ Assign someone to make sure the website and donation configuration don't go down.
- ☐ Begin your event (if any) on time.
- ☐ Publicly thank your sponsors, partners, volunteers, and anyone else involved throughout the day.



- ☐ Give campaign goal updates to your board, staff, and supporters.
- ☐ Get supplies and refreshments for your volunteers and staff.
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## Social Media Engagement Schedule

Fill this table in with names of volunteers or staff who can engage during the allotted time. We suggest requiring responses to all comments, seeking out and interacting with potential donors, and also tagging people who liked posts in comments to say hello or ask them to share your campaign.

Channel	6am-10am	10am-2pm	2pm-6pm	6pm-10pm	10pm-12am
Twitter					
Facebook					
Instagram					
YouTube					

# CHAPTER 7

## POST-CAMPAIGN REPORTING

After Giving Tuesday is perhaps one of the most important pieces. Without the follow-up, your supporters won't feel completely fulfilled. They want to know the end of the story to which they've contributed. So tell them. How you communicate with your team, board, and supporters will vary based on the type of campaign you decided on, but the general idea is the same.

### Who to Report To

Make sure you tell everyone how well your campaign did. If you fell short, don't worry. We'll talk about how to report in that case in the next chapter. Here's a list of people who want to hear the results of your Giving Tuesday campaign.

- Core Team
- Board
- Staff
- Volunteers
- Supporters
- Community

### Data to Report

What you report and how you report it will vary based on who you're talking to, but what you report won't. Fill out this section honestly before you begin to write your messaging.

- Did you reach your goal?
  - What was the goal?
  - What was your final campaign result?
- Who helped you reach it?
  - How many people donated?
  - What was the average donation size?
  - Were there official sponsors?
- What were the highlights of the campaign?
  - Are there any volunteer, impact, donor, or other stories to tell?
  - Do you have photos?

## Report Your Data and Thank Everyone Involved

Now that you have the basics written down, create materials to report your campaign results using your Giving Tuesday templates. You will need cover images for your social media channels as well as shareable content for posts. If you took video footage on Giving Tuesday, create a follow-up campaign video, too.

Don't forget to thank your core Giving Tuesday team. They put in a lot of hard work to pull off a successful Giving Tuesday campaign. If it's in the budget, buy them pizza or take them out for lunch.

Use this checklist to create your materials and make sure you communicate with everyone.

### **UPDATE ON-SITE CONTENT**

☐ Landing Pages

☐ Donation Button



- ☐ Home Page
  - ☐ Blog Post Announcement
- 

**Update Social Media**

- ☐ Cover Images
  - ☐ Schedule Posts
    - ☐ Thanks for donors
    - ☐ Thanks for volunteers
    - ☐ Thanks for team
    - ☐ Save the date for next year
- 

**Send Emails To**

- |                                     |   |
|-------------------------------------|---|
| <input type="checkbox"/> Board      | <input type="checkbox"/> Donors                   |
| <input type="checkbox"/> Volunteers | <input type="checkbox"/> Partners and Ambassadors |
| <input type="checkbox"/> Team       | <input type="checkbox"/> Other Supporters         |

# CHAPTER 8

## WHAT TO DO IF YOU DIDN'T REACH YOUR GOAL

Even with a well-planned campaign, not everyone will reach their goals. That's okay. Celebrate your success anyway.

When you send emails to all your donors, stakeholders, board members, and volunteers, let them know what went right, where it fell short, and how you plan to improve next time. You might even consider elaborating on why your fundraising goals were so ambitious. Why is it important that you're able to reach those specific goals? What impact will it have?

When you email your Giving Tuesday donors and other kinds of supporters, make sure they know how they can continue to give or share your cause with others. Here are a few ideas with email templates to help you think through what to do next.

Recipients	Giving Tuesday Leads + Newsletter Subscribers
From	[Organization Name]
Subject	We could still use your help!

*Hi <<Contact Name>>,*

*Thank you for supporting **[CAMPAIGN NAME]** this year! We are so thankful for all the donations and general support for our mission to **[MISSION FOR ORGANIZATION]**.*

*We ended up receiving **[END RESULT]**! Our goal was **[CAMPAIGN GOAL]**, but what we received will go toward our plans to **[WORK OF ORGANIZATION]**. It might take us a little longer to get there, but we learned a lot from our efforts this time around. The next fundraising campaign will be even better.*

*You can still help support our goal to **[MISSION]** by giving to our general fund or sharing our cause with your network. Invite your friends to like our Facebook Page, or send them the link to our email list sign-up form so they can participate next time!*

*Sincerely,  
**[Signature]***

## Extend Your Campaign

If it’s possible, extend your campaign and start a whole new marketing strategy to get the word out. Don’t give up! If you go this route, make sure you use a strong email campaign strategy, social media schedule, and don’t be afraid to use a little of your budget on paid ads.

Investing in your cause helps you generate many more donations than you would otherwise. You can even use targeting to find people like those who already give to your cause. A lookalike audience is more likely to care about the same things as your existing audience.

Try to improve on your initial email strategy. Did you email too much? Too little? Use segmentation to target those who haven’t given. In these emails, you can also use donor testimonials to create social proof.

When you extend the campaign make sure your tone is upbeat and excited in the messaging. Celebrate the success you’ve already had and invite your previous donors to help you spread the word. Ask them to challenge their friends to give, too.

Recipients	Giving Tuesday Leads + Newsletter Subscribers
From	[Organization Name]
Subject	We’re extending our campaign!



Hi <<Contact Name>>,

Oops, we missed our deadline. Will you help us reach our goal to hit **[GOAL]** by **[NEW DEADLINE]**?

Thanks for helping us get **[PERCENTAGE OF GOAL MET]**% of the way to our **[CAMPAIGN NAME]** goal! We're extending our deadline so the word can spread. Will you help us out by sharing it with your friends?

Our donors are so amazing and we believe so much in our cause, that we're extending our **[CAMPAIGN NAME]** until **[NEW DEADLINE]**. Help us reach our goal before it's too late!

Sincerely,  
**[Signature]**

## Search for a Donor Match

Rather than extending your campaign, another option is to launch a donor match search. Ask your donors to help you find someone to match what they've already given. You can combine an email campaign to your donor base with a social media campaign targeted toward marketers of local companies or approach companies directly.

## Email Template

Recipients	Giving Tuesday Leads + Newsletter Subscribers
From	[Organization Name]
Subject	You can help us reach our goal!

Hi <<Contact Name>>,

Thank you so much for giving to **[CAMPAIGN NAME]**. We were able to reach **[PERCENTAGE OF GOAL MET]**% out of **[GOAL]**, which is pretty fantastic. But you can help us get closer!

We're searching for a business to match what you've helped us raise. Can you do us one last favor and help us find one?

*We're counting you! Your support means the world to our organization.*

*Sincerely,*  
***[Signature]***

Finding a donor match is one of the best options if you got about halfway to your goal. If you can find a donor to match what you've made then you'll hit the mark with a single donation.

## Stay Positive

Most importantly, stay positive. Don't use guilt unless your organization has an extremely humorous voice on a regular basis. Try not to sound defeated or ungrateful. Donors just want to feel appreciated.



Stay  
Positive

# ♥ The Giving Tuesday Organization

GivingTuesday was started in 2012 with the philosophy that generosity can go viral. The organization helps charities worldwide group together to celebrate a single day of giving.

Joining on their website provides your organization with a community to back your campaign. You'll find more resources, tips, and Giving Tuesday success stories on [GivingTuesday.org](https://givingtuesday.org)





# About GiveWP

The mission of GiveWP is to democratize generosity by helping your organization increase fundraising, empower your cause, and improve your donor user experience. GiveWP requires no upfront costs to start fundraising. Start for free, then increase your fundraising power by purchasing a GiveWP Plan to access all our add-ons. GiveWP is here to help you raise money directly on your WordPress website now and forever.



*Give*