

# GIVING TUESDAY 2021 CHECKLIST

An astonishing **\$2.47 billion** was donated to **U.S. nonprofits** by a reported 34.8 million people on Giving Tuesday in 2020. It was surprising and although 2020 sparked a wave of giving, there were some sparks of giving in certain cause areas and the median nonprofit experienced lower results. Also, the number of organizations failing to fundraise increased dramatically in 2020.

Organizations shouldn't shy away from **engaging their supporters**, even when times are tough. We know that people are motivated to give, but they need to be given the opportunity to do so.

You can use this list below to walk through your **Giving Tuesday Campaign strategy**. Check off what you have, then work back from the beginning to develop the most successful campaign. Don't worry if some things are not attainable, doing something is better than nothing!

Community Boost exists to empower social ventures changing the world.

The Community Boost team has helped over 500 forward-thinking nonprofits accelerate and scale their online revenue and impact.



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## Create a Plan

- [Sign up](#) for Giving Tuesday
- Meet with team to decide on Giving Tuesday goals and accountability (example: \*To raise \$2,000 on Giving Tuesday 2021)
  - Set budget
  - Make sure goal is attainable
- Determine the focus, theme, project or milestone you are fundraising for
- Define the channels you are going to use (e.g. Facebook, Instagram, Twitter, Email, Youtube)
- Define campaign Narrative
  - Campaign name
  - Colors and branding you will use
- Create running campaign calendar or outline to schedule and plan out social posts and emails
  - Use weekly themes





### Develop or Alter Donor Page:

- Share impact stories
  - Explain how their donation supports your mission
  - Share results of past campaign success
- Determine what call of action you want your donors to commit to (one-time gift, recurring gift, different amounts)
- Create meaningful message that inclines donors to give
  - Share mission with new donors
  - Thank all supporters, new and old
  - Show them how to support you on Giving Tuesday and the rest of the year
- Make sure donor page is easily accessible
  - Add "[donate now](#)" button to home page
  - Add Giving Tuesday "learn more" pop-up to main page



### Market Your Campaign to the Fullest

- Start Early
  - Submit ads for approval early (process often takes more time during this time of year)
- Create content
  - Graphics, images, language, video, and rough copy
- Ask for help from stakeholders
  - Craft emails, social posts, and offer. graphics to make promotion easy
  - Ask them to share with their networks
- Utilize website, social media, email, and direct mail
- Use Facebook and Instagram Ads
- Link to social in emails and on site
- Try mobile messaging with [Rally Corp](#)
- A/B test EVERYTHING
  - Test all web and email links
  - Test social posts
  - Determine what works the best





### Email Strategy

- Update your e-mail signature to include a “coming soon” announcement with #GivingTuesday’s date
- If you haven’t already, develop copy
  - Graphics, logos, video, and images
  - Text
  - Do not create repetitive text/Use fresh language
- Develop campaign strategy
  - Decide when to send emails
  - Decide how often you will send emails
- Send multiple emails leading up to Giving Tuesday and some day-of as well
- Schedule emails in calendar
- Notify supporters of launch of campaign
- Promote event

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## Social Media Strategy

- Decide on which platforms you will use: *Go where your audience is*
- Develop copy and graphics with Canva
- Use logos, graphics, and templates- [Giving Tuesday Resources](#)
- Start telling engaging stories on your nonprofit's blog and social media
  - Post daily
  - Don't just ask for donations
- Use video
- Use hashtag #GivingTuesday
- Schedule social posts
  - Impact stories
  - Beneficiary stories
- Notify supporters of launch of campaign
  - Keep updated throughout day-of
  - Make social exciting and cheer on supporters day-of



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## Post Giving Tuesday

- Celebrate your success!
- Thank donors immediately after
  - Personalized Email
  - Social
  - Send gift baskets to top donors
- Welcome new donors to your organization with email
  - Make ask to commit to recurring giving or future campaigns
  - Keep donor community involved in months to follow
    - Invite to upcoming events
    - Invite to 1-on-1 "get to know" meeting with ED
  - Make it easy for donors to follow you on social
    - Have social handles/links on site and on emails
- Share campaign results
- Determine if goals were attained
- Determine how goals were attained
- Plan and make notes for future campaigns







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# NEED MORE HELP WITH YOUR CAMPAIGN STRATEGY?

Find more free resources or speak with one of our specialists to get fully equipped for Giving Tuesday!

» [Learn More!](#)

#GivingTuesday

