


GIVING TUESDAY 2024 CHECKLIST



An incredible **\$374.40** billion was donated by individuals in 2023, representing **67% of total charitable giving**. Giving Tuesday remains a powerful movement, with millions of people coming together to support the causes they care about. While 2023 saw significant contributions from individuals, some organizations faced challenges in fundraising due to economic pressures. However, it's important to remember that donor generosity continues to drive impactful change, and there are always opportunities to engage supporters.

Organizations should never hesitate to engage their communities, even during uncertain times. People are still motivated to give, but they need clear, compelling reasons and the opportunity to do so.

You can use the updated checklist below to walk through your Giving Tuesday campaign strategy. Check off what you have, then work backward from the beginning to develop the most successful campaign. Don't worry if some things aren't attainable—doing something is always better than doing 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.



GIVING TUESDAY CHECKLIST



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 2024)
 - Set your budget
 - Make sure the 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, paid ads)
- 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



GIVING TUESDAY CHECKLIST



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



GIVING TUESDAY CHECKLIST



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



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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 posting
 - 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





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

