

The Ultimate #GivingTuesday Checklist

Use this checklist as a guide for your #GivingTuesday strategy.

Make a Plan

- We have a concrete giving day goal. [TIP: Use a [giving pyramid](#) to set a realistic goal]
- We have assembled our team and assigned roles. [TIP: Keep track of your team by using the group feature in [Network for Good's donor management system](#). This makes it easy to send emails and texts to all your team members.]
- We have a campaign calendar and timeline to organize our efforts.
- We have a multichannel campaign approach.[TIP: Leverage all your communication channels like email and text messaging and keep track of the response rate by organizing your online campaigns in your [Network for Good's donor management system](#).]
- Our campaign has a unifying theme and represents our organizations brand and year-end focus.

Inspire Donors on to Give

- We have a series of communications to excite our donors leading up to #GivingTuesday.
- We have a branded and easy-to-use online donation page.
- We have a prominent donation button our nonprofit website. [TIP: Your donate button should lead donors to your [branded donation page](#). Make sure it matches your campaign theme and message.]
- We have a solid case for giving and a strong call to action for all of our appeals [TIP: Use our [#GivingTuesday email template](#).]

Show Your Gratitude

- We have a great thank you letter to promptly send to our donors.
- We have a plan to welcome new donors we acquire on #GivingTuesday. [TIP: Track your new donors at the campaign level in [Network for Good's donor management system](#) so you can easily segment this group and send them the appropriate message.]
- We have a prepared press release and follow up communication to share the results of our giving day with our community.



What is #GivingTuesday?

It started with a simple idea: be a counterpoint to the consumerism of Black Friday and Cyber Monday. From a couple hundred nonprofits in 2012 to 10,000+ organizations participating in 2014, #GivingTuesday is now an international day of giving around the globe.

Disaster Fundraising in Reverse

Think about #GivingTuesday as disaster fundraising in reverse. In a disaster, the tragedy brings people together to rally around those in need by supporting organizations that can make an impact. On #GivingTuesday, the movement rallies people around their desire to do good. It's not an obligation – it's an opportunity to be part of something that's big and meaningful and it feels great.

The Launch of Year-End Giving

#GivingTuesday is the perfect way to launch your year-end giving season and carry the energy and excitement straight through to New Year's. Think online kickoff party for your year-end fundraising campaign.

Opportunities for Engagement

Your #GivingTuesday goals can be about more than dollars raised. Consider a goal focused on recurring givers, new donors, volunteers, in-kind gifts, or even social media followers. #GivingTuesday can be a chance to tell fresh stories, attract new or younger supporters, accelerate your social media presence, or diversify your fundraising channels.

Get the Tools You Need for Success in December

Easy-to-use fundraising software and the help of a virtual fundraising team can help give your #GivingTuesday and year-end campaign a boost.

To learn more about our fundraising products and services, [click here](#) to schedule a demo with one of our fundraising solutions consultants.

Or call 888-284-7978 x1 to get started.

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