

## Giving Tuesday Campaign Planner

### Campaign Details

#### SELECT YOUR CAMPAIGN TYPE

One-time gift

Year-end

Recurring giving

Other:

Peer-to-peer

#### IDENTIFY YOUR TARGET AUDIENCE

Who in your community can you count on to get involved and promote this campaign?

#### SET YOUR START AND END DATES

Start your campaign with momentum by reaching out to your closest supporters before your official launch.

Start:

End:

## Campaign Goals

Consider key metrics like dollars raised, number of fundraisers recruited, number of new donors acquired, etc.

1.

2.

3.

## Campaign Setup

Before appealing to donors, prepare by building whatever campaign and fundraising pages you need. Get ahead of the game by connecting with partners early on.

### ONLINE FUNDRAISING INFRASTRUCTURE

Create campaign page.

Create donation pages.

Create team and peer-to-peer fundraiser pages.

Create thank you messages for donors and fundraisers.

Notes:

### PARTNERS AND SPONSORS

Secure matching partnerships for the day of Giving Tuesday and/or other times.

Approach local media (newspapers, TV news, radio) for promotion.

Notify and appeal to schools, churches, and community groups for support.

Notes:

## Marketing/Communications

The key to fundraising success is promoting your campaign and communicating with your supporters effectively. Use this section to plan your email and social media communications.

### EMAIL

Create a series of emails to engage and appeal to your supporters. Most campaign email series follow these stages.

#### **Soft Launch**

Reach out to your most devoted supporters ahead of time to lock in your first donations and fundraisers.

#### **Hard Launch**

Send an email to your whole community announcing your campaign. Explain how people can get involved.

#### **Mid-Campaign**

As Giving Tuesday gets closer, email your network each week with compelling appeals and updates on your progress.

#### **Follow-Up**

After the campaign, thank your donors, fundraisers, and supporters. Update them on your campaign's results and impact.

## SOCIAL MEDIA

Choose which platforms you will concentrate your efforts on. Facebook and Twitter are must-haves, but Instagram, LinkedIn, and others can be valuable as well.

Facebook

Twitter

Create Giving Tuesday profile and header images or download them from the Giving Tuesday website.

Prepare posts that...

Announce your campaign.

Offer reasons to give.

Make specific asks.

Share milestones, such as reaching 50 percent of your goal.



Share and respond to your network's posts about your Giving Tuesday campaign. This shows your appreciation and encourages others to get involved.

# Giving Tuesday Campaign Checklist

## BEFORE THE CAMPAIGN

- Create online campaign, donation, and peer-to-peer fundraiser pages.
- Prepare email appeal series.
- Secure media and sponsor partnerships/matching periods.
- Create social media assets.

Notes:

## DURING THE CAMPAIGN

- Reach out to your closest supporters for a soft launch.
- Launch your campaign across your whole community.
- Feature your Giving Tuesday campaign on your website and social media profiles.
- Send a series of email appeals and updates to your supporters.
- Announce and promote any matching periods.
- Engage with and respond to supporters on social media.

Notes:

## AFTER THE CAMPAIGN

- Thank all donors and fundraisers through email.
- Thank your community through social media.
- Call or send personalized thank yous to your biggest donors and fundraisers.
- Share your campaign's results and the impact it will have.
- Reengage supporters for your year-end campaign or your next event/initiative.

Notes: