

# THE BUSY FUNDRAISER'S GIVING TUESDAY CHECKLIST

The countdown to Giving Tuesday has officially begun. Whether you've started or not, this checklist can help you make sure you've dotted all your *i*'s and crossed all your *t*'s. Within each section, you can dive deeper into a variety of topics by clicking the links to previous content we've shared or expert advice from industry leaders.



## DECIDE WHETHER YOU'RE GOING TO PARTICIPATE.

Here's why some nonprofits don't and [The Best Way to Participate if You're Not Planning to Participate](#).



## GET INSPIRED.

There are a lot of great Giving Tuesday success stories out there to inspire you, but we're partial to this page-turner about our client, ABCH: [How Alabama Baptist Children's Homes Won #GivingTuesday](#). Last year, Giving Tuesday also globally saw [new fundraising ideas](#), such as community campaigns and partnerships with other nonprofits and for-profit orgs.



## SET YOUR FUNDRAISING GOALS.

Network for Good explains [how to set up a "pyramid" goal](#). Remember that you can have other kinds of goals than just money. You can set goals for new donors, increased average donations, increased social media followers, a donor from every state, etc.



## SECURE YOUR MATCHING FUNDS EARLY.

This starts with your [loyal legacy donors](#). Next, consider incorporating a corporate matching platform with your giving platform, such as [iDonate's integration with Double the Donation](#), for effortless matched gifts.



## DESIGN YOUR CAMPAIGN THEME, MARKETING STRATEGY AND COMMUNICATIONS SCHEDULE.

Coordinate the look of your brand messaging and [incorporate multiple channels and imagery types \(including video!\)](#). [This infographic](#) shows ABCH's entire spectrum of coordinated collateral from start to finish.

Reach those who may be tapped out (but still want to help) by asking for noncash gifts or for donors to sign up for a one-day volunteer opportunity. Download these [14 ideas for noncash campaigns](#) and these [noncash challenge ideas](#).



## EQUIP AND EXCITE YOUR STAFF AND BOARD.

[Competitions](#), [incentives](#) and [gamification](#) are powerful motivators for your staff, board, loyal fundraisers and donors. [Peer-to-Peer fundraising pages](#) give them all the tools they need to own and track their success, as well as invite their network to participate in fundraising.

(Not sure about the difference between peer-to-peer and crowdfunding? [Learn here.](#))

## LAST BUT NOT LEAST

### Have fun!

[Make use of Goal Meters to keep enthusiasm and competition high](#)

[Keep an engaged presence all day long on Giving Tuesday](#)

### Say Thank You.

[Plan in advance how you will:](#)

[Thank donors](#)

[Share Giving Tuesday results](#)

[End the year strong!](#)

**Ready? Get set, Go!**  
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