



#GI  ING TUESDAY

50 Day

Campaign Timeline

2019

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There are 50 days until GivingTuesday! These next few weeks are going to fly by, so we've mapped out some tips and tasks for each week from now until December 3. Feel free to @ us on social or email info@givingtuesday.org if you have any questions and to let us know about your plans!

Week of October 14: Learn, brainstorm, and plan.

- Organize a staff meeting and gather an internal team to work on your campaign. Decide what you would like to do (fundraising, create a volunteer activity, collect goods/items, organize an event, etc). Experiment! Last year, 75% of participating organizations used GivingTuesday to try something new. [Get inspiration here.](#)
- Organizing a peer-to-peer fundraising campaign? Now's the time to get your squad prepared with fundraising pages, sample messaging and images to help them be successful. Check out our [latest blog post for more tips on P2P campaigns.](#)
- Create targeted mailing lists for your GivingTuesday campaign so that you can rally specific audiences toward specific goals.

Week of October 21: Get your community ready and excited.

- Share social media messages with a Save the Date for GivingTuesday. Even if you don't have your campaign plans finalized, get the date on their calendars so they will be excited to give! (Tip: you can use our [Save the Date graphic](#) in your messages or create your own).
- Send out an email to your community **with calendar invite for GivingTuesday.** (Tip: Try [Add To Calendar](#), or attach an Outlook invite)
- Use our [communications timeline](#) to plan your strategy for the next 6 weeks.

Week of October 28: Announce your goal and start building a drumbeat.

- Send a one-month to go email to your community announcing your goal and sharing ways they can get involved in your campaign.
- Line up ambassadors who can really help amplify your campaign. Send them a separate note asking for their help and with some sample social media messages to send.
- Send out at least 2 Facebook and Instagram posts, along with 2 Tweets this week about your campaign. Remember to use hashtag #GivingTuesday



Week of November 4: Pitch your story to local press + plan your social media strategy

- Use our sample press release to pitch your story to local press.
- Start planning your day-of social media. Find the latest trends and innovative strategies in our [social media toolkit](#).
- Create your thank you post or video ahead of time so it's ready to go on December 4.

Week of November 11: Think about measurement. Go big on social media.

- Take this week to regroup as a team and come up with your plan to track and measure your campaign. What tools will you use? How will you measure donations, volunteer hours, social media reach, etc? You want to get a system in place ahead of GivingTuesday so you can easily report to your supporters during and following the day.
- Ramp up your social media campaign by focusing your messaging on GivingTuesday. Best practices are to share 1-2 posts on Facebook and Instagram, with 3+ Tweets a day.
- Email your community an update about your campaign to get them excited. Ask for their help in sharing stories and spreading the word on social media and within your local community.

Week of November 18: Final week to build excitement.

- Continue spreading the word and stories on social media. Remember to talk about bigger themes of generosity and the opportunity we have if we build a more generous world.
- Finalize your measurement plan and make sure your team has all of the details in place for GivingTuesday.
- Draft your social media posts and designs for GivingTuesday. You will be busy on the day - prep ahead to save time and allow you focus on your goal.

Week of November 25: Get ready - one week left!

- Countdown the hours to GivingTuesday by emailing your community a reminder about your campaign. Include a calendar invite.

December 2: One more day!

- Send out an email to your staff and team to remind them of their roles on December 3.



December 3: GivingTuesday

- GO BIG! Don't be shy about posting and sharing updates throughout the day. Aim to post 4-5 times on Facebook + Instagram, and every 2 hours on Twitter. Focus on lunchtime and after work - data tells us these are peak times for people to give.
- Thank your supporters as they give with shout out posts or videos on social media.
- Monitor your mentions across all social media channels and engage with people who are posting about your cause.
- Email your supporters throughout the day to keep them updated on how your campaign is going. (*Consider removing supporters who just gave to you from that mailing if it includes an ask*).
- Highlight the opportunity to get involved and move the needle on your cause! Use lots of images, GIFs, and videos to get your messages to stand out. GivingTuesday has trended every year - be creative to get extra visibility and have fun with your campaign!

December 4: Say Thanks

- Start off your day with a big thank you message to your team, community (via email), social followers, and everyone who helped with your campaign.
- Share a thank you video on your social channels.
- If you have initial results, post online and share with the media! Start celebrating your campaign and all you've accomplished! You can also email us any initial results at info@givingtuesday.org so we can help you celebrate.
- Send your GivingTuesday supporters a thank you note. The letter should be personalized, reference your mission and the campaign, and reiterate how their contribution will support your mission.

December: Continue to measure, and use the energy from GivingTuesday to boost your end of year campaign.

- Send out a survey to donors and participants to get feedback about your campaign.
- Send a recap of your campaign highlights and results to info@givingtuesday.org.
- Organize a post-GivingTuesday team meeting to gather feedback and ideas for next year. Think about what worked well and what you can enhance for 2020.
- Remind people in your emails and social media that the giving season has only just begun! Build on the energy and excitement of GivingTuesday to inspire people to give throughout December.

Continue to engage your new donors in your work

- Retain your new donors by turning them into 'owners' in your mission. Keep them updated and encourage their feedback and make them feel included. Provide them with many different ways to engage in your work throughout the year.

