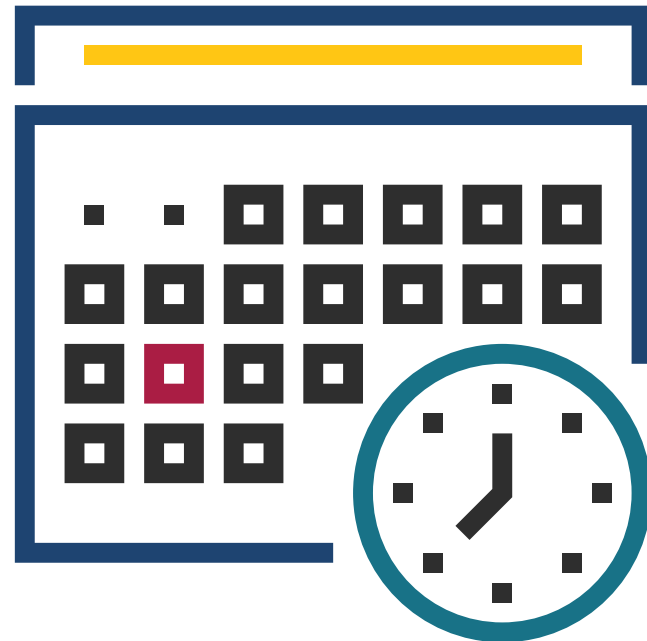


Best practices for managing GivingTuesday social media campaigns

Social media – specifically Facebook – plays a huge role in the success of a GivingTuesday campaign. Between paid and organic, you can generate awareness and revenue for your organization. Here are a few best practices to keep in mind when planning your social media efforts ahead of GivingTuesday.



Organic Social Media

Ahead of GivingTuesday

To build awareness and generate excitement, begin posting organically 7-10 days before GivingTuesday. Posts should build a sense of urgency around this international, 24-hour day of giving and educate donors on how participating in this movement will impact your mission.

Bonus: Here's a template to get you started!



6 – 8 a.m.: The day has begun! Kick it off with one early-morning post that announces the start of GivingTuesday

8 a.m. – 2 p.m.: Time for a reminder. For donors who may have missed your early morning post, use 1 or 2 posts to remind donors of your campaign throughout the day.

Bonus: Here's a template to get you started!



2 – 7 p.m.: How's it going? It's important to update your donors along the way. How close are you to your goal? How much is left of your match? Post 1-2 times throughout the afternoon and evening, updating donors on your progress.

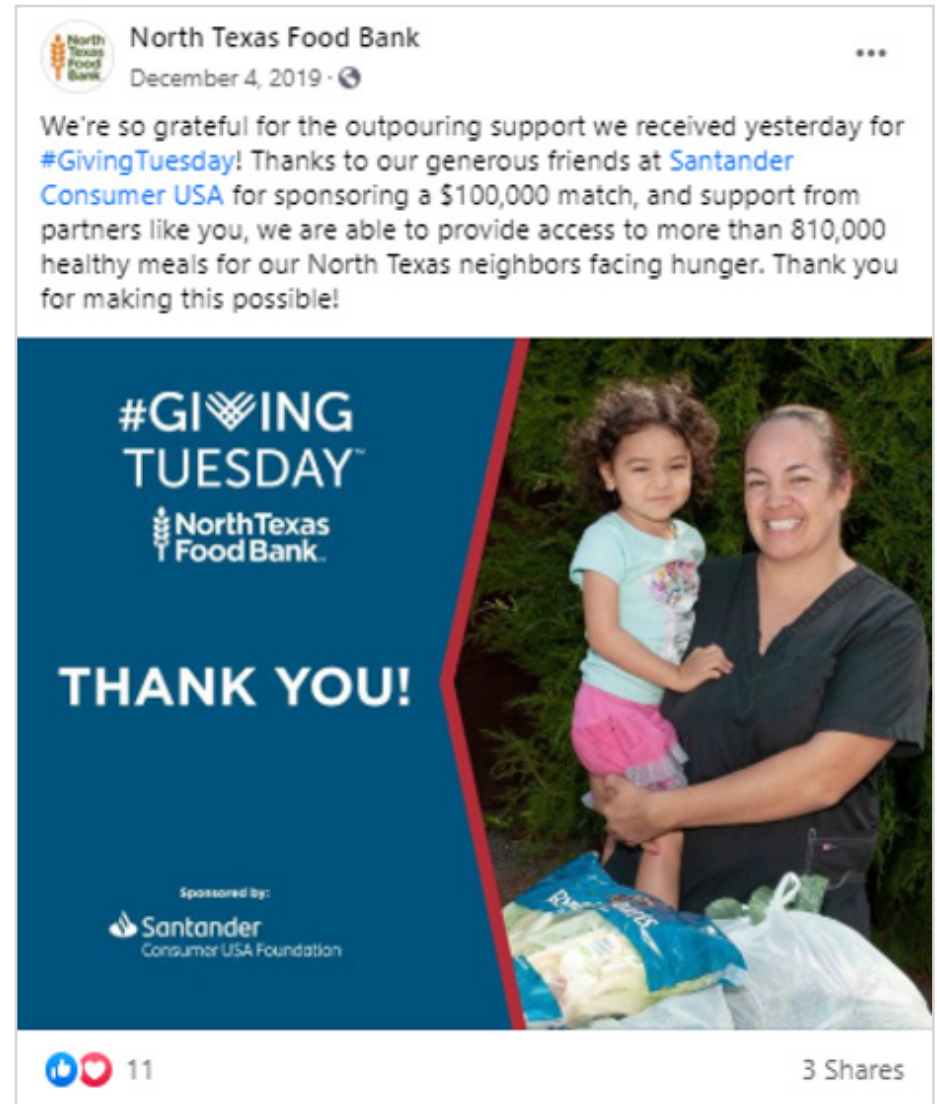
7 p.m. – midnight: Almost there! It's time for a final post that calls for donors to get their gifts in before GivingTuesday is over.



This may seem like a lot of posts, but with Facebook's algorithm changes, it can be difficult to get visibility on a high-volume day like GivingTuesday. It's also the one day of the year that has a time limit on it. Your organic social should reflect that, building urgency throughout the day.

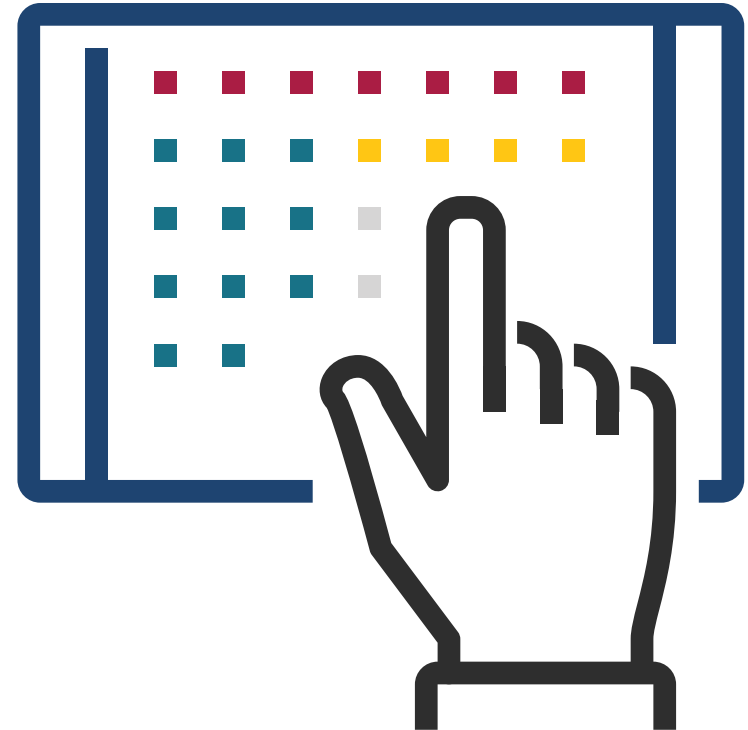
After GivingTuesday

Did you meet your goal? Did you exceed your goal? Provide an update and thank donors the day after GivingTuesday – after all, they contributed to your success!



Paid Social Media

Social platforms like Facebook and Instagram have implemented tools like donation buttons to make it easier for donors to give to your organization on their platforms. Ahead of GivingTuesday, make sure you are set up with [Facebook's Charitable Giving](#) platform so that followers are able to help fundraise on your behalf.



When to start promoting

Since GivingTuesday comes right after Thanksgiving, you're probably already running paid social campaigns related to Thanksgiving fundraising. To allow room for this, we recommend starting your GivingTuesday paid promotion the weekend before.



Frequency and spend

To maximize effectiveness and efficiency, stick with the same messaging and creative throughout your paid GivingTuesday campaign. Because of this, make sure your messaging is general enough to remain effective throughout the entire period. →→

GivingTuesday is a high-volume day digitally, so competition is fierce when it comes to paid social posts. Although spend will vary by organization, you can expect the audience you're targeting to be more expensive than usual. Spend can range anywhere from \$500-\$1,000 and up depending on your audience and your size.

Messaging

Because your audience may see this before GivingTuesday or on the day of, stick to general terms like "This GivingTuesday." If your campaign features a match, make that prominent in your copy while also explaining the importance and impact of GivingTuesday. Finally, the most effective paid social posts have a strong, clear call to action like "Donate Now."

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The Houston Texans will triple your gift to help provide holiday boxes filled with food.

#GIVING
TUESDAY™
Food Day

houston foodbank HOUSTON TEXANS

[HTTPS://SECURE.HOUSTONFOODBANK.ORG/](https://secure.houstonfoodbank.org/)
NOT AFFILIATED WITH FACEBOOK

It's #GivingTuesday

\$36.48 TRIPLES to help provide 6 holiday boxes.



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