

# ● GivingTuesday Communications Timeline

To avoid the stress of last-minute GivingTuesday preparation, we put together a timeline with key milestones you should hit leading up to the day:

## August

- **Begin planning your campaign**

Start by reviewing results from last year's GivingTuesday, then set goals for this year.

**Tip:** Consider making this goal public and part of the campaign, especially if you don't have a match.

**Ex.** Raise enough to provide XXX meals. Provide vaccinations for XXX pets in the shelter. Provide 5,000 books to children in need.

- **Will your campaign have a match? If so, consider these sponsors:**

**Companies that you work with** during other times of the year. GivingTuesday is a great campaign to have their name/logo included on emails, donation forms and other promotions.

**Major donors** who generally give large year-end gifts. Ask if their gift could be used to help you raise more money by serving as a match on GivingTuesday.

## September – October

- **Refine your goal**

Once you've determined your goal, begin developing content and gathering resources, like photos, that support that goal.

- **Consider segmentation**

Will you send the same ask to last year's GivingTuesday donors, your lapsed donors and your new donors? If not, begin developing strategic messaging for each target audience.

**Tip:** Have a suppression plan in place for donors once they've made a gift.

## October – November

- **Develop creative**

Start designing, writing and building your assets. This includes emails, lightboxes, homepage takeovers, paid ads and organic social posts.

**Tip:** Make the day feel special! There's a deadline on GivingTuesday – use that to create a sense of urgency in your messaging.

## Two weeks before

- **Finalize, test and approve creative**  
Make any last-minute fixes and review all messaging.

## One week before

- **Begin promoting your campaign**  
Share your campaign goal or match amount and remind donors that GivingTuesday is approaching. Educate donors about the day and share the impact that their gift will make.

## On GivingTuesday

- **Thank your donors**  
Don't forget to send a thank-you email to donors who support your cause on GivingTuesday! For major donations, have a team prepared to make personal thank-you calls to anyone who donates over a certain amount.
- **Keep your donors updated**  
Are you close to meeting your goal and need extra support to get you there? Let your donors know!

## After GivingTuesday

- **Create a plan to retain GivingTuesday donors**  
How will you form relationships with new donors who give on GivingTuesday? Have a marketing plan in place to steward donors and ask for a second gift.
- **Review successes and failures**  
We know year-end is busy, but plan time either before or after the new year to review what went well and what you can work on for next year.