

The **Ultimate Communication** **Timeline** for **GivingTuesday**

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WEEKS TO GO

- ☐ Identify a campaign
- ☐ Pick a cause - build a form/keyword
- ☐ "Find a Fund" Choose a project to support that cause
- ☐ Generosity is year round; focus on a specific cause related to your mission

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WEEKS TO GO

- ☐ Set a fund goal
- ☐ Build your form
- ☐ Choose keywords
- ☐ Set up text giving

2

WEEKS TO GO

- ☐ Connect with the Success Team
- ☐ Review and fine tune your plan
- ☐ Test your forms and text giving
- ☐ Begin promotions via social media / eblasts / newsletters / push notifications through church app, pulpit, bulletin, etc.

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WEEK TO GO

- ☐ Build momentum for GivingTuesday—communicate and re-communicate
- ☐ Share individualized stories that are relevant to your community
- ☐ Re-publish "don't forget to register/sign up" if you're focusing on donating time over money

JOIN A GLOBAL MOVEMENT

GivingTuesday is a great opportunity to rally your community and engage supporters. Plan ahead to get the most out of this global day of generosity!



Ministry Brands

A Communication Timeline for November 30th

When reaching out to your church family on GivingTuesday, use the following timeline to guide you.



Morning

Send out your initial email to donors announcing that your campaign has officially launched and provide them links to your donation form. Make sure your campaign is visible on your website and start sending out social media updates to followers.

Send out social posts with a link to a blog post or case study that tell people more about what your church is doing.



Midday

Send out a status update via email and social media at the midpoint of the day and let donors know where you're at in reaching your goal. In your email, include an emotional appeal in the message such as a testimonial video or a link to a blog post.

Give a second status update through social media.

Post a photo or video of your mission in action on social media.



Evening

Give a third status update through social media.

Send a final appeal via email to get any last-minute donations before the clock strikes 12! It may seem that you're communicating too much, but in truth, your donors want to help you reach your goal and are interested in knowing your progress. And, if they know exactly what dollar amount you're trying to reach, they will push to get your message out to other people in their social circles.

Send out your last updates via social media and make sure to include a sense of urgency and let them know exactly how much more you need to make your goal. If you already made your goal, encourage people to help you smash that goal and raise even more!