

Communication Timeline



EARLY MORNING

Send out the initial email to givers announcing Giving Tuesday has officially arrived and include the different ways people can give.

LATE MORNING

Send out social posts linking to a blog or case study that tells people more about what their donations go towards.

NOON

Send a status update via email and social media letting givers know where you're at in reaching your goal.

EARLY AFTERNOON

Give a second status update through social media. Post a photo or video of your mission in action on social media.



MID-AFTERNOON

Give a third status update through social media.

EVENING

Share how close you are to your goal via email and social media encouraging people to help you move the needle before the day is done.



NIGHT

Send a final appeal via email and social to get any last-minute donations before the clock strikes 12! Let everyone 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!