

Giving Tuesday Campaign Plan Checklist

Giving Tuesday is the biggest giving day of the year, and nonprofits everywhere will be competing for attention. step-by-step playbook to help organize your goals, campaign, and outreach so you're ready to connect with donors, evangelize your mission, and maximize results on this pivotal day.



Make a Plan

- ☐ Set your Giving Tuesday goals. This goes far beyond fundraising dollars: How many new donors did you acquire? Was your average donation higher than last year? How many donors signed up for recurring donations?
- ☐ Assign your team members and their roles.
- ☐ Create your campaign calendar and timeline to organize your outreach across email, social media, texts, website updates, webcasts, phone calls, and [thank you notes](#).
- ☐ Segment your target audience, so large donors receive different messages than small donors, or recurring vs. one-time donors.
[Learn more about targeting donors with personalized messages](#) →
- ☐ Decide how you'll track response rates and donor conversion rates so you can see which campaigns and messages were most effective.



Tell Your Story

- ☐ Create messaging that shows donations in real terms, such as meals or services provided.
- ☐ Use storytelling to connect emotionally with donors, and invite those you serve to share their own stories.
- ☐ Gather videos, photos, and testimonials that show how the Giving Tuesday campaign has an immediate and tangible impact.
- ☐ Develop your campaign theme and ensure it represents your organization's mission, brand, story, and giving day goals.



Build Your Campaign Page, Emails, Texts, Videos, and Posts

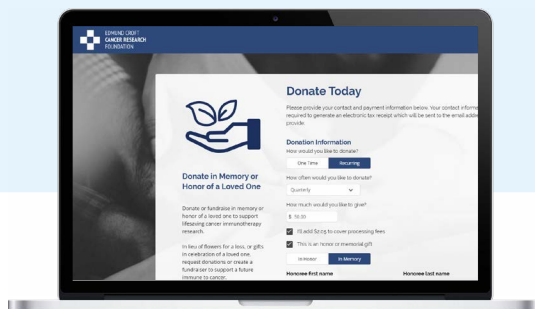
- ☐ Create a branded donation page that highlights the campaign's impact.
- ☐ Remember to offer "donor covers the fee." By covering processing fees, 100% of their donation goes to your cause.
- ☐ Be sure to accept payment via ApplePay, GooglePay, and PayPal.
- ☐ Double check the page looks good on mobile devices.
- ☐ Showcase the urgency of your campaign with a real-time countdown display and a campaign end date.
- ☐ Give donors the ability to view the impact of their donation instantly with a real-time results tracker.

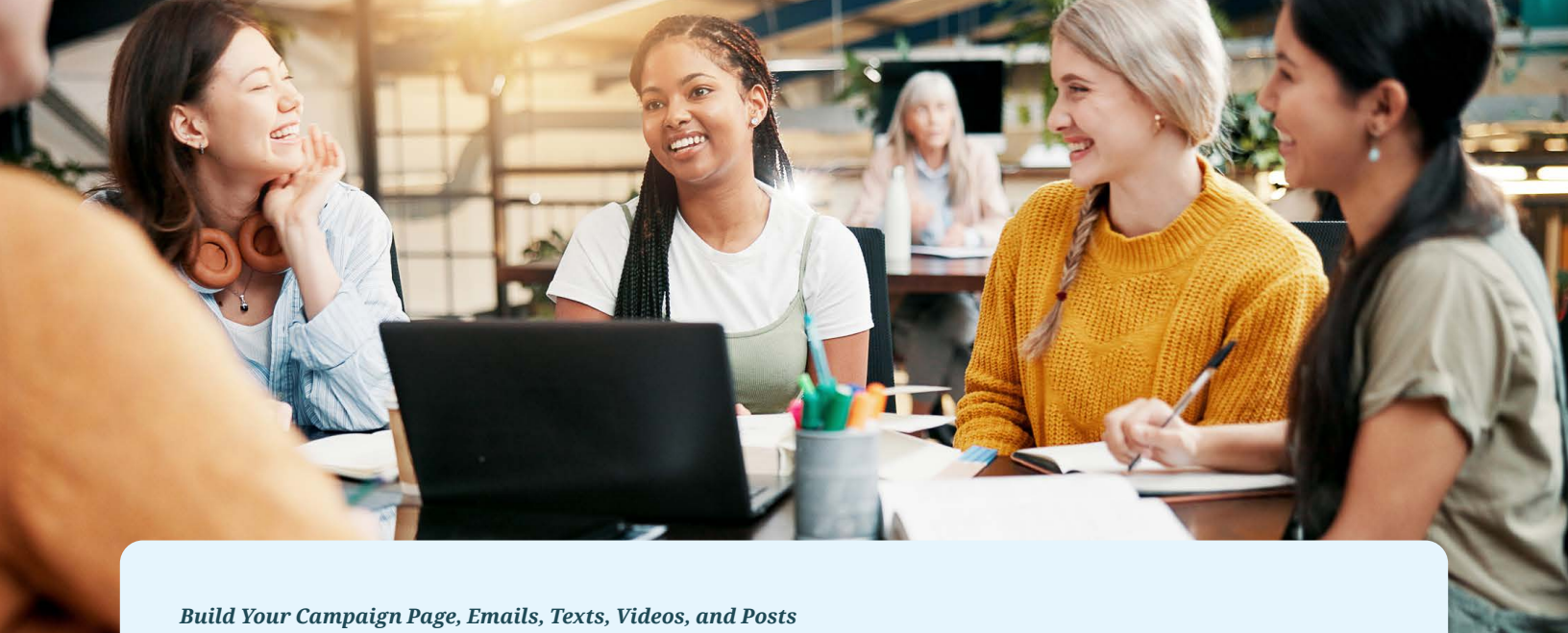
Leave the page build to us. Our services team is ready to create your Giving Tuesday or End-of-Year campaign page – at no cost to you!

[Request a Giving Tuesday campaign page](#) →



- ☐ Offer different tiers of support, such as:
 - \$25/month funds school snacks.
 - \$50/month funds packed lunches.
 - \$100/month funds family dinners.
- ☐ Promote company matching options, or invite donors to check for their employer on [Double the Donation](#)
- ☐ Personalize thank-you messages and thank-you pages.





Build Your Campaign Page, Emails, Texts, Videos, and Posts

- ☐ Write and schedule social posts and quick videos promoting your campaign and its impact.
 - Use the #GivingTuesday hashtag along with a campaign-specific hashtag.
 - Post the week before Giving Tuesday, teasing the campaign and its goals.
- ☐ Write and schedule 3-5 emails for:
 - the Tuesday before Giving Tuesday
 - Black Friday
 - Cyber Monday
 - Giving Tuesday
 - and the day after Giving Tuesday
- ☐ Write and schedule fundraising texts on:
 - Black Friday
 - Cyber Monday
 - and Giving Tuesday
- ☐ Consider face-to-face appeals on Zoom:
 - Host a motivational webcast with your donor base, and include community members who benefit from the programs that Giving Tuesday funds.
 - Host small/personal Zoom meetings with large donors and your nonprofit's leadership team.
- ☐ Create phone scripts and call lists, prioritizing large and recurring donors.
- ☐ Engage your network and reach out to potential supporters:
 - Volunteers
 - Corporations
 - Local businesses
 - Board members
 - Major donors
- ☐ Ask top donors to provide matching gifts or publicly commit on social media.
- ☐ Explain why Giving Tuesday matters and don't forget to remind them how their donation specifically helps further your mission.

Asking for donations — even for a worthy cause—makes a lot of us uncomfortable. Over 13 years, Megan Jusczyk, co-founder of the For Kids' Sake Foundation, has honed a formula for overcoming “ask shyness.”

[Listen to the conversation](#) →

Finally, connect with Supporters on Giving Tuesday



Schedule posts and emails ahead of time. The day will be busy!



Celebrate milestones and remind donors of your overall goal.



Encourage your community to share the campaign widely, and describe why they support your cause.



Use the day not only to raise money but also to spread awareness of your mission.



Provide real-time fundraising updates with thermometers and progress trackers.

About FrontStream

Over 31,000 organizations have trusted FrontStream to simplify their charity auctions, galas, peer-to-peer events, and online fundraisers.

[Take a Product Tour](#)

