On November 27th or Giving Tuesday—the Tuesday after Black Friday and Cyber Monday, organizations across the globe call on their friends, their extended networks, allies and beyond to reclaim the beginning of the holiday shopping frenzy. The purpose is to focus on the gift of giving and to drive people to your fundraising efforts online. Even if you only have a short window to plan for this fall election season (and the work still continues) we hope this resource serves as a quick guide to take advantage of this day. This is a great opportunity for a short-term project or simply as a day to announce your end-of-year fundraising campaign.

Before you start
Make sure you have some of the basics ready for #GivingTuesday plans. This may seem obvious, but many organizations forget to make sure their website is functioning. Let your friends and network know about your goals, and how to support you.

Social Media/Website
Schedule a #GivingTuesday and keep your network engaged with the #GivingTuesday page. Add a few social media posts for your #GivingTuesday day.

E-mail
As gifts are exchanged, make sure your e-mail list is updated and ready to go for the day. You may want to send out some final related posts or tweets.

Mass email platform
Make sure your mass email platform is updated and ready to go for the day. Have your customized email ready to go.

Have your branded and branded donation webpage ready to go.

#GivingTuesday plan. Make sure your social media and your website is ready for the day.

 supervision and update your profiles on Tuesday at 9a to help us launch our end-of-year campaign.

Social Media
You can encourage your social media followers to support you with a tweet.

E-mail
Send a similar thank you e-mail. What will your community say? How will your community engage with you this #GivingTuesday.

#GivingTuesday. A donation could be the start of someone introducing themselves to your organization, and a way to communicate with friends, their extended networks, allies and beyond to reclaim the beginning of the holiday shopping frenzy.

1. Identify your purpose for this after election season (and the work still continues) we hope this resource serves as a quick guide to take advantage of this day. This is a great opportunity for a short-term project or simply as a day to announce your end-of-year fundraising campaign.

2. A quick guide

3. Your donation pages and links should function well before #GivingTuesday. A donation could be the start of someone introducing themselves to your organization, and how to support you by sharing your stories!

4. Have your customized email ready to go.

5. Make sure to have an immediate thank you message throughout your platforms after a donation is processed. But more importantly follow it by a more detailed thank you at the end of the month.

6. Make it engaging! Announce that you will be choosing donors at random for a prize or announce you will be doing this. Create your own unique hashtag to track those supporting you! (Ex. #GivingTuesday #Hashtag)

7. Do a countdown to your goals and milestones.

8. Schedule posts to build momentum!

9. Brand your platforms and share your #GivingTuesday success stories! Add a few social media posts for your #GivingTuesday day.

10. Keep them engaged beyond #GivingTuesday! A donation could be the start of someone introducing themselves to your organization, and a way to communicate with friends, their extended networks, allies and beyond to reclaim the beginning of the holiday shopping frenzy.

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