

Checklist for GivingTuesday

On #GivingTuesday

Send 2 e-mails and 4 social media posts throughout the day to supporters. Timing sample below.

8 A.M. Initial GivingTuesday Post(s) and Email

- State your mission
- Share your first themed story
- Ask donors to share your emails and posts to friends and family
- Communicate your goal for GivingTuesday

11 A.M. Second Social Media Post(s)

- State your mission
- Share a second themed story
- Ask donors to share your emails and posts to friends and family
- Provide an update on raised funds for GivingTuesday

3 P.M. Third Social Media Posts(s) and Email

- State your mission.
- Share a third themed story.
- Ask donors to share your emails and posts to friends and family
- Provide an update on raised funds for GivingTuesday.

7 P.M. Fourth Social Media Post(s)

- State your mission.
- Remind your followers that GivingTuesday is almost over.
- Provide an update on raised funds for GivingTuesday

Day after (December 1, 2021)

Share the amount you raised and let your donors enjoy celebrating with you. Donors like to be updated on the amount of funds raised (and if you reached or surpassed your goal).

8 a.m.–12 p.m.: Social Media Post(s) and Email

- State your mission.
- Thank your community/donors.
- Announce raised funds for GivingTuesday and explain how funds will be used.
- Thank you, thank you, and thank you!
- Thank donors in any type of communication for their support.
- Directly update your volunteers, staff, and board of directors on your success.

Two days after and beyond (December 2, 2021)

Create and mail (or email) all acknowledgement letters within 72 hours. Ideally, letters should be sent within 48 hours. However, this is one of the biggest giving days of the year, so 72 hours will suffice if extra time is needed.