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#GivingTuesdayNow PLANNING WORKSHEETS

Because this is the first year of Giving Tuesday Now, your nonprofit won't have historical data in which to create a goal. However, you should still set a goal of what you want to accomplish. It will also be important to explain to your donors what Giving Tuesday Now is and why it's important to your organization.

Giving Tuesday Now Goals:

Revenue: \$

Number of Gifts:

Average Gift: \$

Number of New Donors:

Notes:

Plan Your Messaging

How will we explain Giving Tuesday Now to our donors?

Why our organization is participating in Giving Tuesday Now:

What will donations from Giving Tuesday Now help to accomplish or fund?

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What is unique about our organization?

What is our quantifiable gift and impact (i.e. \$XX will help do X)?

What does our creative need to communicate (images, copy, call-to-action)?

Asset Creation Checklist

Website:

Banner/Hero Image: _____

Donation Page: _____

Lightbox Pop-Up: _____

Announcement Bar: _____

Social Media:

Organic Posts: _____ How Many Total: _____ Images: _____ How Many: _____

What channels:

Facebook: _____

Twitter: _____

Instagram: _____

Pinterest: _____

LinkedIn: _____

Snapchat: _____

YouTube: _____

Other: _____

Profile Banners: _____

What channels:

Facebook: _____

Twitter: _____

Instagram: _____

LinkedIn: _____

YouTube: _____

Other: _____

Direct Mail "Save the Date" Postcard: _____

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SMS Messages: _____ How Many Total: _____

Email:

Campaign Emails: _____ How Many Total: _____

Giving Tuesday Now Welcome Series: _____ How Many in Series: _____

Social Media Ads:

Facebook Ads: _____ How Many Total: _____

How Many of Each Facebook Ad Format:

Image: _____ Video: _____ Slideshow: _____ Carousel: _____

Instant Experience: _____ Other: _____

Other Social Media Ads: _____ How Many Total: _____

Search Engine Marketing:

Google Ads: _____ How Many Total: _____

Bing Ads: _____ How Many Total: _____

Note: For messaging continuity, images, colors, fonts, and calls-to-action should be the same across channels.

3-4 Weeks Before (April 5-18)

"Save the Date"- May 5, 2020

Direct Mail: It may be too late to plan a direct mail piece, but if not, plan a direct mail "Save the Date" post card in mail. The post card can either strictly be an announcement for Giving Tuesday Now or it could also provide a link to a Giving Tuesday Now donation page on your website.

Email: This is a good time to create your email welcome series for new donors you acquire during Giving Tuesday Now. If you're able to automate this series with your email service provider, then that's even better. In general, the email series should **1)** Thank new donors for gift during Giving Tuesday Now **2)** Let them know where else to connect with you (social media, blog, etc) **3)** Tell other ways to get involved, whether its volunteering or becoming a monthly donor.

Assets:

- [Direct Mail Piece](#)
- [Giving Tuesday Now Donation Page](#)
- [3-Part Email Welcome Series](#)



The Week Before (April 27-May 1)

“Giving Tuesday Now Announcement”

Website Banner (April 27 or 28): Change the hero image of your website to a Giving Tuesday Now image and keep it up through **May 5**. If possible, include a call-to-action button that points to your Giving Tuesday Now donation page.

Website Lightbox Pop-Up (April 27 or 28): A website lightbox pop-up allows visitors to your site to see only one message before accessing the site. This is a perfect opportunity to put a Giving Tuesday Now message front and center with a donate button. You can keep the pop-up active on your website through May 5. For more information about lightbox pop-ups, visit <https://optinmonster.com/3-reasons-lightbox-popups-capture-more-emails/>.

Social Media Posts (April 27, 29, and May 1): Post a message announcing Giving Tuesday Now, solicit a last minute match (if applicable), provide link to Giving Tuesday Now donation page. Create at least 1-2 more posts about Giving Tuesday Now to push out through the rest of the week. Posts should push to the Giving Tuesday Now donation page.

Social Media Banners (April 27): On Facebook, change the cover photo to the same or similar photo as your website banner/hero image. Do the same on other social media sites in which you are active. These should stay up through May 5. In the description of the image on Facebook, you should include the URL to the Giving Tuesday Now donation page.

Email (April 28): Send out an email announcing Giving Tuesday Now (“One Week from Today”). *Optional:* You may send one more email between the Friday and Sunday before Giving Tuesday Now that affirms donors for what they have helped accomplish this year so far, acknowledge how they may be impacted by COVID-19, and communicate what you’re looking to help fund on May 5. All emails should point to Giving Tuesday Now donation page.

Social Media Ads (launch May 1): On the Friday before Giving Tuesday Now, launch your Facebook Ads (and any other social media ads). Create at least 3 different versions of the ads that contain either different images, headlines, or copy so that you can determine which messaging works best as you monitor the ads. Messaging on these should be general Giving Tuesday Now messaging and not “today is Giving Tuesday Now,” since these launch *before* Giving Tuesday Now. These ads should point to your Giving Tuesday Now donation page. In addition, these ads should run Friday-Monday.

Search Engine Marketing (SEM) Ads (launch on May 1): Your Google and/or Bing SEM ads should also launch the Friday before Giving Tuesday Now. Similar to the social media ads, you should create 3+ different versions of the ads to test performance of different messaging. These ads should run Friday-Monday.

Assets:

- [Website banner/hero image](#)

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- Lightbox pop-up
- 2-3 social media posts
- 1+ social media banners (depending on how many sites in which your organization is active)
- 1-2 emails
- 3+ social media ads
- 3+ SEM ads

Example Schedule and Checklist:

- *April 27/28*
 - Activate website banner/hero image _____
 - Activate social media banners _____
 - Send email _____
 - Social media post _____
- *May 1*
 - Social media post _____
 - Activate website lightbox pop-up _____
 - Launch social media ads _____
 - Launch SEM ads _____
- *May 2*
 - Social media post (optional) _____
 - Send email (optional) _____

TIP: Do NOT wait until the day of launch to set up the social media and SEM ads. These should be done at least a week in advance (2 weeks before Giving Tuesday Now) to ensure there are no issues that need to be resolved by Facebook, Google, etc in placing the ads. Schedule the ads in advance to go live on Friday, May 1.

Giving Tuesday Now – May 5

“Today is the Day”

Social Media Posts: Plan on a baseline of 3 posts, which will 1) kick-off Giving Tuesday Now in the morning 2) provide a midday push or call-to-action 3) end of day urgency (“time is almost out”). In addition, you can post throughout the day with updates on how much money is raised or send “shout outs” to donors that give over X amount of money. These posts should link to the Giving Tuesday Now donation page.

Facebook Live: Using Facebook Live or other live platforms like Instagram, YouTube, etc, you can provide live updates throughout the day. You can also use live streaming to interview leaders of the organization or beneficiaries of the services your organization provides. In addition, you have the ability to conduct a live Q&A session with the audience of your viewers. Think of it kind of like a telethon, and this is an opportunity for you to really highlight the impact your organization makes and ask donors to help to continue supporting it.

Email: At a minimum, send out a morning and evening email. If possible, suppress the evening email from people that have already made a gift. Emails should contain at least 2 call-to-actions to donate that point to

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the Giving Tuesday Now donation page. Keep in mind that peoples' Inboxes will be bombarded this day with subject lines that contain the words "Giving Tuesday Now." Think of a way to differentiate your subject line so that it stands out in the Inbox. Some organizations send more than 2 emails, so that will be at your discretion.

Social Media Ads: Activate at least 2 different ads on Facebook (and other social media platforms). These ads can capitalize on the urgency of the day with language like "today only" or other type of verbiage. If you have a matching donor or grant, then you'll definitely want to communicate that in your ad. These ads should be set-up in advance to run only on Giving Tuesday Now. Ads should point to Giving Tuesday Now donation page.

Search Engine Marketing (SEM) Ads: Activate at least 2 different SEM ads on Google Ads and Bing Ads. Similar to social media ads, these ads can capitalize on the urgency of the day with language like "today only" or other type of verbiage. These ads should be set-up in advance to run only on Giving Tuesday Now. Ads should point to Giving Tuesday Now donation page.

Assets:

- 3+ social media posts
- 2 emails
- 2+ social media ads
- 2+ SEM ads
- Script or reference for staff in case donors call in to make a gift

Example Schedule and Checklist:

- 8:00am-10:00am
 - Meet with team to discuss day_____
 - Launch Facebook Ads _____
 - Launch SEM ads_____
 - Send Email 1_____
 - Social media post 1_____
 - Go Live on Facebook_____
- 10am-2pm
 - Social media post 2_____
 - Giving Tuesday Now updates and shout-outs via social media post_____
 - Facebook Live update_____
- 2pm-6pm
 - Social media post 3_____
 - Giving Tuesday Now updates and shout-outs via social media post_____
 - Facebook Live update_____
 - Send Email 2_____
- 8pm-10pm (optional)
 - Social media post 4_____
 - Giving Tuesday Now updates and shout-outs via social media post_____
 - Facebook Live update_____

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- Send Email 3_____

The Day After Giving Tuesday Now – May 6

“Thank You, Here’s What’s Next”

Social Media Posts: Create a post that thanks donors for their Giving Tuesday Now gifts. If a goal was not met, it is ok to continue your campaign by saying something like “We’re \$X short from our goal on Giving Tuesday Now, you can still make a gift today.” If you have the dollar amount or impact from the gifts that were given, now would be the time to communicate it. Your organization can also take it a step further and offer ways that donors can continue to stay engaged with the organization by signing up for emails, volunteering, or becoming a monthly donor.

Facebook Live: Your organization’s leaders, service recipients, or other staff can go live to express thanks for donor participation during Giving Tuesday Now. Similar to the social media posts, this person on Facebook live could tell how much money was raised and the impact of that amount along with a call-to-action of how donors can continue to support organization.

Email: Send an email out to donors and subscribers (even non-donors) to say thanks and report out Giving Tuesday Now money raised and impact. You can even add a call-to-action that says, “if you weren’t able to make your Giving Tuesday Now gift yesterday, you can still make it today.” Email should point to the Giving Tuesday Now donation page.

Assets:

- 1 social media post
- 1 email

Example Schedule and Checklist:

- 8:00am-10:00am
 - Remove Giving Tuesday Now banner/hero image from website_____
 - Remove Giving Tuesday Now lightbox pop-up from website_____
 - Remove Giving Tuesday Now image from social media sites_____
- 10am-2pm
 - Social media post_____
 - Facebook Live_____
 - Email_____