



# GI ING TUESDAY TOOLKIT **2024**

This toolkit and timeline will help you plan for a successful Giving Tuesday!

# AUGUST/SEPTEMBER



## LET US KNOW YOU ARE PARTICIPATING IN GIVING TUESDAY

Please fill out our form: <https://forms.gle/M1NE9t2FYfSMRyps5>

When we know you are participating, we will add your organization's logo to our Giving Tuesday website: <https://www.givecentral.org/giving-tuesday2024>



## SET A GOAL

Set a goal and give your staff and community something to aim for and succeed. When you have a goal, it creates a competitive nature, and people get excited and want to take part in achieving it.



## REGISTER FOR GIVECENTRAL WEBINARS/TRAININGS

Our team of experts will share ideas and tips through webinars, along with platform training in the months leading up to Giving Tuesday. Please register for one of our webinars and hear about some great ideas.

[Register Here](#)

# SEPTEMBER



## READY, SET, PLAN

Hold a staff meeting and select the team working on your Giving Tuesday campaign. Assign roles and start brainstorming ideas for how your organization will participate in this nationwide day of giving.



## BEST PRACTICES

Tips and Tricks for Giving Tuesday are always good for learning new things, gaining ideas, and becoming inspired! Check out all of our [Tips and Tricks in our Knowledge Center](#). We also have Giving Tuesday materials and videos under our blog site. You can check it out by [clicking here!](#)



## COLLABORATE

More and more organizations are working together to have a more significant impact on Giving Tuesday. Talk to other organizations to see if they want to collaborate with you to plan, create, and fundraise!



## FIND A MATCH

We've seen a lot of success around matching campaigns. Start early and reach out to a donor or business to see if they would like to work with you on a matching campaign for Giving Tuesday.

# OCTOBER



## ANNOUNCEMENT

Share your plan and goal in a press release, bulletin, or newsletter, and spread the word about your Giving Tuesday plans on social media.



## SHARE YOUR STORY

Write a blog post about your campaign and share it on your website.



## SEND A SAVE-THE-DATE

Schedule regular social media messages and send a newsletter or e-blast to ensure your community has November 28 marked on their calendar. We have Giving Tuesday email templates available in your Communications Portal that you can use to send out all of your emails. Don't forget to add SmartLinks to your emails to make giving easy for your donors!



## HAVE FUN ON SOCIAL MEDIA

Some organizations create their Giving Tuesday hashtag to discuss their campaign ([#GCGivingTuesday](#), [#GivingTuesdayGC](#)). Others customize the Giving Tuesday logo and graphics to match their brand colors.



## BUILD AWARENESS

Start scheduling regular (2-3 times a week or more) social media messages to discuss your campaign. We have social media templates available for download that you can use to promote the event.



## **SET UP AND USE YOUR ENGAGEMENT TOOLS**

Set up your engagement tools in GiveCentral. You have access to engagement forms, a prayer request form, pew cards and other customizable templates you can utilize in your parish and gathering spaces that will allow donors, parishioners, and visitors to engage and make a donation.



## **SEND A "SAVE THE DATE"**

Email and post on your social media to let your community know you will participate in the campaign.



## **SETUP AND LEARN**

Set up your Giving Tuesday event and make sure it is featured.

# NOVEMBER



If you plan an in-person event or celebration on December 3, send out invitations! Don't forget to add your GC SmartQR and GC SmartText to your invitations to make donating easy.



Finalize your evaluation strategy. Tracking activity and evaluating your campaign is a great way to learn more about how your organization engages its community.



Get your database cleaned up and prepare to download a list of donors that you can send email communications to with GC SmartGive or GC SmartLinks. This will allow your donors to give with ease.



For the week of October 30, prepare your "1 Month to Go" email, newsletter, and social media message to ensure your board, staff, and community know we are in the final countdown for Giving Tuesday! Now is a great time to send your emails with SmartLinks added so donors can click on the link and give early.



Send a Giving Tuesday GC SmartGive email two weeks before the giving day, and one on the giving day to allow donors to give with ease.

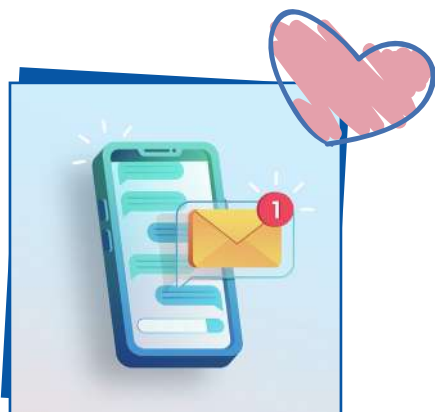
# DECEMBER



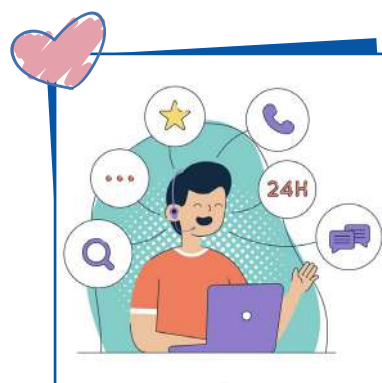
Go big on social media! With less than a month to go, tweet, post, snap, share, and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday in your messages.



Share your story to get your team and community excited.



Send out email reminders on December 2, informing everyone that the big day is tomorrow. Add your SmartLinks so your donors can donate by clicking the link in their emails.



Call your donors on Giving Tuesday and inform them you are raising money for your organization. Let them know they are appreciated and anything they can do is appreciated.

# DECEMBER 3

Today is the **BIG DAY** - GivingTuesday!

# DECEMBER 4

**Send out thank you messages** and start collecting and sharing results.

▼ **Share results from your campaign** - post them on social, your website, in an email, or on your blog!

▼ Also, **email Teresa at GiveCentral [teresa@givecentral.org](mailto:teresa@givecentral.org) with any stories or announcements** we can share on our website and social media.

▼ **Say thank you** to your staff, donors, volunteers, partners, faculty, and community.

▼ Continue to use the momentum from Giving Tuesday to **boost your end-of-year or holiday campaign**.



# After December and Throughout The Year

Throughout the year, write stories and talk about how Giving Tuesday donations made an impact. Tell how the donations were used, show pictures, and create a video. Keep talking about Giving Tuesday throughout the year. Then, next year, your donors will be ready to get involved and know why the day of giving is so special.

You may also have donors who hear about your story, learn why you raised money on Giving Tuesday, and donate to your cause. Make sure to reach out to them, thank them, and engage with them. They may become ongoing donors, join your organization, or be lifelong supporters and friends. Giving Tuesday is a special day in this way. Donors from all over hear and learn about the different causes on Giving Tuesday and will choose which organization is doing something to make an impact that hits close to their hearts. They will donate to organizations they have never heard of if the story is reaching them on their level. This is why planning, creating a strategy, and sharing your story everywhere you can imagine is essential!



**Your success is important to us, and we want to walk alongside you to the finish line!**

Please contact Teresa Meyer at [teresa@givecentral.org](mailto:teresa@givecentral.org) with any questions or assistance you need to prepare for Giving Tuesday.