Giving Tuesday Toolkit 2021
Hey there, fundraisers!

If you're reading this, it means it's that time of year again. That's right, nonprofit unicorns—it's time to start preparing for Giving Tuesday. Funraise has put together a Giving Tuesday toolkit for 2021—a year of contradictions, celebrations, and complications—complete with email templates, press release template, incredible examples, and tips for making Giving Tuesday 2021 your best Giving Tuesday ever.

Convinced yet? Of course, you're convinced—you've already downloaded this toolkit.

Are you ready to rock 2021's biggest giving day?

Heck yes! 2021 is the year to make it happen, friend.

Reach out to us at hello@funraise.org if you've questions: We're here to help you because you're here to help others.

2021 has brought us new features, new strategies, and new reasons to celebrate. So without further ado, the toolkit!
Setting Goals

We’ve established that Giving Tuesday is the most important fundraising day of the year (or one of them, at least.) Now let’s talk about how to make it into the most profitable day of the year. You do that by setting goals.

WHY YOU SHOULD SET A GOAL
Setting goals gives your work perspective—you’re not just looking toward a rosy future, you’re giving your donors a concrete vision to support. Not to mention the excitement and urgency that a clear, aggressive goal adds! Pick an amount you feel comfortable reaching, then increase that by 10%... or maybe 15% ;)

DON’T CALL IT A COMEBACK
Nonprofit friend, we did not make it through a pandemic just to bite our nails over Giving Tuesday. You’ve got ideas; you’ve got know-how—put them together for a strategy to exceed the expectations that 2020 gave us. 2021 is the year of the comeback!

YOU’RE NOT IN THIS ALONE
Follow our calendar to get clued into all the Giving Tuesday milestones, like finding a matching donor, onboarding your donor allstars, sending out those pivotal fundraising emails, and when to relax (hint: when you’re done!)
Ideas & Tips

How do you organize an outer space party? You planet.

Same with a great Giving Tuesday. It starts and finishes with a plan—and, friend, we’ve got ideas to take this Giving Tuesday from a little moon rock to the star of the show!

Here are a few ideas that’ll make Giving Tuesday 2021 a little more fun and push your donors to give a little more money.

**TIP #1**

Get a matching grant

A matching grant is a totally excellent way to ratchet up the Giving Tuesday urgency. If you haven’t tapped into your trusted donors yet, see if one of them will match the first $5,000 you raise. It’s wins all ’round: You get more money to make more impact, your donors feel like they’re giving more than their donation, and your matching donor gets to be engaged and appreciated.

**TIP #2**

Run Social Media Ads

Give everyone a chance to see what’s shaking with your org as they scroll through their feeds. Think of it like this: If you spend $50 on an ad and it converts one $50 donation, you’re already winning!
TIP #3

Host a Virtual Event

How much attention do you need for your cause?

It’s a trick question; you need all of it! Here’s how: hold a modern-day telethon on Giving Tuesday. Stream video on your social media of choice and embed it on your campaign website.

TIP #4

Unlock something silly

Will your CEO shave her head if you reach your goal today? Maybe your Development Director will take a pie to the face! Why not? Don’t discount the lure of fun and silly rewards.

TIP #5

Give live social shoutouts

When someone donates on Giving Tuesday, thank them with a personal social media shoutout. Public positive acknowledgment inspires others to follow along because people loooove to be recognized for doing good stuff.

**BONUS:** If you’ve got Text Engagement, send your donors a personalized text message thanking them for their donation. Xoxo’s optional.
TIP #6
Prime the pump

Ask your top 10 donors to make their donation before you launch, especially if they have a history of giving big on Giving Tuesday. These are definitely donors to crow about on social media! Your top donors will be celebrated as charitable leaders as they prime your pump for a show-stopping beginning to end-of-year giving.

TIP #7
Create a sharing squad

Get those #squadgoals working for you! When people share a social media post, your message gets spread farther. Gather your most active social media followers and tell them you need their help talking up Giving Tuesday. Sharing is caring!

TIP #8
Tap into the power of peer-to-peer!

Extend the range of your donors' generosity by launching a Giving Tuesday peer-to-peer campaign. You could double, triple, or hundred-tuple your donations and bring in loads of new donors.
Campaign Calendar

Here’s where it’s time to put the pedal to the metal. You’ve got the ideas and know-how, now plan it out—the earlier, the better. Save the stress for something else!

**Wednesday, September 22**

**Wednesday, September 29**
Secure a match: Double your campaign profitability by locking in matching grants.

**Tuesday, October 12**
Create assets: Get a head start on developing marketing graphics, images, and logos. Don’t forget the memes, social stories and videos, and unique hashtags!

**Friday, October 29**
Kick-off meeting: Get your team ready for an epic month to come.

**Monday, November 1**
Schedule content: Schedule pre-written posts, emails, and more ahead of time.

**Wednesday, November 3**
Save the date: Send a teaser email to supporters that Giving Tuesday is one month away.

**Tuesday, November 9**
Onboard all-stars: Consider inviting your top previous donors to join in by donating early.

**Pro-tip:** Confirm with your matching grant that these donations will be counted as part of your Giving Tuesday haul.

**Monday, November 15**
Email 1: Send your first official email announcement.

**Wednesday, November 17**
Social Post 1: Get your first social posts out there.

**Tuesday, November 23**
Email 2/Post 2: Get the message out that the big day is a week away.

**Monday, November 29**
Email 3/Post 3: Yodel that last push to let people know that the big day is tomorrow!

**Tuesday, November 30**
Day-of emails/posts: It’s #GivingTuesday!

**Thursday, December 2**
Post-event email/post: Thank your donors and share your success, then promise to stay in touch. (And definitely follow up!)

**Monday, December 6**
End of year: Time for focusing on end-of-year fundraising!
Emails

Since the pandemic pushed us to digital everything, we've learned both the value of virtual hugs and wild in-person galas... But the best way to reach an audience? Email.

These pre-written, easy-to-customize email templates are ready for you to rock in your Giving Tuesday campaign. Just fill in the blanks and schedule these emails ahead of time so you can be RTG on the big day!

**WHO SHOULD YOU EMAIL?**
EVERYONE. Have they expressed interest in your cause? Did they willingly opt-in to your email list? All of those people should be hearing from your Giving Tuesday email megaphone. Giving Tuesday is about community, friendship, and giving back, in a big way.

**WHAT KIND OF TONE SHOULD MY NONPROFIT USE?**
Giving Tuesday is an exciting, joyful, and positive day to be a member of the nonprofitsphere. The world will be shouting about Giving Tuesday in 2021, so if you can make participation fun and positive for your donors (with a sprinkle of communicated urgency!), you'll be in the best possible position to rock Giving Tuesday.
SEND: TUE NOV 2ND · 1 MONTH BEFORE GIVING TUESDAY

Your first email should be short and sweet. It’s just a casual save-the-date for a not-so-casual event. The point is to get onto your donors’ calendars and remind them that Giving Tuesday is coming up (woohoo!)—save the urgency for later emails.

SUBJECT LINE:
Hip, hip hooray for Giving Tuesday!

BODY:
Hi {first_name}!

It’s almost that time again. What time, you ask? Time to get ready for the largest global giving day of the year—Giving Tuesday!
So, mark your calendar: Giving Tuesday is November 30, 2021.

We made it through a tough time, and we did it together. Let’s celebrate with a little joy and take advantage of this opportunity to make tomorrow even brighter.

Keep your eyes peeled in the coming weeks to find out how you can participate in this donation celebration and what our goals are for this exciting day.

Cheers, and talk soon!
SEND: MONDAY NOV 15TH · 2 WEEKS BEFORE GIVING TUESDAY

The purpose of this email is to officially launch your campaign and to let your supporters know what’s coming so they don't miss out.

The most important message in this email is the announcement of your fundraising goal—shout it loud and clear. Wait, you don’t have a Giving Tuesday goal? Stop what you’re doing and decide on a goal with your team. You need a goal to drive excitement and urgency.

SUBJECT LINE:
Giving Tuesday is coming up fast!

BODY:
Hi {first_name}!

Giving Tuesday is a few weeks away (November 30th)!

We're thrilled to join thousands of organizations across the globe participating in the largest giving day of the year. Our organization has set a goal to raise $\{goal\} in just 24 hours—It’ll be a group effort to get there, but the impact your donations will have is incredible.

Here’s what you can do right now: create a fundraising site, set your personal goal, and start spreading the news.
SEND: TUE NOV 23RD · 1 WEEK BEFORE GIVING TUESDAY

The purpose of this email is to start really building up excitement for the big day. Are you partnering with other orgs? Let your supporters know. Did you find a matching gift sponsor? Shout it from the rooftops! Are proceeds from Giving Tuesday going towards a specific program? Spread the word! Whether you’ve got something special planned, or you’re just leveraging Giving Tuesday to boost general fundraising efforts, it’s time to make it known and get your supporters ready to donate.

SUBJECT LINE:
One week ‘til Giving Tuesday!

BODY:
Hi {first_name}!

It’s almost go time! We’re one week away from Giving Tuesday and our organization has set a goal to raise ${goal} in just 24 hours to go towards {what the money funds}. It’s true that it takes a village to ignite real change, so we’re pumped to have our supporters rally with us to create a lasting impact through giving.

If you haven’t done so already, please sign up on our site to create a fundraising page and tell your friends and family about our campaign. Spreading the word gets our voices heard and the donations rolling in!
SEND: MON NOV 29TH · 1 DAY BEFORE GIVING TUESDAY

The purpose of this email is to remind supporters that Giving Tuesday is looming large—there's just one more day to go. Communicate your goal, its impact, and the urgency of everyone's participation to maximize engagement and dollars.

SUBJECT LINE:
Tomorrow is Giving Tuesday!

BODY:
Tomorrow we need your help as we raise ${goal} to fund {what the money funds}. Giving Tuesday is the year's funnest donation celebration, and it starts tomorrow! Get a good night's sleep and make sure your fundraising page is ready to go. We're going to need your social sharing powers tomorrow.
SEND: TUeS NOV 30TH · GIVING TUESDAY LAUNCH MORNING!

The purpose of this email is to convert as many donations as possible early in the day.

Get 'em while they’re fresh!

Be sure to communicate the urgency of donating now. This is one day of important impact that your supporters won’t want to miss. Make sure they have a clear and exciting invitation to participate.

SUBJECT LINE:
Giving Tuesday is here!

BODY:
And we’re raring to go!

We need your help to raise ${goal} to fund {what the money funds}.

The best referral we could possibly get is from fundraisers like you. In addition to your donation today, could you also post on your social pages? As the day goes on, we’ll keep you updated on the progress toward our goal, special events for supporters, and donation incentives. Stay tuned!
SEND: TUES NOV 30TH · HALFWAY THROUGH GIVING TUESDAY

The purpose of this email is to show the enormous progress you’ve made toward your goal. As nonprofits, you know that many supporters won’t join until they see movement, so this will double as encouragement for those who haven’t donated.

Here’s another idea: Try using this email as your 50% announcement and send it when you’re halfway to your goal.

**PRO-TIP:** Segment out donors who gave earlier in the month, send them an email asking them to share their donation on social media, and be prepared for their friends to chip in.

**SUBJECT LINE:**
Donate today for Giving Tuesday!

**BODY:**
Come celebrate with us! We’re making progress toward our goal of raising ${{goal}} during this day of giving. It’s been an absolute honor to see everyone donate and share this campaign, and with just a little more pushing, we’ll be at our goal.

What can you do now?

If you haven’t donated yet, go donate! If you’ve already donated, consider one more gift: share this link [INSERT CAMPAIGN LINK] with your family, friends, and social networks. We can only accomplish this goal if everyone joins in. Let’s do it!
SEND: THUR DEC 2ND · AFTER GIVING TUESDAY OR WHEN YOU REACH YOUR GOAL (!)

The purpose of this email is to thank your audience for being there for you. You’ll want to update everyone on the amount you raised and how everyone’s efforts will impact your work. It’s a great idea to show real images of impact in this email.

Giving Tuesday is the start of the end-of-year giving season, so this is a crucial email. If you can show your appreciation for your supporters, they’ll be ready to help the next time you ask... which’ll be pretty soon.

SUBJECT LINE:
It’s Over: Giving Tuesday 2021 is in the books!

BODY:
Thank you, {first_name}!

With your help and the support of {total number of donors} amazing donors, we raised ${amount you raised} on Giving Tuesday. With these funds, we’ll be able to {complete the final rescue wing of our shelter}!

We can’t thank you enough for giving your time and shares; it’s truly an honor to have your support. You can bet we’re gonna let all the {animals, people, trees} benefiting from this campaign know that you were a huge part of it. ;)

How your donation helped:

• We are able to {accept an additional 50 rescue cats}

• We are able to provide {medical care for 200+ cats in our shelters}

• We are able to provide {low-cost or no-cost veterinary services to 10,000 families in our community}

Seriously, this has been one of our most successful fundraising events ever... and continuing our work is only possible because you’re on our team.

Thank You!
Social Media

Giving Tuesday is about sharing, caring, sharing, sharing, sharing, caring, sharing, caring...

One important Giving Tuesday social media strategy is to make sure your donors share that they donated, encouraging others to give as well. There are some ways you can inspire donors to share, but what’s most important is creating an environment that encourages collective impact and urgency.

**WHAT SHOULD YOU POST?**

First, make sure your audience is ready for Giving Tuesday. Start outreach a few weeks before the big day, and on the day-of, share your org's goals and progress all day long. Don’t forget to share the impact that Giving Tuesday donations have on your org. Prepare some images and content representing that impact—or just use what we’ve provided!

Remember that these are just suggestions and templates for what you should post. It’s important to tailor them to your organization. Your goals, your mission, and your programs are all unique, and that uniqueness is what will encourage donations!
The purpose of the initial posts is to announce Giving Tuesday is on its way. Get your supporters excited and thinking of ways they can rally their networks.

Don’t forget to add #GivingTuesday to all Giving Tuesday-related posts. Tweak and personalize the content we’ve put together to reflect your unique organization; the more specific, the better.

**FACEBOOK + INSTAGRAM**

@GivingTuesday, the year’s coolest day to donate, is November 30th! Help us help {your constituents} by raising {your $ goal} to fund {your program}. Put a few $ aside right now so you can join our movement and encourage your friends to chip in as well. #GivingTuesday

**TWITTER OPTION #1**

@GivingTuesday donations are the coolest! Our goal is to raise {your $ goal} in 24 hours to fund {your program} for the greater good. The big day is on November 30th; start spreading the news! #GivingTuesday

**OPTION #2**

We need your help this @GivingTuesday to fund {your program}. Please consider giving, plus like & share to spread the word! #GivingTuesday

**OPTION #3**

Our @GivingTuesday goal of {your $ goal} is totally doable. If each of our followers donates just {$}, our {your program} will make an incredible impact. #GivingTuesday
SEND: TUE NOV 23RD · 1 WEEK BEFORE GIVING TUESDAY

The purpose of this post is to remind supporters that Giving Tuesday is just a week away. Build excitement by letting your supporters know your goals, who your partners are, how you’ll use the funds raised, and how fuzzy they’ll feel inside after donating.

Use your key messages to excite supporters and encourage them to engage their networks. But it’s not time to donate juuuuuust yet, so don’t add a link to your giving page until it’s Go Time—you want the real giving to happen on November 30.

FACEBOOK + INSTAGRAM
@GivingTuesday is a week away! We’re pumped to help {your constituents} by raising {your $ goal} to fund {your program}. Join our movement today and don’t forget to tell ALL your friends! #GivingTuesday

TWITTER OPTION #1
Join the @GivingTuesday movement and help us get more donations! Our goal is to raise {your $ goal} to fund {your program} in 24 hours, so we need all hands on deck! #GivingTuesday

OPTION #2
Calling all {your name} supporters! We’re taking part in @GivingTuesday on Nov 30th to fund {your program}. We hope you’ll show up and show out to help us spread the word about our campaign. Please consider giving or sharing with your friends and fam! #GivingTuesday

OPTION #3
This year, we’re aiming to raise {your $ goal} for @GivingTuesday, which is totally doable with your help. Sharing this with your friends can make a huge impact to help {your program}. #GivingTuesday
SEND: MON NOV 29TH · 1 DAY BEFORE GIVING TUESDAY (GIVING TUESDAY EVE)

The purpose of this post is to remind your supporters that Giving Tuesday is tomorrow!

By now, your supporters should know what’s happening and be spreading the word already... but it doesn’t hurt to remind them. No need to add a link to your giving page because these messages are just to spread the word—you want the real giving to happen on November 30th.

FACEBOOK + INSTAGRAM
TOMORROW is @GivingTuesday! Make sure you’ve started taking your vitamins ’cause this is going to be exciting! Over the next 24 hours, with your help, we’ll raise {your $ goal}, enabling us to fund {your programs}. Can you feel the giving? #GivingTuesday

TWITTER OPTION #1
@GivingTuesday is TOMORROW! Rest up because we’re going to need your help spreading the word! {your $ goal} in 24 hours? We can do this! #GivingTuesday

OPTION #2
How much good can be done in a single day? Let’s find out! Our @GivingTuesday goal is {your $ goal}—will you help? #GivingTuesday

OPTION #3
Our {organization/community centers/programs} serve {your constituents} & we want to lock down our giving commitment. This @GivingTuesday, we need your help to do it all, so please donate, like, & share :) #GivingTuesday
SEND: TUES NOV 30TH · GIVING TUESDAY LAUNCH MORNING

Make sure to schedule these so they go out bright and early, around 7 AM.

The purpose of this post is to convert as many Giving Tuesday donors as early as possible!

Make sure you have a clear and visible call to action. The most important part of every post from now until the end of the campaign is the link to your campaign website. Every post should have this link!

FACEBOOK + INSTAGRAM

Hooray! It’s @GivingTuesday! We’re celebrating by committing to raise {your $ goal} in just 24 hours. These funds will enable us to {do what you do}, but we can only reach our goal with your help! Will you be the first #GivingTuesday donor?! Donate here: {URL}

TWITTER OPTION #1

Who will be our first @GivingTuesday donor?
IT COULD BE YOU! #GivingTuesday {URL}

OPTION #2

If you donate on @GivingTuesday, your employer may match it—you’ll never know unless you check! How about your friends/family? Our goal is as big as our <3! Pls like+share #GivingTuesday {URL}

OPTION #3

Hear from {Francesca who credits our programs as critical in her career success}. If we meet our goal, we will {fund three new programs in our community}! #GivingTuesday {URL to Francesca’s story}
SEND: TUES NOV 30TH · HALFWAY THROUGH GIVING TUESDAY

The purpose of these posts is to continue the great giving momentum.

Use collective language like "Join Us" or "Together we can..." and don’t forget to include compelling imagery specific to your organization. Always, always, link to your fundraising page and use campaign hashtags—make it easy for donors to give!

FACEBOOK + INSTAGRAM

We’re well into @GivingTuesday and making great progress toward our goal! We need your help to raise funds crucial to fueling our mission. Whether you can give $5 or $5000, your gift will get us closer to our goal to fund {your programs}! JOIN US HERE: {URL} #GivingTuesday

TWITTER OPTION #1

We want to fund {your programs} with the money we raise this @GivingTuesday—Help a friend out! Please give, like, + share {URL} #GivingTuesday

OPTION #2

Just halfway through @GivingTuesday and we’re at {40%} of our goal! That’s {4/10 programs fully funded}! Pls keep sharing & let’s get to 100%! {URL} #GivingTuesday

OPTION #3

Many nonprofits, including {your org}, rely on funds raised on @GivingTuesday for next year’s programs. Help us get those funds so we can {serve even more neighbors in need}! {URL} #GivingTuesday

COPY & PASTE FROM GOOGLE DOC
SEND: TUES NOV 30TH · TOWARD THE END OF GIVING TUESDAY

The purpose of these posts is to announce a significant milestone or invigorate momentum towards your goal. Excitement around hitting goals can encourage those who haven’t donated yet. Don’t forget to use great imagery, include your hashtag, and always link to your giving page.

FACEBOOK + INSTAGRAM
Don’t miss your chance to be a part of @GivingTuesday! Huge thanks to today’s donors; we’re thrilled at how quickly we’ve made it to the halfway point. Your donation today is helping to {do what you do}. DONATE HERE: {URL} #GivingTuesday

TWITTER OPTION #1
THANK YOU to {@MarySue} for your donation! Your gift pushed us past {the 50% mark} and put a huge smile on our faces! Keep it going... we can’t wait to celebrate 100%. {URL} #GivingTuesday

OPTION #2
Look at all the wonderful ppl who’ve given so generously! We can’t stop smiling! Best @GivingTuesday ever? Join the donation party: {URL} #GivingTuesday

OPTION #3
Don’t be shy on @GivingTuesday! Increase your impact by asking your employer about donation matching and asking friends & family to give! Share and donate: {URL} #GivingTuesday

COPY & PASTE FROM GOOGLE DOC
SEND: THURS DEC 2ND · WHEN YOU HIT YOUR GOOOOOOAL!

The purpose of this post is to thank your entire audience and remind them of the impact they’ve contributed to. Shout to the world the amount you raised and tell everyone exactly what magical mission-making will be done with the dollars donated. This is a great opportunity to show real images of impact.

Giving Tuesday is the generous beginning to end-of-year giving, so this is a crucial point of communication. If you can show how thankful your team is to have amazing supporters by your side, your supporters will feel appreciated and they’ll be ready to help the next time you ask... which is going to be pretty soon.

FACEBOOK + INSTAGRAM

WOW! YOU DID IT! We can’t thank you enough for making this @GivingTuesday a huge success. With the generous support of over {#} donors, we’ve raised {$ raised} in just one day! These funds will {what you do}. THANK YOU! We <3 you. See what we accomplished: {URL} #GivingTuesday

TWITTER OPTION #1

Tears of joy! {#} donors gave big on @GivingTuesday to help us reach our goal! {constituents} will receive {impact} thanks to you! #GivingTuesday

OPTION #2

ACHIEVEMENT UNLOCKED! 100% of our @GivingTuesday goal. {impact} for {constituents} was made possible by YOUR gifts. #GivingTuesday

OPTION #3

280 characters cannot express our gratitude. Our donors are the best! {constituents} will receive {impact} thanks to you! #GivingTuesday

COPY & PASTE FROM GOOGLE DOC
Text Messages

If you’ve got texting capabilities with your Donor CRM (like Funraise’s Text Engagement), texting your supporters for Giving Tuesday can be super impactful! What better way to connect with your supporters than with direct calls to action sent directly to their mobile devices?! If you’re a Funraise customer, find out how to start texting your supporters, today!

WHAT SHOULD YOU SAY?
Since texting is so much more personal than emails and social posts, use these text templates at the beginning of your campaign outreach to announce your goals and bolster support, and on Giving Tuesday to create a sense of urgency with milestone updates to encourage day-of donations.

Remember that the following are merely suggestions and templates for what you should say in your messages. It’s important to tailor them to your organization. Your goals, your mission, and your programs are all unique, and that uniqueness is what will encourage donations!

COPY & PASTE FROM GOOGLE DOC
SEND: TUE NOV 23RD · 1 WEEK BEFORE GIVING TUESDAY

The purpose of these messages is to let your supporters know that Giving Tuesday is a week away. Build excitement by letting your supporters know your goals, who your partners are, how you’ll use the funds raised, etc.

The most important part of every text message from now until the end of the campaign is the link to your campaign website. Every text should have this link! Also, remember that text messages should be no longer than 160 characters, so keep it short and to the point.

**TEXT MESSAGE OPTION #1**

{name}! {ORG name} is joining the Giving Tuesday movement to raise {goal} on Nov 30! Join us and tell all your friends. {URL}

**OPTION #2**

{name}, join the Giving Tuesday movement and help raise {your $ goal} in 24 hours to fund {your program}. We need all hands on deck! {URL}

**OPTION #3**

{name}, Have you heard of Giving Tuesday? It’s the world’s largest giving day and we’re joining in! Please donate or share this message. <3 {URL}

**OPTION #4**

This Giving Tuesday, {ORG name} is aiming to raise {your $ goal} (totally doable). Please spread the word to increase our impact! Thanks! {URL}

COPY & PASTE FROM GOOGLE DOC
SEND: TUE NOV 30TH · GIVING TUESDAY LAUNCH MORNING

Make sure to send this out bright and early, around 7 AM.

The purpose of these messages is to convert as many Giving Tuesday donors as early as possible!

Make sure you have a clear and visible call to action. Remember: the most important part of every message from now until the end of the campaign is the link to your campaign website. Keep it short and sweet (160 characters or less)!

**TEXT MESSAGE OPTION #1**

It’s Giving Tuesday! {ORG NAME} is celebrating by raising {your $ goal} in 1 day. We can’t do it without your help—Be the first donor! {URL}

**OPTION #2**

{name}, Who will be our first Giving Tuesday donor?
IT COULD BE YOU! {URL}

**OPTION #3**

{name}, if you donate on Giving Tuesday, your employer may match it—you’ll never know ‘til you check! Our goal is as big as our <3! Please share {URL}

**OPTION #4**

{name}, hear from {Michael, who passed 5th grade with help from his tutor}. Our goal will fund {three new programs in our community}! {URL to Michael’s story}
SEND: TUE NOV 30TH - HALFWAY THROUGH GIVING TUESDAY

The purpose of these messages is to continue the great giving momentum.
Use collective language like “Join Us” or “Together…” for maximum engagement.
Remember to include the link to your fundraising page so it’s easy for donors to give!

TEXT MESSAGE OPTION #1

{NAME}, we’re making great progress toward our Giving Tuesday goal, but we need your help to raise funds crucial to our mission. Donate here: {URL}

OPTION #2

{NAME}, we want to fund {your programs} with the money we raise this Giving Tuesday—Help a friend out! Please give or share! {URL}

OPTION #3

{NAME}, just halfway through Giving Tuesday and we’re at {40%} of our goal! That’s {4/10 programs fully funded}! Pls keep sharing & let’s get to 100%! {URL}

OPTION #4

{Your org} relies on funds raised on Giving Tuesday for our programs. Help us get funds today so we can {serve even more neighbors in need}! {URL}
SEND: TUE NOV 30TH - TOWARDS THE END OF GIVING TUESDAY

The purpose of these messages is to announce a significant milestone or invigorate momentum towards your goal. Excitement around achieving a goal can encourage those who haven’t donated yet. Don’t forget to link to your giving page.

TEXT MESSAGE OPTION #1

{NAME}, don’t miss your chance to be a part of Giving Tuesday. We’re SO CLOSE to our goal! Your donation helps us {do what you do}. DONATE HERE: {URL}

OPTION #2

{NAME}, click to see all the wonderful people who’ve given so generously! We can’t stop smiling! Best Giving Tuesday ever? {URL}

OPTION #3

{NAME}, don’t be shy on Giving Tuesday! Increase your impact by asking your employer about donation matching. Share and donate: {URL}
SEND: TUE NOV 30TH · WHEN YOU HIT YOUR GOOOOOOAL!

The purpose of these messages is to thank your entire audience and remind them of the impact they’ve contributed to. Shout to the world the amount you raised and exactly what the funds will achieve.

Since Giving Tuesday is the generous beginning to end-of-year giving, this messaging is super important! A huge thanks goes a long way and will show your supporters how much you appreciate them.

**TEXT MESSAGE OPTION #1**

Wow, {NAME}! Thanks for making Giving Tuesday 2021 a success. {#} generous donors raised ${raised} in just one day! See for yourself! {URL}

**OPTION #2**

Wow, {NAME}! ACHIEVEMENT UNLOCKED! We reached 100% of our Giving Tuesday goal, and YOU made it possible. {URL}

**OPTION #3**

160 characters can’t express our gratitude. Our donors are the best! {constituents} will receive {impact} thanks to you! See what we achieved! {URL}
Press Release

Local and industry-specific news outlets are a great way to get your story out there! Publicize your Giving Tuesday goals and help people help you.

Open the linked document here, click File in the top left and choose "Make a copy" to create your very own version of this press release, provided by GivingTuesday.org. Then edit to reflect your nonprofit's values—You’ll attract not just donors, but supporters who’ll cheer on your mission.

We’re looking forward to seeing your name in the news!

FOR IMMEDIATE RELEASE

[INSERT ORGANIZATION NAME] Celebrates GivingTuesday with [INSERT CAMPAIGN DETAILS], joining millions around the world participating in the global generosity movement on November 30, 2021

[INSERT LOCATION] [INSERT DATELINE] – [INSERT ORGANIZATION NAME] is responding to meet the needs of [DESCRIBE WHO/WHAT YOU'RE SUPPORTING] by [INSERT TOPLINE DETAILS OF CAMPAIGN].

[INSERT LOCATION] [INSERT DATELINE] – This GivingTuesday, [INSERT ORGANIZATION NAME] will inspire generosity by [INSERT TOPLINE DETAILS OF CAMPAIGN].

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on November 30, 2021, and throughout the year.

[DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED GivingTuesday AND DETAILS OF YOUR GivingTuesday INITIATIVE INCLUDING GOALS, PARTNERS AND PAST GivingTuesday SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANIZATION’S SPOKESPERSON ON THE ORGANIZATION’S GivingTuesday EFFORTS]

CONTINUES...
GivingTuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past eight years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it’s helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised billions of dollars for critical causes around the world and gets 14.2 billion impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year," said Asha Curran, GivingTuesday’s CEO, and co-founder. "With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those who are interested in joining [INSERT ORGANIZATION NAME]’s GivingTuesday initiative can visit [INSERT SPECIFIC GivingTuesday LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (https://www.facebook.com/GivingTuesday) or follow @GivingTuesday and #GivingTuesday on Twitter. For youth interested in joining the movement, visit GivingTuesdayKids.org for inspiration and project ideas.

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About [INSERT ORGANIZATION NAME]

[INSERT ORGANIZATION BOILERPLATE]

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.

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Campaign Websites

There’s one thing that sometimes goes unattended as we prepare for a big giving day—the giving experience itself. Nonprofits think that our normal donation page is fine and that donors will be so hyped to give that they won’t mind clicking through a half-dozen pages and jumping through the hoops we set up for security, data collection, and just for fun.

But setting up a custom fundraising website for Giving Tuesday could mean the difference between getting halfway to your fundraising goals and doubling your donations.

If you want an amazing fundraising campaign site, just take a look at Funraise’s customizable fundraising website templates—we’re here to make the process easier, not more difficult! But as you build your own Giving Tuesday campaign website (whether you’re using Funraise or not), keep these tidbits in mind.
**TIP #1**

**Stay on brand**

We can’t say it enough. Just because this is a standalone site doesn’t mean it won’t benefit from your normal branding. Being consistent here will give supporters confidence that this is a legitimate campaign.

**TIP #2**

**Make it visual!**

Add images and video. As much as we love words, our eyes need a break sometimes. Make sure your template has something to refresh the eyes or use some of the images in the toolkit at GivingTuesday.org.

**TIP #3**

**Measure your success**

It’s a key part of any project, so add it to your to-do list. Track metrics on Google Analytics, your website hosting platform, and any other connected tools, like a marketing platform.

**TIP #4**

**Make it easy to donate**

If you haven’t discovered the amazingness of pop up donation forms, drop what you’re doing and read up now. Keep the data collection to a minimum and offer multiple payment options.

**TIP #5**

**Create additional content—and gate it**

You’re going to get visitors who don’t donate. Ok... but offering something extra in return for their email address will allow you to follow up for potential future donations.
TIP #6
Make your site easily shareable

That means create a link that’s easy to copy, add sharing buttons on your site, and ensure that your images and meta descriptions translate easily to popular social platforms.

TIP #7
Make sure it's mobile!

50% of your nonprofit’s website visitors come from mobile devices. Don’t stand in their way with a site that’s not mobile optimized!

There is nothing more crucial to your donors’ giving experience than letting them feel like they know what's happening. None of it should feel uncomfortable, unfamiliar, or out of their hands. That goes for everything from where they discover your site to the content you showcase, to the donating process itself, all the way through the payment confirmation. Keeping them in the driver’s seat will result in returning, recurring, reinvigorated donors.

CAN’T GET ENOUGH ON CAMPAIGN SITES? READ ON:

Podcast: Giving Tuesday Generosity with Jamie McDonald of GivingTuesday.org →

How One Nonprofit Raised $340,000 Through Facebook and Increased Giving Tuesday Donations by 245% →

Customizable fundraising website templates →
Peer-to-Peer Fundraising

We’ve been joining in Giving Tuesday campaigns long enough to know that it’s a solid way to kick off the busy year-end fundraising season. But have you ever thought about Giving Tuesday as a way to kick off an awareness campaign for your nonprofit as well?

Running a peer-to-peer campaign that leads up to Giving Tuesday is one way to get lots of eyes on your nonprofit, at a moment when people are motivated to be generous.

There are plenty of peer-to-peer guides out there—heck, all of our P2P secrets are documented in our P2P Fundraising Guide—so we won’t restate the steps. Tying a peer-to-peer campaign to a giving day is a beast of a slightly different color, though, so use the tips below as you put your peer-to-peer pedal to the metal.
TIP #1
Get started early, if you can

Factor in time to allow the awareness to spread. If it’s too late to get fancy, go grassroots and make your ask in one place, like Facebook.

TIP #2
Be transparent with your ask

Not only does the transparency allow donors to feel vested in the outcome, it also makes it easier for your fundraisers to spread the word. Don’t forget to tie your Giving Tuesday goal to a larger, time-bound goal that donors can follow.

TIP #3
Give your fundraisers all the messaging they need

They’re doing the work of spreading the word—don’t make them come up with what to say, too! This also has the benefit of keeping your story consistent and accurate.

TIP #4
Pair your P2P with another tactic

Run a competition, offer swag, rewards, and merchandise, or end with an event (in this case on Giving Tuesday!) Peer-to-peer is based on engagement, so make it fun!

TIP #5
Give your fundraisers room to be themselves

Funraise gives your peer-to-peer fundraisers control over the content on their sites (which is why it’s important to offer them proper messaging), so they can include a personal ask, story, or video to connect to their networks.
TIP #6
Support your fundraisers with a shout-out

Plan a social shout-out, newsletter highlight, or website mention to recognize your fundraisers. As their networks see them raising money for a great cause (yours!), it adds gravitas and motivates new donors.

If you’ve been thinking of dipping a toe into social fundraising, say through Facebook, Instagram, or another platform, this is the perfect opportunity to meet your current donors where they spend their time online and frame your nonprofit’s story for social-style consumption...With the result being a supporter segment that connects to your cause on their own terms.

READY TO GO DOWN THE RESOURCE RABBIT HOLE? CHECK THESE OUT!

- Webinar: Using Peer-To-Peer Fundraisers To Boost Your Giving Day Success →
- P2P Fundraising Guide for Nonprofit Fundraisers →
- P2P Fundraising Toolkit for Your Supporters →
Fundraising Events

Giving Tuesday is more than just a day of generosity, it’s a celebration of generosity! So why not throw a party? Or at least an event to acknowledge the ambitious goals that your organization and your supporters are tackling.

Combined with the giving day juice that Giving Tuesday brings, an event is a way to boost donations, engagement, and overall awareness of your nonprofit—just when the busy year-end fundraising season is starting.

You don’t need us to tell you how to run an event! (If you need fundraising event ideas, though, we’ve got ‘em in spades!) What you may find helpful is support as you plan, confirmation that you’re on the right track, and some inspiration to make your Giving Tuesday event special! Check out the tips below as you hop on the event train to donationsville.
TIP #1
Go virtual or hybrid

These days, if you’re keeping it in-person, you’re missing out on a wealth of donors (literally!)

TIP #2
Get creative with your communication

Bring on the nostalgia: use an old-school telethon format, but include text as a method of contact. Combining those forces doubles your engagement and ensures you’re hooking donors with communications they’ll respond to.

TIP #3
Consider an all-day event

Digital events allow you to extend the length of the event so that supporters can dip in and check on your fundraising progress all Giving Tuesday long.

TIP #4
Wait until after Giving Tuesday to hold your event

Your event doesn’t have to be on Giving Tuesday itself; in fact, a post-Giving Tuesday event gives you the opportunity to ramp up the excitement around the total amount raised during your Giving Tuesday campaign.

TIP #5
Engage with your viewers and attendees

Consider fielding requests for action-based content, playing video games or other sports with your supporters, and showing donors the impact they’re funding—all in return for donations.
**TIP #6**

Be sure to tell your story

You’ve got an audience. Don’t forget that some of these supporters are new to your cause; draw them in with a compelling story so they’ll want to donate again before the end of the year!

**TIP #7**

Use the recording year-round

Recycle the recorded content for year-round fundraising inspiration. If the entire event seems too long to put on your website for public viewing, pull the most inspiring, the funniest, the most exciting moments and use them on your site, on socials, and in future communications. Don’t forget the outtakes!

Your event will reflect your nonprofit, so think about all the ways that you can make it inclusive, accessible, and a true representation of your org’s values. Your supporters will be thrilled to be invited in for a celebration of generosity.

**WANT MORE EVENT RESOURCES? CH-CH-CHECK IT OUT!**

- Plan, Raise, Engage: 10-Day Event Strategy Course →
- Creative fundraising ideas for nonprofit events →
- Podcast: How one nonprofit raised $1M in their 2020 gala →
Successful Examples

One of the reasons we love Giving Tuesday is that we see the huge success our customers have each year. If you need a little inspiration to jumpstart your planning, check out what some of our customers have done. After taking a look, you’ll want to stop talking about it and start being about it!

Voices4Freedom

Voices4Freedom leveraged high-impact imagery and video to funnel money toward their Schools4Freedom program on Giving Tuesday. They exceeded their fundraising goals (yay!), which is what we’re wishing for all our nonprofit friends this Giving Tuesday.

DigDeep

DigDeep used their Giving Tuesday campaign to raise funds for the Navajo Water Project. Not only did they exceed their fundraising goal, but they got nearly 1000 people to donate. Wowza!

DigDeep utilized Funraise’s customizable campaign site to include multiple tabbed sections to highlight their campaign. They took advantage of the opportunity to expand their campaign site page beyond the typical goal progress bar and provide a holistic view of their mission at the same time.
**Humane Society of Northeast Georgia**

The Humane Society of Northeast Georgia created a simple, yet impactful Giving Tuesday campaign site and almost doubled their fundraising goal. By featuring Recent Donors and Top Donors, they gave supporters automatic recognition with each donation. They also switched up their call to action, encouraging people to Give Love instead of Donate Now. This simple change went a long way toward matching their brand, increasing the personalization of their campaign.

Also, dogs!!

**Rising TIDE**

Rising TIDE shows that there's no goal too small when it comes to participating in Giving Tuesday. With just one impactful image and a Giving Tuesday video (created by the Funraise team), Rising TIDE was able to create a campaign site that helped them raise almost $5,000.
Freedom United

Freedom United leveraged the power of matching funds to get their supporters donating on Giving Tuesday. With one swoop, they differentiated themselves and doubled down on donations by rebranding Giving Tuesday as Giving TWOsday. Getting a matching grant not only doubled the amount raised, but also got donors revved up.

Wags & Walks

Wags & Walks took full advantage of their lovable, not-so-secret weapon when they made their campaign page: Puppies, all up in your face! Their superadorable puppy header image paired with custom Giving Tuesday graphics spruced up their campaign site and spoke directly to their core puppy-lovin’ audience.

Head First Development

Head First Development ran with Funraise’s premade Giving Tuesday template and developed a vibrant Giving Tuesday campaign site, adding their own marketing video to demonstrate the depth of impact through visual storytelling. Their included tabs for Recent Donors and Top Donors encouraged donor engagement throughout the giving day.
Social Media Successes

Nonprofits have made huge strides in the social media game in the last few years, increasing visibility and creativity. And for Giving Tuesday, that stage is going to be a super valuable platform from which to make your call for donations.

We’ve collected 8 examples of various social tactics that you can use as inspiration to plan your own super-successful social strategy.

The People Concern

The People Concern built out a week-long countdown to Giving Tuesday featuring supporter stories and a specialty hashtag: #5ReasonsToGive. This emphasized the importance of the giving day and set them apart from other nonprofits raising money on Giving Tuesday.

Liberty in North Korea

Liberty in North Korea recorded a Giving Tuesday-focused video with an unexpected, head-turning message that made them stand out—and made viewers laugh. Although it took planning to pull it off, most of the props in the video are items they had on hand, and LiNK staff are the stars of the show!
BeLoved

Speaking of making people laugh... BeLoved Atlanta used funny gifs to do more than just encourage donations. They emphasized that donating isn’t the end; it’s just the beginning of a mutually beneficial, ongoing relationship.

The Cupcake Girls

We know that survivor stories touch hearts and keep donors clicking the donate button, but it can be difficult to get quotes from your clients. In 2020, The Cupcake Girls featured anonymous quotes from text messages their staff received from grateful clients. These real, raw interactions imbued the quotes with dignified humanity and motivated donors.

Lemonade International

It’s not news: some donors need to see what their donation is funding—exactly. On giving days like Giving Tuesday, asking for a specific amount for a specific action can be just what the donor needs. Take Lemonade International, for example. They directed donors to give through their gift catalog, offering an alternative to the standard Giving Tuesday request.

Dressember

Dressember greeted their community through a Facebook Live event on Giving Tuesday, making the most of their supporters’ time and attention and turning that into impactful donations.
Tyler Robinson Foundation

With 2020 putting so many people in awful financial situations, nonprofits everywhere struggled to provide a safety net. Thankfully, the Tyler Robinson Foundation already had a plan in place: TRF’s Emergency Fund! They explained how the fund had been used throughout the year, brought in videos of families that they’d assisted, and made an ask to support the fund.

U.S. Soccer

Don’t forget to update your donors after Giving Tuesday! They wanna know how much impact they’ve contributed to! U.S. Soccer congratulated all of their supporters on a record-breaking Giving Tuesday and ended their follow-up post with a soft ask, “It’s never too late to give!”

All of these nonprofits took their Giving Tuesday campaigning to social media, and in their own way, they made it work! This Giving Tuesday, try one of these social media tactics and you could be seeing a big win.
Thank you!

Giving Tuesday’s over and we all have a lot of people to thank. The team here at Funraise wants to start by thanking YOU.

Funraise’s goal will always be to provide you with technology to make your work easier and more effective along with friendly assistance to make those tools do what they need to do. We’re all in this together and we’re all in it to make the world a better place.

Check out the latest and greatest fundraising tools we made with your organization in mind.

Sincerely, honestly, truly...thank you.

DISCOVER FUNRAISE NOW!