



The 3-Month Giving Tuesday Checklist for Nonprofits

Take your Giving Tuesday campaign across the finish line. Use this checklist to set your nonprofit up for success and prepare for a seamless transition into the year-end fundraising season.

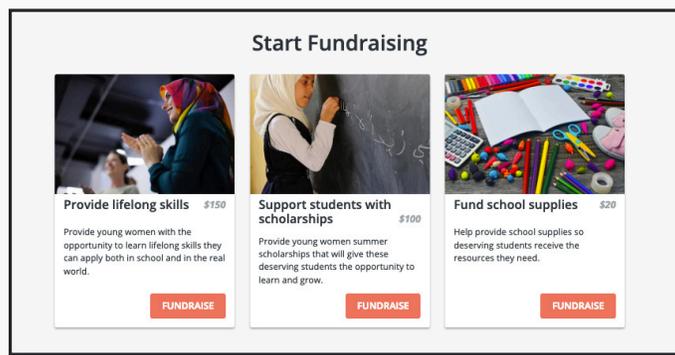
September: Plan Your Impact

You're about three months away from launching your Giving Tuesday campaign, which means it's time to start drawing up a blueprint. Craft your story, build your campaign materials, and identify the unique impact you want to make.

Define Your Campaign Narrative

- Use your campaign to tell a story
 - Think about the specific ways your Giving Tuesday campaign will support your mission
 - Pinpoint the tangible impact each donation will have on your beneficiaries

PRO TIP: Elevate these examples on your Classy campaign page with customizable [impact blocks](#).



Define Your Campaign Narrative (continued...)

- Determine how you want your supporters to feel
- Define your SMART goals
 - Refine each goal to be specific, measurable, attainable, relevant, and time-based
- Align on your brand vision
 - Consider the various branding elements you will incorporate, including colors, visuals, and a campaign name
 - Determine how you're going to bring your brand front and center

Build Your Fundraising Foundation

- Set up your campaign landing page
 - Select a campaign type
 - PRO TIP:** [Crowdfunding campaigns](#) are best for story-driven and time-bound direct giving appeals like Giving Tuesday. They allow you to communicate a clear call to action and show supporters the tangible impact they are creating.
- Ensure you have a [secure platform](#)
 - Be prepared for the influx of Giving Tuesday traffic by running your campaign on a secure platform that can scale with the demand
- Add Giving Tuesday branding
 - Download updated logos and graphics from the [Giving Tuesday website](#)
 - Include “Giving Tuesday” in your campaign name, description, and supporting copy

10X more donors are acquired on Giving Tuesday compared to an average day of the year.¹

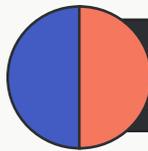
¹ Classy, *The State of Modern Philanthropy: The Path to Lasting Donor Connections*. <https://donationtrends.classy.org>

Build Your Fundraising Foundation (continued...)

- Draft your written content
 - Create a working document with all of your landing page copy and button text to revisit leading up to your launch
 - Use actionable, value-driven words in your headline
 - Select sensory, descriptive language to tell your story
 - Keep your copy clear and concise
 - Clarify how each gift will make a difference with impact blocks
 - Ensure your language is respectful, inclusive, and in tune with the communities you serve
- Get a headstart on your visual content
 - Develop a creative brief to outline any photography or video needs
 - If you don't have any existing visuals to leverage for your campaign, now is the time to start shooting. You can also consider hiring a freelancer to help lighten the lift
- Brainstorm a list of donor incentives
 - Think about what would motivate your donors to give, whether that's special event perks, merchandise, direct recognition, or a unique value for your particular audience
 - PRO TIP:** When [survey respondents](#) were asked what motivates them to give on a recurring basis, 45% said physical swag and 44% said exclusive access to cause-related events.² Keep this top of mind as you consider which thoughtful incentives your donors will appreciate the most.
- Optimize your donation form
 - Craft a strong appeal
 - Prepare a brief, powerful statement that keeps your supporters on track to donate

Build Your Fundraising Foundation (continued...)

- Include relevant imagery
- Incorporate a [recurring giving](#) option
 - On Classy, you can present your donors with multiple frequencies to give (one-time, daily, weekly, bi-weekly, monthly, quarterly, semi-annually, and yearly)
 - Consider setting recurring to default to increase conversions



50% of recurring donors prefer to give outside of just monthly increments when given the choice³

- Select giving levels that fit your organization
 - Evaluate trends across your donor base to identify donation amounts that make giving approachable
 - Consider dividing your general email list into subcategories to serve different giving levels to different donor personas
- PRO TIP:** Check your organization's average online gift size across all campaigns, as well as your average Giving Tuesday gift size. Benchmark each against industry figures to determine what giving levels make sense for your organization.
- Include an employer match opportunity
 - Classy has gift matching integrations with [Double the Donation and Amply](#) that enable your supporters to tap into their employers to double their impact
 - Make it easy for donors to cover a portion of the donation processing fees
 - On Classy, this option is called [Classy Mode](#)

85% of donors cover the processing fees when the opportunity is auto-selected and enabled by default in the check flow⁴

3 Classy, *Recurring Donor Sentiment Report*.
<https://learn.classy.org/recurring-giving-sentimentreport.html>

4 Classy, *The State of Modern Philanthropy: Future-Proof Your Fundraising*.
<https://learn.classy.org/the-state-of-modern-philanthropy-2021.html>

Build Your Fundraising Foundation (continued...)

- Offer multiple payment options (e.g., credit card, ACH, digital wallets, Venmo, Paypal, cryptocurrency)



Organizations that activated Classy Pay and PayPal during the 2021 giving season saw a 30% increase in donation size.⁵

- Test everything
 - Ask your team to walk through the experience as if they were a donor to check for any broken links, typos, or payment processing errors

Plan Your Social Media Strategy

- Define your goals first, then determine how you'll achieve them
 - Identify which platforms you want to use
 - Decide how many posts you'll need to create
 - Evaluate current social media trends and brainstorm ways you can lean into them
- Organize your thoughts in a content calendar
 - Establish a written schedule of [when and where you plan to publish content](#) throughout your campaign
- [Start drafting the copy](#)
 - Tailor your messaging to align with each platform's unique audience
 - Link to your campaign in every post for maximum visibility

⁵ Classy, *The State of Modern Philanthropy: The Path to Lasting Donor Connections*. <https://donationtrends.classy.org>

Introduce Your Campaign

- Make your campaign easily visible on your website
 - Include a targeted call to action and link to your campaign at the top of your homepage
- [Send an email](#) to kick off the Giving Tuesday season
 - Encourage donors to save the date and mark their calendars
 - Segment your email and tailor the message to each audience
 - Brand new supporters
 - First-time Giving Tuesday donors
 - Returning Giving Tuesday donors
 - Major donors
 - Recurring donors

PRO TIP: Identify any dedicated supporters who are likely to convert right away. Send them directly to your donation form, rather than the campaign landing page, to save time.

October: Generate Interest

With Giving Tuesday on the horizon, it's time to start generating a buzz around your campaign. Refresh your social media channels, ramp up your email cadence, and align expectations with your matching partner to ensure it's a valuable relationship.

Lean Into Social Media

- Update your social media channels to reflect Giving Tuesday
 - Swap out all of your profile and header images for branded Giving Tuesday graphics
 - Include a direct link to your campaign on all profiles

Lean Into Social Media (continued...)

- Develop a consistent posting cadence
 - Designate at least one day each week to post Giving Tuesday-related content
 - Share beneficiary stories, reasons to give, incentives, and any other unique messaging that aligns with your audience
- Build traction for your campaign hashtag
 - Host a contest or challenge to drive momentum
 - Encourage supporters to spread the word to their networks using your campaign hashtag

Secure Your Matching Gift

- If you haven't already, explore different donation matching partner types to identify lucrative opportunities for your campaign
 - If you don't have enough time to secure a corporate sponsor, consider a small local business, influencer, major donor, or multiple individual gifts
- Align your expectations upfront
 - Once you've found an interested partner, ensure they are the right match for your organization
 - Clear, open communication from the start demonstrates to both you and your partner that this relationship is a good fit

Send a Series of Impact Emails

- Remind your donors of the “why” behind your campaign
 - Feature individual stories from your programs
 - Give detailed examples of how each gift can make an impact
 - Encourage donors to give early and spread the word to their inner circles

November: Announce the Final Countdown

The big day is almost here. Lock down your launch plan, prepare for day-of outreach, and get ready to transition to year-end fundraising.

Prepare to Flip Your Campaign to Year-End Fundraising

When: 3-4 Weeks Before Giving Tuesday

- Brainstorm low-lift ways to transition your campaign from Giving Tuesday to a year-end appeal
 - Decide what will change and what will carry over on your campaign page
 - Find a relevant hero image to use
 - Refresh your messaging to reflect year-end
 - Update the donation form to fit your appeal
 - Decide what specific details you will add to your “about” section

Unveil a Matching Gift

When: 2-3 Weeks Before Giving Tuesday

- Announce your Giving Tuesday match (if applicable)
 - Send an email and social media announcement that emphasizes a sense of urgency
 - Encourage donors to take advantage of this match to double their impact
 - PRO TIP:** Consider tapping into your existing donor base to source a campaign matching opportunity. Pooling donations from several supporters is a great strategy if you don't have one large gift.
- Remind donors of an employer match opportunity on your donation form (if applicable)

Soft Launch Your Campaign

When: 2 Weeks Before Giving Tuesday

- Identify who to target
 - Tap into previous Giving Tuesday donors, recurring donors, loyal fundraisers, board members, staff, and event attendees
 - On Classy, the [Returning One-Time Donors Report](#) can show who gave more than one donation to your organization. You can also pull a transaction report to identify supporters who have donated to prior Giving Tuesday campaigns and are likely to donate again
- Craft compelling email appeals
 - Invite your inner circle of donors to participate in your campaign soft launch
 - Write a personalized, timely, and intriguing [subject line](#)
 - Use language that makes your donors feel welcomed into your exclusive inner circle
 - Mention their past involvement with your organization and the impact their previous gifts have made
 - Be clear in your call to action and demonstrate how easy it is to get involved
- Make any last-minute changes to your campaign page
 - Ask for donor feedback on the campaign user experience
 - Implement real-time changes as donors elevate any concerns
 - Display campaign activity on your page once donations have started rolling in
 - Turn on your progress bar to build social proof

Announce the Final Countdown

When: 1 Week Before Giving Tuesday

- Send a brief email to all supporters with a clear call to action
 - Remind donors that Giving Tuesday is approaching
 - Highlight any matching opportunities, ask supporters to spread the word, and encourage all donors to follow you on social media for regular updates
- Increase your posting cadence on social media
 - Create daily posts the week leading up to Giving Tuesday to increase visibility of your campaign and get donors excited
 - Place a countdown on your Instagram stories, which gives donors the opportunity to set a reminder and get an alert when your campaign is live

Hard Launch Your Campaign

When: 1 Week Before Giving Tuesday

- Begin driving traffic to your campaign page
 - Announce that your Giving Tuesday campaign is live, and rally supporters to donate
 - Leverage email, social media, and direct phone calls to remind your donors that the campaign is active
 - Include mention of your fundraising goal, its impact on your organization, matching gift opportunities, incentives, and campaign sponsors

Giving Tuesday: Take It Across the Finish Line

Remain in lockstep with your team as you optimize the brief window you have to attract as many gifts as possible.

Focus on Outreach

- Get active on social media
 - Send out a series of posts to capitalize on the fervor of the day
 - Post every 1 to 2 hours with urgency and excitement about reaching your goal
 - Mention progress updates and any time-sensitive matching gift periods
 - Tie your updates back to the impact those donations will make
 - Check out our [Giving Tuesday social media templates](#) for more inspiration
- Engage supporters through email
 - Rally supporters to donate with compelling storytelling
 - Highlight the names of notable donors to build social proof and a sense of community around your cause
 - Include a letter from your founder or an influential team member explaining what achieving your Giving Tuesday goals would mean for your organization
 - Include a letter from a beneficiary explaining how each donation impacts their life
 - Leverage our [Giving Tuesday email templates](#) to help shape your messaging

Flip Your Campaign to Kick Off Year-End Fundraising

- Once Giving Tuesday wraps, update your campaign page and donation form
 - Change the main hero image on your campaign page
 - Rewrite any of the text on your campaign page that's tied to Giving Tuesday
 - Update your donation form to fit a year-end appeal
 - Fill in extra details about your campaign in the "about" section

Reflect, Revise, and Rebuild

- Analyze your campaign metrics to identify opportunities for next Giving Tuesday
 - On Classy, you can run a filtered transaction report to collect your campaign's high-level metrics like total raised and average transaction size
- Schedule a campaign retrospective to debrief while the campaign is still fresh in your mind, and invite everyone who was involved this year

Email Templates for Giving Tuesday Through Year-End

Use these email templates to craft an efficient email marketing strategy for year-end.

[Get the email templates](#)