

The Ultimate #GivingTuesday Checklist

Use this checklist as a guide for your #GivingTuesday strategy.

Make a Plan

- We have a concrete giving day goal. [TIP: Use a giving pyramid to set a realistic goal]
- We have assembled our team and assigned roles.
- We have a campaign calendar and timeline to organize our efforts.
- We have a multichannel campaign approach.[TIP: Leverage all your communication channels like email and text messaging and keep track of the response rate by organizing your online campaigns in your [Network for Good's donor management system](#).]
- Our campaign has a unifying theme and represents our brand and year-end focus.

Inspire Donors to Give

- We have a series of communications to excite our donors leading up to #GivingTuesday.
- We have a branded and easy-to-use online donation page.
- We have a prominent donation button our nonprofit website. [TIP: Make sure it matches your campaign theme and message.]
- We have a solid case for giving and a strong call to action for all of our appeals

Show Your Gratitude

- We have a great thank you letter to promptly send to our donors.
- We have a plan to welcome new donors we acquire on #GivingTuesday. [TIP: Track your new donors at the campaign level in [Network for Good's donor management system](#) so you can easily segment this group and send them the appropriate message.]
- We have a prepared press release and follow up communication to share the results of our giving day with our community.