



#Giving Tuesday 2025

The Boston Nonprofit Playbook

A Practical Guide for 501(c)(3) Organizations with Annual Revenue over \$50K to Maximize Giving Season Success



Executive Summary

GivingTuesday is on December 2, 2025. Use it as the anchor for your year-end campaign and the focal point for partnerships, matches, and digital activation. In Boston, community foundations, large corporate CSR programs, and United Way–style coalitions are active partners that can significantly amplify results if engaged early.

This playbook gives you an operational checklist, messaging templates, a tactical calendar, paid/organic media guidance, and reporting templates — all written so you can act now and execute cleanly in November–December.

Why Boston matters (quick context)

The Boston Foundation is one of the region's largest community foundations and a central player for local philanthropy; it manages substantial net assets and has deep donor relationships your organization can tap for partnership opportunities.

Massachusetts is home to tens of thousands of public charities — a crowded but active fundraising market. Knowing the local foundation and corporate landscape helps you target outreach and partnership asks.

Use this context to prioritize partnership outreach (foundations, corporate CSR, United Way) before launching public asks.

Core local partners to engage (and why)

Start outreach in September–October. Priority targets:



The Boston Foundation for donor networks, potential matches, and amplification. Establish a clear, short match brief and ask for possible amplification or program-specific funds.



United Way of Massachusetts Bay & Merrimack Valley strong corporate connections and community programs that can be leveraged for employee giving and matched funds.



Major local foundations & corporate foundations (examples: Barr Foundation, Liberty Mutual Foundation, State Street, Fidelity-related foundations). Identify foundation officers responsible for program areas that match your mission and prepare a concise stewardship/match proposal.

For each partner contact:

- One-page “match brief” (campaign goal, audience, match amount requested, recognition plan, reporting cadence).
- A 10-minute slide (or PDF) tailored to their CSR priorities.
- A suggested timeline for match release and publicity.

Donor segments & messaging (Boston-focused)

Segment your outreach into practical buckets:

Segment your outreach into practical buckets:

- Existing donors (last 12–24 months) — highest conversion probability. Use a personal tone and show local impact.
- Lapsed donors (1–3 years) — re-engage with “look what you made possible” stories and a soft ask.
- Major/local institutional donors & family foundations — approach with an outcomes-based brief and match proposal.
- Corporate employees & workplace giving — activate through United Way or direct corporate match ask.
- New digital donors — reach via paid social targeting and local storytelling.

Message frameworks (use one per channel):

- Hyperlocal + tangible: “With \$X we’ll feed Y families in [neighborhood].”
- Match-driven urgency: “Gifts today will be doubled thanks to [Partner] — give now.”
- Impact journey: “Here’s what your last gift did — now help us reach the next milestone.”

Note:

Always include: concrete dollar-to-impact pairs (e.g., \$25 = 1 meal), named neighborhood, and an explicit match or deadline.

Donation page & UX checklist (non-negotiables)

Make the donation flow frictionless:

- ☐ Single-page, mobile-first donation form with 2–3 suggested amounts and a clear default.

- ☐ One-sentence impact copy above the fold; donate button visible without scrolling.

- ☐ Optional recurring gift checkbox; highlight a small monthly amount option.

- ☐ Real-time match thermometer or “match remaining” indicator if you have a match.

- ☐ UTM tracking on links (email/social/paid) and donation-source tags recorded in your CRM.

- ☐ Test the full flow on multiple devices and browser/payment types (Apple Pay / Google Pay / credit cards).

Paid digital strategy (recommended setup)

Budget allocation

Example split — adapt to your size:

- 40% for lead-generation and remarketing (Nov warm-up + Dec 1–2)
- 40% for mid-funnel (lookalikes, local interest groups)
- 20% for last-48-hour urgency and retargeting.

Targeting:

- Geo-target Greater Boston MSA + neighborhood ad sets for high-potential zip codes.
- Lookalike audiences from top donors (1–2% lookalikes).
- Retarget website visitors in the 30 days before campaign.
- Use short video (15–30s) and static match creatives. Keep message local and urgent.

KPIs:

- CPA (cost per acquisition), donation conversion rate, average donation from ad traffic, ROAS (dollars raised per ad dollar).

Organic & earned media play

1 Activate board, volunteers, and trusted local influencers to share posts on the morning of GivingTuesday.

2 Pitch local press with a concise, human story + local angle (neighborhood impact, measurable outcomes). Suggest story windows: morning (launch), midday (progress), evening (final push).

3 Create a “media kit” in one folder: two high-res photos, 2–3 short quotes, a one-paragraph program summary, and campaign statistics.

Practical campaign calendar (actionable, day-by-day)

By September

- Confirm campaign goal and budget. Identify match partners and begin outreach.

October

- Finalize creative (images, short video), donation page, and target segments. Prepare press kit and match brief.

Nov 1–15

- Pull donor lists, segment, and craft email sequences. Board and volunteer training on shares.

Nov 16–30 (Warm-up)

- Send 1–2 impact emails; run soft social ads; tease the match.

Dec 1 (Eve)

- “Tomorrow” email; last QA on donation page; ensure tracking pixels fire.

Dec 2 (GivingTuesday)

- 7:00 AM Launch email + social announce + paid ads live.
- 12:00 PM Midday progress update across channels.
- 6:00 PM SMS to top prospects + social countdown.
- 10:00–11:59 PM Final hours push + updated match remaining.

Dec 3–Dec 31 (Year-end follow-up)

- Thank-you emails within 24 hours; impact summary within 2 weeks; donor stewardship and conversion asks across 30–90 days.

Templates — ready to use (short samples)

GivingTuesday launch email (short)

Subject:

Today: Double your impact for Boston neighbors

Body:

Hi *[First]*,

Today — GivingTuesday — your gift to *[Org]* will be doubled thanks to *[Partner]* up to \$X. That means your \$25 becomes \$50 for *[program]* supporting *[neighborhood]*. Please give now: *[link]*.

Thank you, *[Name]*

Match outreach subject (to CSR)

Subject:

Match opportunity to double impact in Greater Boston (GivingTuesday)

Body:

Hi *[Name]*,

We're planning a GivingTuesday campaign to raise \$*[goal]* for *[program]*. A match of \$*[amount]* from *[Company]* would double donations and unlock employee engagement and press opportunities. Attached: One-pager with reach and recognition. Can we schedule 15 minutes this week?

Thanks, *[Name]*

SMS (final hours)

[Org]: Final hours — your gift will be matched. Give \$25 → \$50 for Boston families. Donate now: *[shortlink]* STOP to opt out.

Tracking & reporting (must-have metrics)

Create a simple dashboard (Google Sheet or CRM view) with:

Daily gifts & total \$ raised

New donor count

Average gift size

Donations by UTM source (email, social, paid, partner)

Match funds claimed vs. available

Ad spend & return

Update hourly on GivingTuesday if possible; daily for the following week

Post-campaign retention & 90-day plan

Within 24 hours:	Send a heartfelt thank-you and immediate impact snapshot.
Within 7–14 days:	Publish an impact story and email with concrete results from gifts.
Within 30 days:	Personal outreach to major donors and a tailored welcome series for new donors.
Within 60–90 days	Ask new donors to consider a small monthly gift and invite them to a volunteer or virtual briefing.

Retention aim: convert a meaningful percentage of new donors to recurring giving (even small monthly amounts matter).

Boston-specific resources & references

GivingTuesday resources and toolkit.

- The Boston Foundation — annual reports and financial information (partner & match opportunities).
- United Way of Massachusetts Bay & Merrimack Valley — corporate engagement and community partnerships.
- Major local funders list and foundation contacts (top foundations in Massachusetts).

(If you'd like, I can assemble a short contact list of foundation program officers and CSR leads in Greater Boston to expedite outreach.)

Final checklist (ready to act)

☐ Confirm campaign goal, timeline, and match partner by Oct 15.

☐ Finalize donation page + mobile tests by Nov 15.

☐ Prepare press kit and board sharing plan by Nov 20.

☐ Launch paid ads Nov 25–Dec 2 and run intense retargeting on Dec 1–2.

☐ Monitor metrics in real time on Dec 2; send immediate thank-you and begin stewardship on Dec 3.

Conclusion

There is still time to take advantage of Giving Tuesday. We have resources, technology and a platform to get you up and running in as little as 48 hours. And we can do it all for a fraction of the cost of a part time employee. Schedule a quick assessment today.

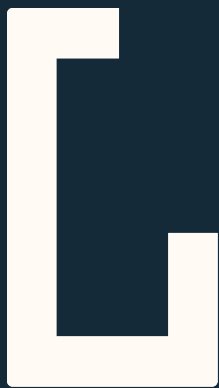


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