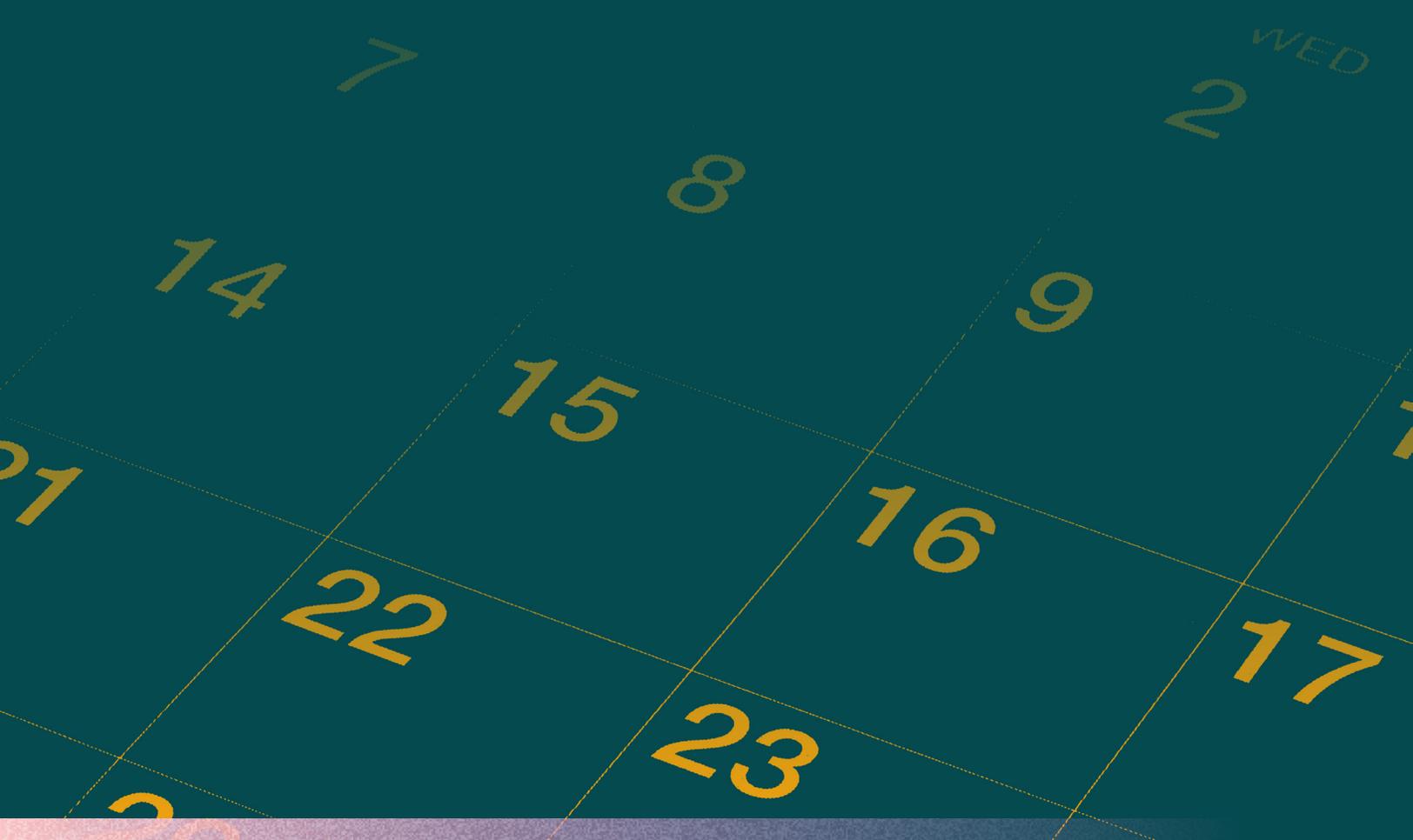


Submittable  GIVINGTUESDAY

# Workback Calendar for GivingTuesday Campaign

Set your GivingTuesday campaign up for success with Submittable's Workback Calendar. If you haven't already, read our blog on why your campaign might not have been as successful in previous years as you'd hoped, and how to fix it.



# 3-6 months before

GOALS: PLANNING AND STRATEGY DEVELOPMENT

## □ Define campaign objectives

Here are a couple of prompts to help you think through objectives for your campaign:

- Will your GivingTuesday campaign support one or many NPOs?
- Will you focus efforts and employee donations on a single, concentrated effort, or can employees donate to whatever NPO matters to them?
- Will your company match these donations? If so, what's your budget?

## □ Assemble a Giving Campaign team

- Identify employee champions and ERG leaders who can help drive engagement
- If your company has remote or dispersed employees, find local champions to help you understand the local landscape

“

*Employee Resource Groups are an important, influential stakeholder to guide and shape what social impact work looks like.*



**JAIMIE VARGAS**

Head of Social Impact  
Electronic Arts

Jaimie Vargas seeks to make every employee at Electronic Arts an agent of social change.

[WATCH THE EPISODE](#)

□ **Plan communication channels (e.g., social media, email, internal newsletters)**

Consider the following questions to help direct your communication plan:

- How will you make sure all employees know about the opportunities?
- What assets are needed to promote your campaign?
- One idea: you could work with your selected NPO to create a video that talks about the impact this campaign will have on their operations

□ **Identify other opportunities to engage employees and connect to the Submittable Impact Wallet**

- In addition to the main giving campaign for GivingTuesday, offer other ways to engage like volunteer events and Dollars for Doers, rewards and recognition, and more
- Here is a guide on how to incentivize employees to participate: [It's High Time for a New Employee Giving Experience](#)

□ **Set a budget for the campaign**

- Even if your organization does not have a regular matching program, we recommend you set one up for this campaign. Here's why:

**84%**

**OF EMPLOYEES**

are more likely to donate if their donation is matched

**1/3**

**OF DONORS**

will donate a larger gift when their donation is matched

- ❑ Seriously consider purchasing CSR software if you don't have one
  - ❑ [The Future of CSR Software: A Buyer's Guide](#)
- ❑ Invite employees to share existing relationships with NPOs

“

*One restaurant employee nominated the local Boys & Girls Club. He shared that he himself frequented the Boys & Girls Club as a child, and now his own children attend the same club. He intimately understands the profound impact the club has on the lives of the children it serves in his community.*



**EMILY SCHAPPLER**

Foundation Program Manager, Jack in the Box Foundation

- ❑ **Announce the campaign as soon as you're ready internally**
  - ❑ Even if details aren't set, you can start letting people know a GivingTuesday campaign is coming

# 2-3 months before

GOALS: PREPARATION AND PRE-CAMPAIGN PROMOTION

## Develop content and strategies for communications

- Consider where employees will learn about the events and create content that will meet them where they are
- For example, which of these would work best for your employees: Slack/Teams announcements, email blasts, or printed flyers for the breakroom (and bathrooms)?

## Design graphics, videos, and other promotional materials

- Create videos of ongoing volunteer events with photos and/or recordings of volunteer sentiment

- If you're new to making videos, Wistia has a ton of [great resources for beginners here](#).

## Incorporate (or ask for) videos from NPO partners

## Give employees assets and content that they can share during and after the campaign that highlights their impact

- If you're new to graphic design, [Canva's Design School](#) is a great resource that can help you get started making these assets.

## Giving Campaign team training

- Make it easy for your Giving Team to share ideas and engage their colleagues
- Set weekly meetings with Giving Team to stay on track

**Host enablement sessions to build excitement**

- Schedule an all-company meeting to explain the purpose of the campaign
- Highlight and celebrate the NPOs benefiting from your campaign
- Organize training sessions to ensure employees feel confident participating

**Start enabling other employee engagement opportunities**

- For example, run volunteer events across the organization to give employees ample opportunity to participate and earn more charitable donation funds

**Plan joint promotional activities with partner organizations**

# 1 month before

## GOALS: FINAL PREPARATIONS

- Schedule a kickoff announcement and increase existing promotional efforts across all channels
- Host a pre-event (e.g., a webinar or live Q&A) to generate additional excitement
- Continue encouraging participation to earn rewards before GivingTuesday

- Did you know? With Submittable's Impact Wallet, the more your employees engage, the more rewards they earn to donate. Through the Impact Wallet and API integrations, you can transform daily activities into charitable actions. Reward milestones, onboarding, safety training, and more.

- Fully enable teammates
  - Build in-depth documentation or schedule trainings for teammates
  - Make sure people know how to log in to the software to donate



*What we found is people want to volunteer, but if there's any type of threshold, then it's harder for them to take advantage of it.*



**SARAH MITCHELL**  
CSR Manager, Trulieve

# Week-of and day-of

GOALS: EXECUTION AND IMMEDIATE FOLLOW-UP

- Execute the campaign with live updates on the progress
- Start the day with a company-wide meeting to kick off donating
- Highlight milestones and celebrate successes throughout the day
- Thank your team for showing up

- Acknowledging engagement can go a long way. Thank yous can be sent publicly or privately to those who participated.

# Post-GivingTuesday: 1-2 months after

GOALS: DEBRIEF AND LONG-TERM ENGAGEMENT

- Thank donors, volunteers, and partners immediately after the event
- Share the results of the campaign (e.g., total funds raised, volunteer hours contributed)
  - Create and distribute a detailed report of the campaign's impact to all stakeholders
- Conduct a debrief meeting with the Giving Campaign team to discuss what went well and areas for improvement
- Gather feedback, stories, photos, etc., from participants.

- Did you know? You can use Submittable's photo gallery to collect and share photos, stories, videos, and more.

- Set goals for ongoing employee engagement and future campaigns based on this campaign's performance
- Recognize and reward top contributors

- Did you know? If you have budget left, invest funds back into their Wallet accounts so they can continue donating

- Track participation in additional engagement activities (outside of just giving)

- Do employees who participated in this GivingTuesday campaign go on to continue to engage in opportunities?