
GIVING TUESDAY

Ultimate Guide



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HISTORY of GivingTuesday

GivingTuesday is a monumental day in the fundraising world, and it's only been around for a decade. This relatively new "holiday" has quickly become a cornerstone for fundraisers.

The very first GivingTuesday kicked off on the first Tuesday after Thanksgiving in 2012, thanks to New York's 92nd Street Y and the United Nations Foundation. The brilliant idea behind it was to create a day dedicated to charitable giving, offering a joyful respite from the shopping frenzy of Black Friday and Cyber Monday.

Since then, GivingTuesday has grown by leaps and bounds. While it's tough to pinpoint the exact amount processed in 2012, GivingTuesday 2013 officially processed an incredible \$28 million. By the end of GivingTuesday 2020, donors had given \$808 million online to participating charities—a phenomenal 58% increase.

As GivingTuesday becomes even more popular with generous donors and passionate nonprofits alike, it's tempting to quickly put together a campaign and expect the donations to pour in. But here's the secret: successful GivingTuesday campaigns require thoughtful planning, dedicated effort, and lots of attention. And success isn't just measured in dollars. Nonprofits need a solid plan to nurture relationships with new donors and, even more importantly, show existing donors just how much they're valued.

This GivingTuesday guide is brimming with ideas and tips to help you achieve those goals and make this year your most impactful yet.

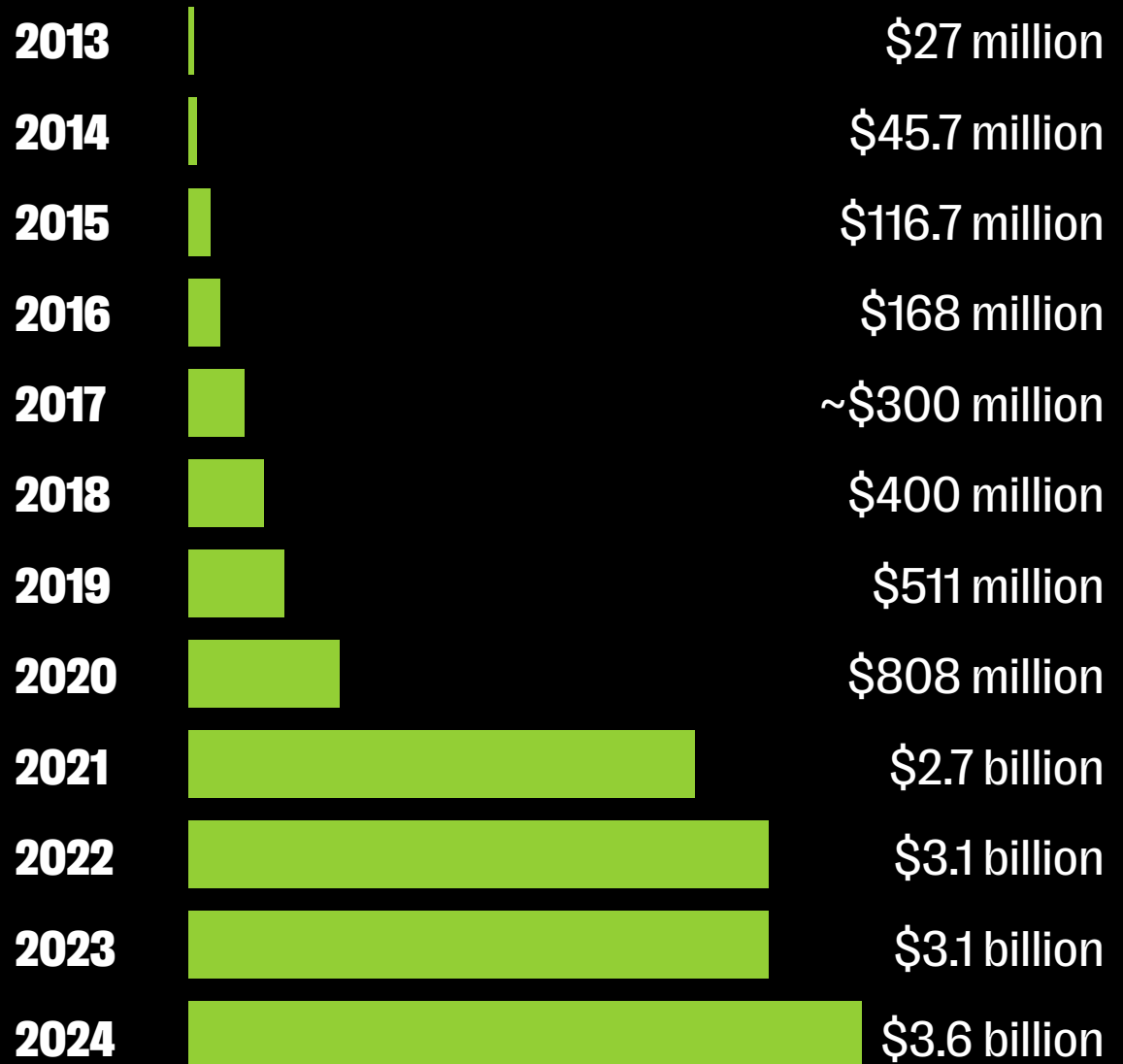
Happy Planning!



GivingTuesday

TOTALS

GivingTuesday's journey is marked by truly dramatic increases in overall dollars processed. Just look at the inspiring yearly pattern of online giving.



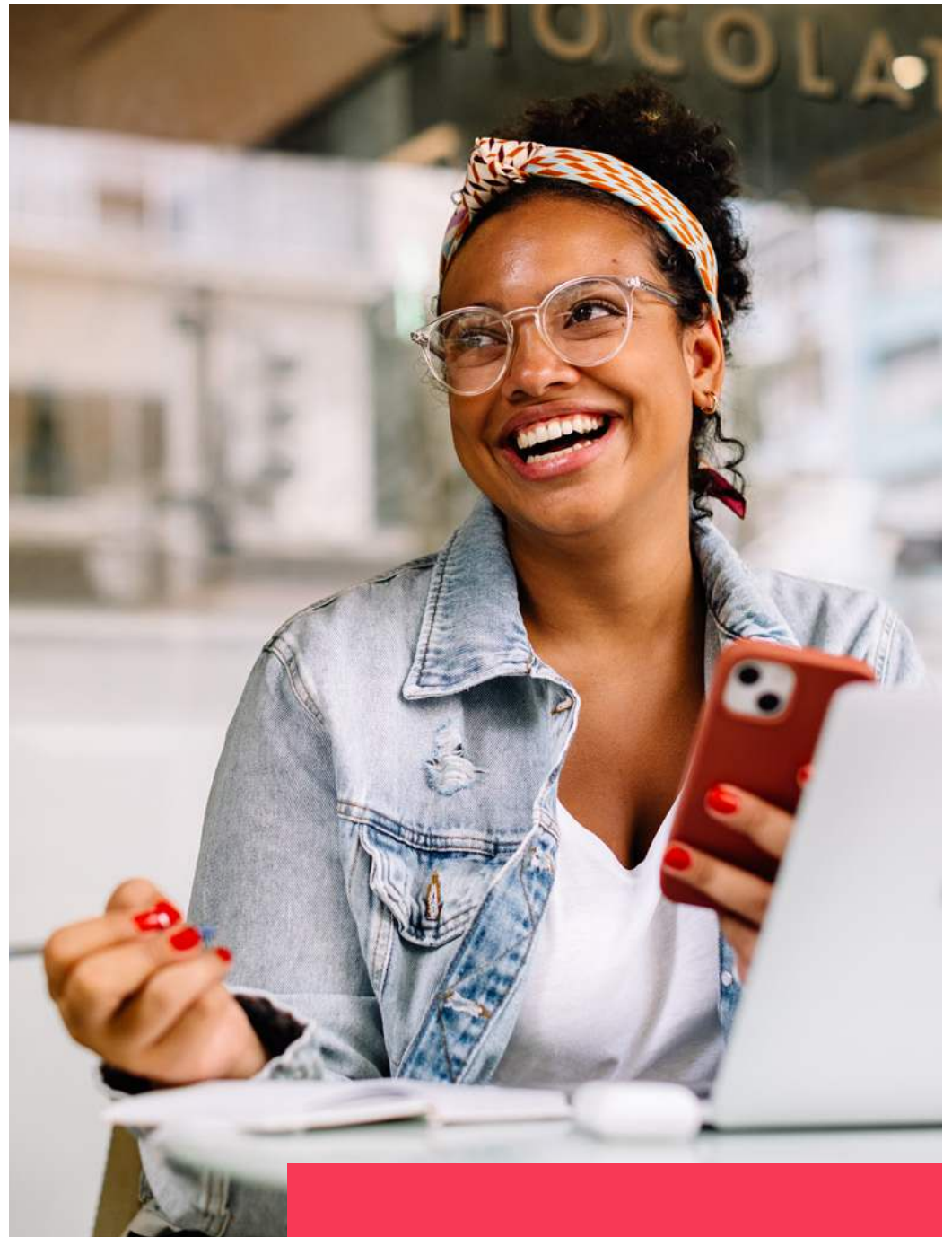
Dollars raised, as reported by GivingTuesday.

A Basic GivingTuesday **PROMOTIONAL SCHEDULE**

A **SUCCESSFUL** GivingTuesday campaign is made up of many exciting elements. Two of the most vital are the **SOCIAL POSTS** and **EMAILS** you send to get your donors fired up about making a difference. Here are some guidelines to help you make your communications shine.

When Creating Social Posts

- Be intentional about when you post GivingTuesday reminders. People follow you on social media because they care deeply about your mission, not just to see fundraising appeals.
- Ensure your GivingTuesday posts enhance your regular content, rather than overwhelming it.
- On the day of the event, focus on publicly thanking your donors (always with their permission, of course). Instead of endless appeals, spotlight the incredible people who gave and inspire others to join in. This makes your donors feel wonderful, motivates others to get involved, and makes planning posts much easier for your social media manager.
- Back up your appeals with compelling stories, engaging videos, and stunning images. Your donors are likely being flooded with GivingTuesday appeals on their own channels. Add elements to your posts that will make them truly stand out and shine.





When Sending Emails

- Make your emails even more effective by targeting them. Segment your email sends to connect with different groups: brand-new donors, loyal supporters who are consistently engaged, highly-engaged volunteers and board members, and donors who championed your last GivingTuesday campaign.
- Build excitement gradually. Sending daily emails might not capture everyone's attention. Instead, start two weeks before the event and build from there.
- More frequent emails are perfectly fine on GivingTuesday itself. It's great to send updates—just ensure each one has a clear purpose and offers something valuable to your audience.
- Take your time to craft amazing emails. Your donors will be receiving lots of GivingTuesday emails. Spending time to perfect your subject lines, include captivating pictures, and tell powerful stories are all fantastic ways to make your appeals stand out.

This basic **SCHEDULING TEMPLATE** shows a simple promotion plan. Tweak these dates to suit your organization. Just remember not to overdo it!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1		Social Post: Awareness Post Introduce the concept of GivingTuesday to donors who may be unfamiliar with it.			Social Post: Awareness Post Consider sharing what your GivingTuesday campaign donations will fund! The more compelling your story, the more likely donors will be to give.	
Week 2	Social Post: Awareness Post Why should your donors support you on GivingTuesday? Remind them that it's coming up soon and show them how their gift will make an impact.	Email: Awareness Email Send a short email about GivingTuesday, what it is, and letting donors know about your campaign.		Social Post: Awareness Post (Optional) Do you have any cool opportunities happening on GivingTuesday? Are matching gifts available? Share them here!		
Week 3		Email: Reminder Sending a short reminder one week out keeps GivingTuesday at the forefront of donors' minds. Social Post: Build excitement! This is a chance for one more reminder post before the bustle of Thanksgiving.		Thanksgiving	Black Friday	
Week 4	Cyber Monday Email: 24 Hours Before Reminder Get people ready for the big day! Reiterate how their involvement will make a difference. Social Posts: One More Reminder Your goal here is the same as your email's goal! Get people excited about the big day and remind them how their gift will make a difference.	GIVINGTUESDAY! Email: Periodic Updates Send emails before, during, and right before the conclusion of the event. Social Media: Regular Updates Thank donors, share progress, remind donors about matching opportunities, ask them to share your posts—today's the day to get social!	The Day After Email: Update and Thank-You Share goal progress, reiterate how amazing your donors are, and share their impact. Include opportunities for future engagement (but don't make a second ask!) Social Media: Final Update Let donors know how much they gave, what that money will accomplish, and a sincere thank-you message.			

Email, social post, and text message **TEMPLATES**

We've put together some helpful email, social post, and text message templates for you to use this GivingTuesday!

[DOWNLOAD TEXT MESSAGE TEMPLATES](#)

[DOWNLOAD EMAIL TEMPLATES](#)

[DOWNLOAD SOCIAL MEDIA TEMPLATES](#)



Send a save-the-date

While GivingTuesday got its start on social media, not all donors actively follow the nonprofits they support there. Sending a “save-the-date” email is a brilliant solution to get donors ready and excited for GivingTuesday.

Email template: save-the-date

Use this email template to send a digital reminder of GivingTuesday to your amazing supporters. This editable template is an easy way to craft messaging that drums up excitement and gets GivingTuesday firmly on your supporters' calendars.

[DOWNLOAD SAVE-THE-DATE TEMPLATE](#)



Create **UNIQUE** GivingTuesday Donation Forms

Your donation forms are a fantastic opportunity to showcase your organization's unique personality. A plain donation form won't convey why supporters should give to you. An unbranded form also doesn't tell donors anything about your incredible work. Just like with any other content, it's crucial to let donors know exactly what their gift will support. Plus, you absolutely need to add your unique branding to your donation forms so your donors know exactly who they're giving to.

Looking for a little
inspiration?

Check out these shining examples:

Smile Train

Smile Train's GivingTuesday donation page features a heartwarming video, a powerful story about a child their donors helped, plus impactful facts about their mission. They also included eye-catching images and impact information with each donation amount to show donors precisely what their gifts can achieve.

Ready to set up your own form?

CONTACT US

Smile Train
Celebrate Giving Tuesday with Smile Train and 3x Your Gift!

Aldrian Update

Watch on YouTube

Surgery Backlogs Are Growing. Children With Clefts Need You Now.

In 2018, Aldrian was a six-year-old boy who had trouble eating, breathing, and speaking, and was constantly bullied because of his cleft. Today, thanks to Smile Train donors, his grandmother, and a lot of his own hard work and practice, he has a second chance at life. Unfortunately, COVID-19 has had a devastating impact on babies with clefts and their families in each of the 70+ countries where we work, as hundreds of our partner clinics have paused all cleft treatments. To date, our partners have performed about 35,000+ fewer cleft surgeries this year than last. Thousands of children are still waiting to receive the life-saving care they desperately need.

But a baby with a cleft is born every 3 minutes, even during a pandemic.

Your gift can save a child's life. Donate now and we will match your gift 3x.

Choose Your Gift

\$150 will become \$4,250, helping Smile Train continue to be one of the most respected NGOs advocating for healthcare for ALL by 2030.

\$500 will become \$1,500, which can fund 6 transformative cleft surgeries.

\$250 will become \$750, which can provide life-saving cleft surgery for three children in need.

\$125 will become \$375, which can provide therapy to partners on...



Giving Tuesday

Help neighbors experiencing homelessness in Maryland by providing Homeless Care Kits

HOMELESS DURING THE COVID-19 PANDEMIC

IN MY OWN WORDS



I have been affected by the COVID-19 virus. The Winter Shelter closed early this year because of the virus pandemic. I have been sleeping on the streets still the state decided to put me in the comfort inn. I had just started working again after not being able to for a long time. When the virus started and not being one of the special groups that could work, I'm

unemployed again. I dream of having a room to call my own and not have to return to the streets again.

Jose S.

Choose Your Gift

These Homeless Care Kits help those who are most in need.

Provide one Homeless Care Kit	\$25
Provide two Homeless Care Kits	\$50
Provide three Homeless Care Kits	\$75
Provide four Homeless Care Kits	\$100
Provide twenty Homeless Care Kits	\$500
Other	

Dedicate this gift

Your Details

What's your name?

I'm an individual

I'm a company

First Name Sarah	Last Name Sebastian
---------------------	------------------------

Let's get your details. Sarah

New Day Maryland, Inc.

New Day Maryland cleverly tied each of their donation amounts to how many Homeless Care Kits donors could provide to their neighbors experiencing homelessness. They also included a powerful photograph and the story of Jose, a Maryland resident experiencing homelessness who would directly benefit from a care kit.

FRIENDS of the Davenport Library

FRIENDS of the Davenport Library gave GivingTuesday donors a thrilling mission: to help them launch the Davenport Library's 1,000 Books Before Kindergarten program. Their form is direct and impactful, featuring a clear call to action and a sweet photo of a family reading together.

GIVINGTUESDAY

Help launch the *1000 Books Before Kindergarten* program and gift a child the love of reading!



[My account](#) • [Sign out](#)



Choose Your Gift

\$25

\$50

\$100

\$250

Other

Give

Powered By giv.

Inspire generosity. Spread the word:





THIS #GIVINGTUESDAY,
RECEIVE A SPECIAL
EDITION T-SHIRT FOR
GIFTS OF \$25 OR MORE!



● ○ ○
Choose Your Gift

One Time Ongoing

Provides one-year of hearing aid batteries for a patient	\$25
Provides speech therapy for child with autism	\$60
Provides cognitive therapy for a stroke patient	\$120
Provides a program to teach someone how to hear again	\$240
\$360 Provides 6 sessions speech therapy for a child via teletherapy	\$360
Provides 170 new books for children to take home	\$500
Provides hearing services for 10 children	\$1,000
Provides 6 months of language therapy for child literacy	\$1,860

Central Florida Speech and Hearing Center

Central Florida Speech and Hearing Center invited their donors to become a “Hear-o” on GivingTuesday. Anyone giving \$25 or more received a special-edition t-shirt. CFSHC also included specific information about what each donation amount provides.

IRUSA

IRUSA utilized Bloomerang Fundraising's peer-to-peer platform to build a beautifully branded GivingTuesday page, brimming with powerful storytelling and impact statements. Supporters could make donations directly from the main page or sign up for individual fundraising pages to raise funds on behalf of IRUSA.

Want to try DIY peer-to-peer fundraising this GivingTuesday?

[CONTACT US](#)

Search This Event

Home Donate Start Your Campaign Leaderboard

Log In or Sign Up

ISLAMIC RELIEF USA

This winter, give warmth to families in need.

GIVINGTUESDAY

Support Winter Aid TODAY!

Winter is Coming - Islamic Relief USA

Watch later Share

100% 80% 60% 40% 20% 0%

\$50,695.67 achieved

\$60,000.00 goal

84% of your goal reached

Donate Now

Become a Fundraiser!

Watch on YouTube

IRUSA Giving Tuesday 2020

Like Share Tweet

WINTER HITS HARD

Winter can make or break survival for any of us. And for our vulnerable sisters and brothers — those already suffering from poverty, displaced from their homes, with no food or water — the freezing temperatures add another battle they have to fight to survive. Our team at IRUSA will be working from now and all winter long to aid communities braving the cold. But we need your help.

Sharing your warmth helps our sisters and brothers get through the winter. Your donation provides vital items like food, medical aid, water, blankets, mattresses, plastic sheeting, plastic mats, shoes, jackets, hats, sweatshirts, gloves, waterproof coats, socks, and more.

Give Warmth

Search This Event | Log In or Sign Up

Event Home | Donate | Register | Sponsors

Together we give.

2020 Giving Tuesday

Dec 1, 2020

GIVING TUESDAY

BOYS & GIRLS CLUBS OF INDIANAPOLIS

Share on Facebook | Share on Twitter

2020 Giving Tuesday Description

Boys & Girls Clubs of Indianapolis have always played a critical role in the community serving over 7,000 kids and teens annually. Throughout this pandemic, Boys & Girls Clubs of Indianapolis has been partnering with state and local officials to help meet the larger needs of communities to provide meals - sometimes the only one's kids can count on, and virtual learning to fill the education gap.

As we navigate through this crisis, kids, teens, and families will need us more than ever. With your support Boys & Girls Clubs of Indianapolis can help restore a feeling of safety, reverse learning loss, and give children the opportunity to have fun and be a kid again.

Please consider a gift to fund a future...when you think about it, that's such a small investment for the return of hope, security, and happiness.

This is what your gift can do:

- \$25 - Pays one child's annual membership
- \$50 - Pays one child's summer only membership
- \$250 - Pays ten kids' annual memberships
- \$600 - Sponsors full cost of one child's annual membership
- \$2,000 - Fund an entire day for all kids

We need your support to continue to shape Indianapolis' youth.

100% **\$8,612.75** achieved

\$8,500.00 goal

101% of your goal reached

Donate Now | Register For This Event

2020 Giving Tuesday Leaderboard

Individuals

Michelle Williams	\$1,137.50 raised
Steve Williams	\$668.25 raised
Don Williams	\$592.50 raised
Steve Williams	\$550.00 raised
Michelle Williams	\$337.50 raised

View Full Leaderboard

Like Us on Facebook

Boys & Girls Clubs of Indianapolis

Thank you Randall for coming out to the LeGore Club as our Boys & Girls Clubs of Indianapolis let their feet do the talking during our City-Wide Soccer Challenge. Congrats to all our shooting! 🌟🌟🌟

Recent Activity

- 2020 Giving Tuesday has reached its fundraising goal of \$8,500.00! Share
- Michelle Williams donated \$1,000.00 to 2020 Giving Tuesday. Share
- Michelle Williams donated \$250.00 to 2020 Giving Tuesday. Share
- Rachael McDaniel donated \$26.25 to Team Beams. Share

Our Newest Participants

LH | DW | CS | KC | JH | CD

View All

Follow Us On Twitter

Tweets by @BGCINDY

Boys & Girls Clubs of Indianapolis @BGCINDY

The Boys & Girls Clubs of Indianapolis had our first event of the year "38th Annual Fire the Kids Golf Outing" at @PaineViewGC. It was a huge success and we want to thank all of our sponsors and volunteers in helping us exceed our goal!

Boys & Girls Clubs of Indianapolis @BGCINDY

Thank you @NewsomeNews for coming out to our #LeGoreClub to watch @BGCINDY members let their feet do the talking during our City-Wide Soccer Challenge. Congrats to all our shooting! 🌟🌟🌟

Boys & Girls Clubs of Indianapolis @BGCINDY

Thank you @NewsomeNews for coming out to our #LeGoreClub to watch @BGCINDY members let their feet do the talking during our City-Wide Soccer Challenge. Congrats to all our shooting! 🌟🌟🌟

Boys & Girls Clubs of Indianapolis hosts "City-Wide Soccer Challenge" in Indianapolis (IN) - A group of kids at... wslstv.com

Boys & Girls Club

BGC Indianapolis included an image with clear instructions on how supporters could make a gift using text giving. The image contained short, simple instructions and was easily shareable. When supporters texted the number, they were sent a link to the GivingTuesday donation form where they could learn exactly how their donations would be used.

After GivingTuesday 2020, BGC of San Marcos updated their page with a heartfelt thank-you message and photos of kids expressing gratitude to donors.

Ursuline Academy

Ursuline Academy presented an exciting challenge to their donors in 2020: if they could reach a goal of 250 unique donations, they would receive a \$25,000 matching gift. They brilliantly met their goal and provided an inspiring update after GivingTuesday.

Search This Event Log In or Sign Up

Event Home Donate Register Sponsors

URSULINE ACADEMY

TOGETHER IN HEART

GIVINGTUESDAY

[Share on Facebook](#)

[Share on Twitter](#)

Ursuline Academy Giving Tuesday 2020 Leaderboard

Individuals

1	\$2,095.00 raised
2	\$1,000.00 raised
3	\$650.00 raised
4	\$500.00 raised
5	\$425.00 raised

[View Full Leaderboard](#)

Ursuline Academy Giving Tuesday 2020

#TogetherInHeart

In the spirit of giving and cultivating stories, we are setting a goal of 250 unique gifts for Giving Tuesday. We are very grateful and excited to have a \$25,000.00 match that UA will receive upon reaching our donor goal! Ursuline has touched so many lives in so many ways, we are encouraging a spirit of giving back in support of all the good things given over the years. We will be sharing stories throughout the day and chances to win Ursuline merch through your giving.

Donor Count

We are thrilled to announce that 319 generous donors supported UA yesterday as part of Giving Tuesday. Your generosity enabled us to receive the \$25,000 match and surpass our donor goal in great numbers. We are overwhelmed with appreciation and proud of the Ursuline community for showing the strength and loyalty of our alumnae, parents and friends.

\$53,811.36

achieved

\$50,000.00

goal

107%

of your goal reached

[Donate Now](#)

[Register For This Event](#)

Like Us on Facebook

About Ursuline Academy

Ursuline Academy of St. Louis, founded in 1648, and under the sponsorship of the international network of Ursuline Sisters, is a private Catholic college preparatory high school for young women. In a community environment, built on standards of academic excellence and respect for the uniqueness of each person, Ursuline Academy educates students for Christian living and leadership in a global society, nurtures the development of the whole person and her potential, and cultivates within its students a spirit of

The GivingTuesday Donor Journey

One common challenge with GivingTuesday is that nonprofits pour immense time, money, and effort into recruiting new donors...but sometimes not in a sustainable way. Yes, the media buzz around GivingTuesday can bring a wonderful influx of new supporters. However, a wave of new donors isn't truly valuable if you can't keep them engaged.

The best way to attract new donors and keep them coming back is to truly understand their journey from “random person on the Internet” to “first-time donor” to (hopefully) “loyal donor.” By taking the time to optimize and enhance that journey, your GivingTuesday campaign can achieve much more sustainable impact in the long run.

Here's how to create
a **DONOR JOURNEY**
that will keep your
GivingTuesday donors
ENGAGED long after the
media frenzy fades:

Connect potential donors to your mission

- **Emphasize your mission, not just the day.** Connecting donors to your overarching mission, rather than just a single giving event, builds the foundation for a lasting relationship.
- **Show everyone you love your donors.** Make sure your donors feel truly valued for who they are and the impact they make, not just for their financial gifts.
- **Tell a consistent story.** Create consistency and strengthen your appeal by sticking to one powerful, cohesive story.

Make a great ask

- **Be specific.** Choose a concrete amount to ask for, but always give donors the flexibility to contribute different amounts.
- **Explain the impact.** Don't just tell donors they'll make a difference—show them how.

Optimize the donation process

- **Make it easy to donate.** Donors won't give if they can't easily find your form.
- **Reduce decision-making.** The more decisions donors have to make during the giving process, the less likely they are to complete their gift. Keep it simple and clear.

Make donors feel great about giving

- **Thank them publicly.** Only do this if the donor explicitly approves. This helps demonstrate to future donors that you truly value your supporters.
- **Build a great confirmation page.** Add delightful details like images, impactful statements, and heartfelt thank-you messages to make donors feel absolutely amazing about their generosity.
- **Send a fantastic receipt.** Make the most of your automated receipts by using them to give donors those wonderful warm-fuzzies.

RETAINING GivingTuesday Donors

Retaining the incredible donors you've attracted during GivingTuesday can be a challenge, but it is absolutely possible. If you've thoughtfully built your donor journey with retention in mind, you've already established a strong foundation for future retention efforts. Here are some steps you can take to keep your GivingTuesday donors joyfully engaged with your organization year after year.

Thank Your Donors Like You Mean It	
Create your thank-yous ahead of time	Writing your thank-you messaging while you're planning your appeals saves time and creates continuity between the ask and the thanks.
Thank donors right away	Thanking donors immediately boosts the feel-good emotions that come with making a gift.
Be specific with your thanks	Include why you're thankful for their gift, what it will accomplish, and who it will help.
Talk like a person	If your "thank you" note sounds like a business memo, rewrite it to be warm, uplifting, and engaging.

Communicate to keep donors engaged	
Include them in future appeals	Did your supporters give a landmark amount? Did they fully fund a program? Let them know!
Share the impact	What will their gifts achieve? Who have they helped? What change have they made in the world?
Set up future communications	Tell donors to watch for future updates and news (and then follow through on sending them).
Ask for feedback	Plan future campaigns, gauge success, and (most importantly) give donors a voice with a donor survey.

This cycle applies to campaigns beyond GivingTuesday, too. Use the simple yet powerful formula of asking for support, thanking donors for their support, reporting back on their incredible impact, and then asking again to retain your donors and beautifully expand your base of supporters.

Communicate to keep donors engaged	
Include them in future appeals	Don't ask for more money right away, but include GivingTuesday donors in future fundraising campaigns.
Offer additional ways to connect	Invite GivingTuesday donors to events, facility tours, or volunteer opportunities.
Share relevant information	Keep sending updates about projects donors funded on GivingTuesday.
Include recurring opportunities	Give repeat donors the chance to make recurring gifts to a program they love. Adding recurring upgrade prompts to your donation form can help!
Reach out	Phone calls, handwritten notes, personal emails, and other tactics show donors you love and appreciate them.

GivingTuesday Fundraising Methods

What fundraising methods should you champion this GivingTuesday? While no two organizations raise money in exactly the same way, we have some fantastic ideas. Here are some of our favorite GivingTuesday fundraising strategies, plus inspiring ideas on how to use them.

Build an online donation form

You likely already have an online donation form. But do you have one especially for GivingTuesday? Consider creating a dedicated GivingTuesday form that includes vibrant images, compelling impact statements, and details from the powerful story you plan to share in your appeals. Having that consistent theme on your donation form will reinforce donors' decision to give, and it can also make it easier for you to accurately attribute GivingTuesday donations to the right campaign. Be sure to link to this special donation form in all your GivingTuesday emails, social posts, and other appeals.

Tip:

Did you know Bloomerang Fundraising forms include recurring upgrade prompts? You can add a subtle nudge directly on your form or enable a recurring upgrade modal that pops up when someone submits a one-time donation.

CONTACT US

Choose Your Gift

One Time Ongoing

\$50 \$100 \$250 \$500 Other

☆ Multiply your gift

Payment Details

Please direct my payment to: [Area]

TOTAL GIFT: \$100 Change

Apple Pay PayPal venmo

Credit Card Bank

Card Number [VISA [Mastercard [American Express [Discover]

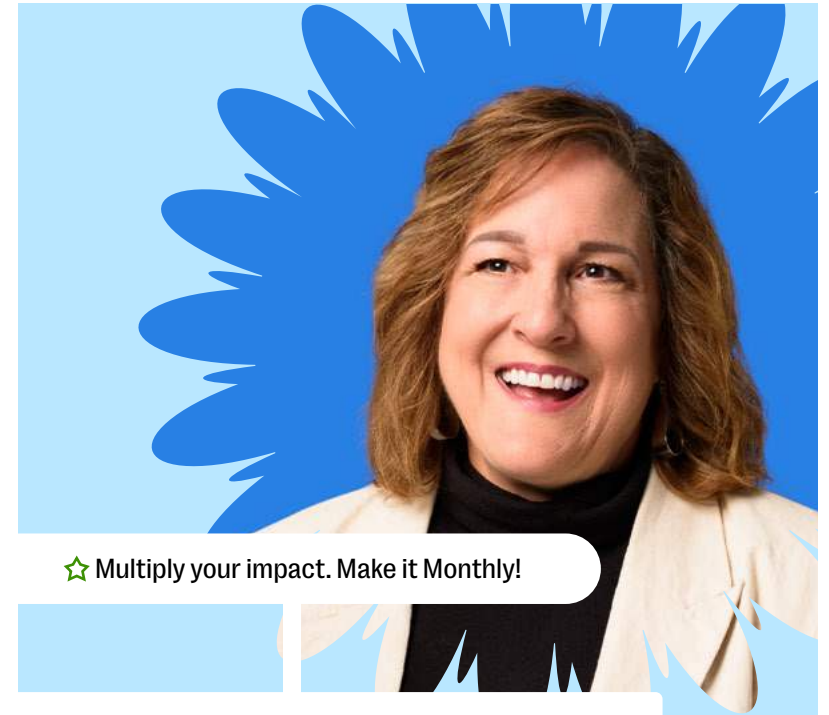
Include recurring donation options

If donors truly connect with the inspiring story you share in your GivingTuesday campaign, they might want to offer ongoing support instead of just a one-time gift. Recurring donors are an absolute treasure. Dollar for dollar, they typically contribute more over time than their one-time counterparts, and they are also much easier to retain. So, make sure you always offer the option to make a donation a recurring gift.

Tip:

Did you know Bloomerang Fundraising forms include recurring upgrade prompts? You can add a small nudge directly on your form or enable a recurring upgrade modal that appears when someone submits a one-time donation.

[CONTACT US](#)



☆ Multiply your impact. Make it Monthly!



Make it ongoing?

Quincey, your steady support helps us plan ahead and you can cancel any time.

Yes! Give \$50/month!

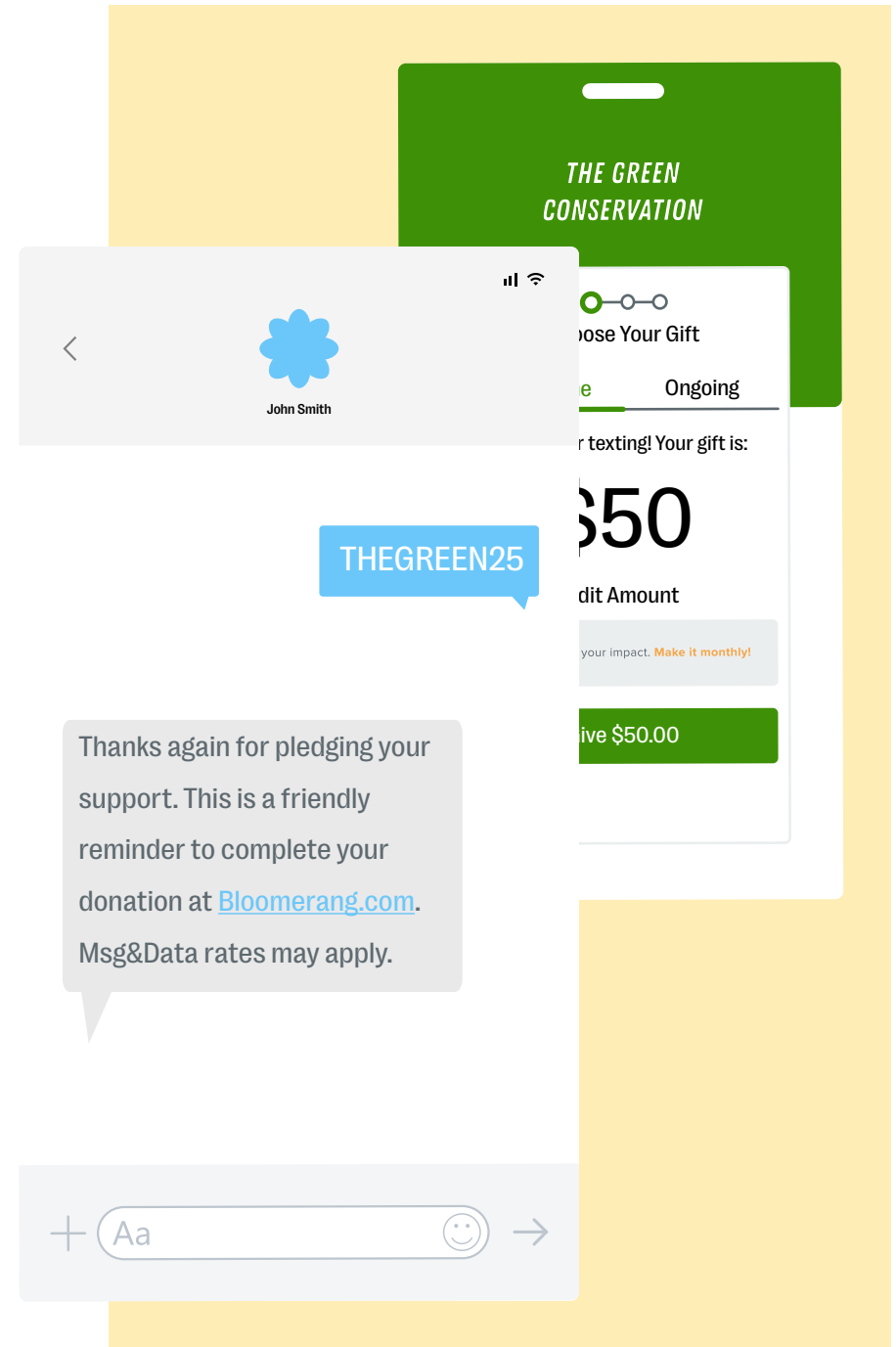
Yes! Give \$25/month!

No. Keep my \$100 one-time gift.

Set up a text-to-donate keyword

Offering a way to donate via text is brilliant for donors who learn about your campaign when they're on the go. Set up a text-to-donate keyword that connects directly to your GivingTuesday campaign. Then, prominently include that keyword on emails, social posts, signs, brochures, or any other GivingTuesday materials. We suggest using a keyword that's unique to your GivingTuesday campaign; this will make attributing donations to the correct campaign much easier and more joyful.

Tip: If you're using Bloomerang Fundraising's Mobile Suite, you don't have to pay extra for a GivingTuesday-specific keyword. Simply navigate to the SMS/Text Messaging section of your dashboard and set up your keyword there—easy as pie.



Use social media to promote your campaign

Social media is an incredible tool to spread the word about your GivingTuesday campaign far and wide. Use the hashtag #GivingTuesday in your posts to boost your posts' organic reach, and don't forget to enthusiastically ask your supporters and volunteers to share your posts. You can use social media to provide exciting periodic updates on your fundraising total, to publicly thank your amazing donors, highlight your inspiring mission and impact, and of course, ask for donations. In your posts that ask for donations, always include a direct link to your donation form so it's super easy for your followers to give to your campaign.

Tip: To encourage donors to joyfully share that they've given to your campaign, enable social sharing options on your donation form. Within Bloomerang Fundraising you can even add a pre-filled message to your social sharing settings so when supporters share your donation form, they're also sharing a powerful image and brief message you've crafted.



Get the Word Out



Send a Fundraising Email



Share on Facebook

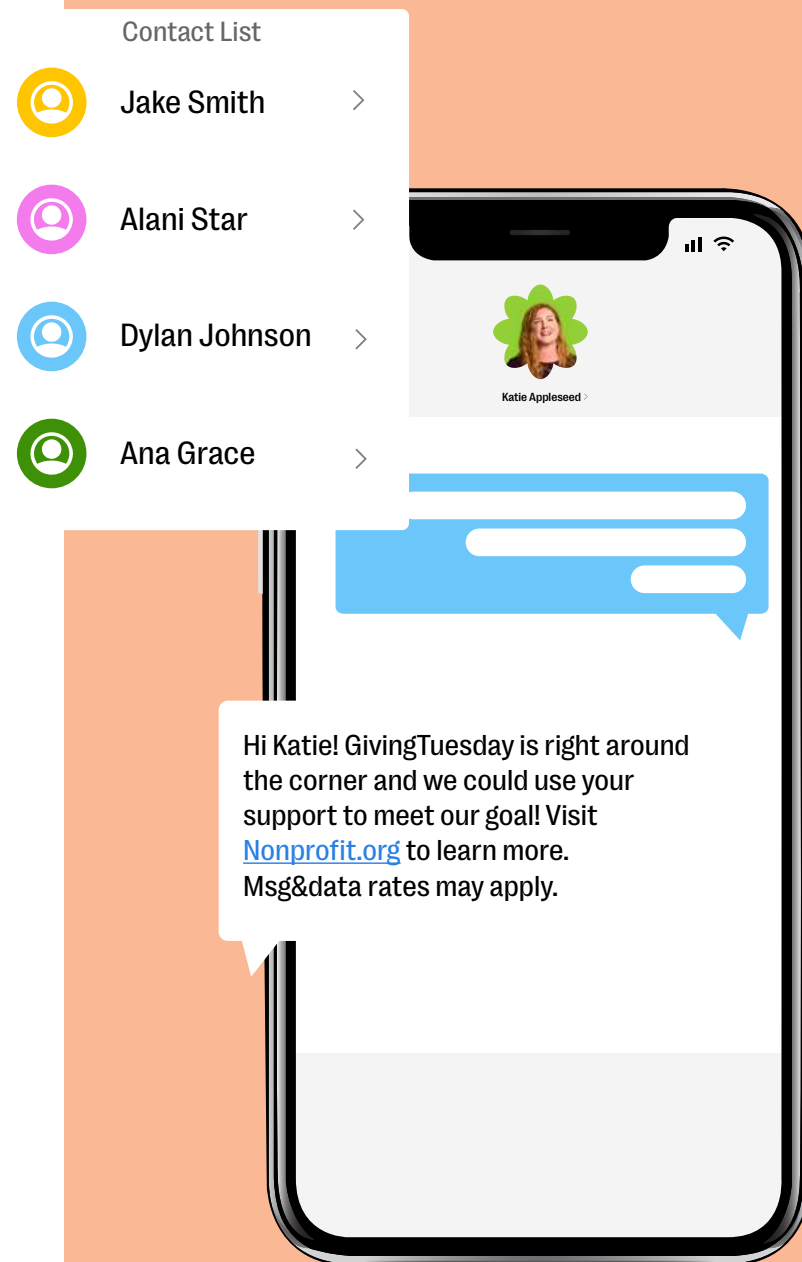
Links

https://

Send thoughtful outbound messages

Used sparingly, outbound text messages to past supporters (who have opted into receiving them, of course) can be incredibly effective fundraising tools. Send outbound messages to your lists, directing them to a place where they can learn more about your inspiring campaign. Text messages can quickly shift from fun and informational to intrusive and annoying, so stick to just one or two.

Tip: If you're using our Mobile Suite, you already have this amazing tool. Click "Send Text Messages" under the SMS/Text area of your dashboard, then create your message or template. After that, simply choose the lists that should receive the message. You can schedule a send time or send it right away.



Explore peer-to-peer fundraising

In a peer-to-peer fundraiser, you invite passionate people to raise money on your behalf. This takes a bit of planning, but if you've already got a base of highly-engaged supporters, it can be a truly powerful fundraising method on GivingTuesday. Set up a GivingTuesday-specific campaign, ask your supporters to create personalized fundraising pages explaining why people should donate to your incredible cause, and empower them to spread the word using their own heartfelt stories, images, and insights. Most peer-to-peer campaigns run for weeks or months; if you don't want to run a 24-hour event, try running a longer campaign that culminates spectacularly on GivingTuesday.

Tip: If you're short on time, try cloning a peer-to-peer event you've used in the past and simply update the images, text, and color schemes. Ask your dedicated staff, board members, and volunteers if they'd be willing to set up a fundraising page and share it with their networks—they're your biggest champions.

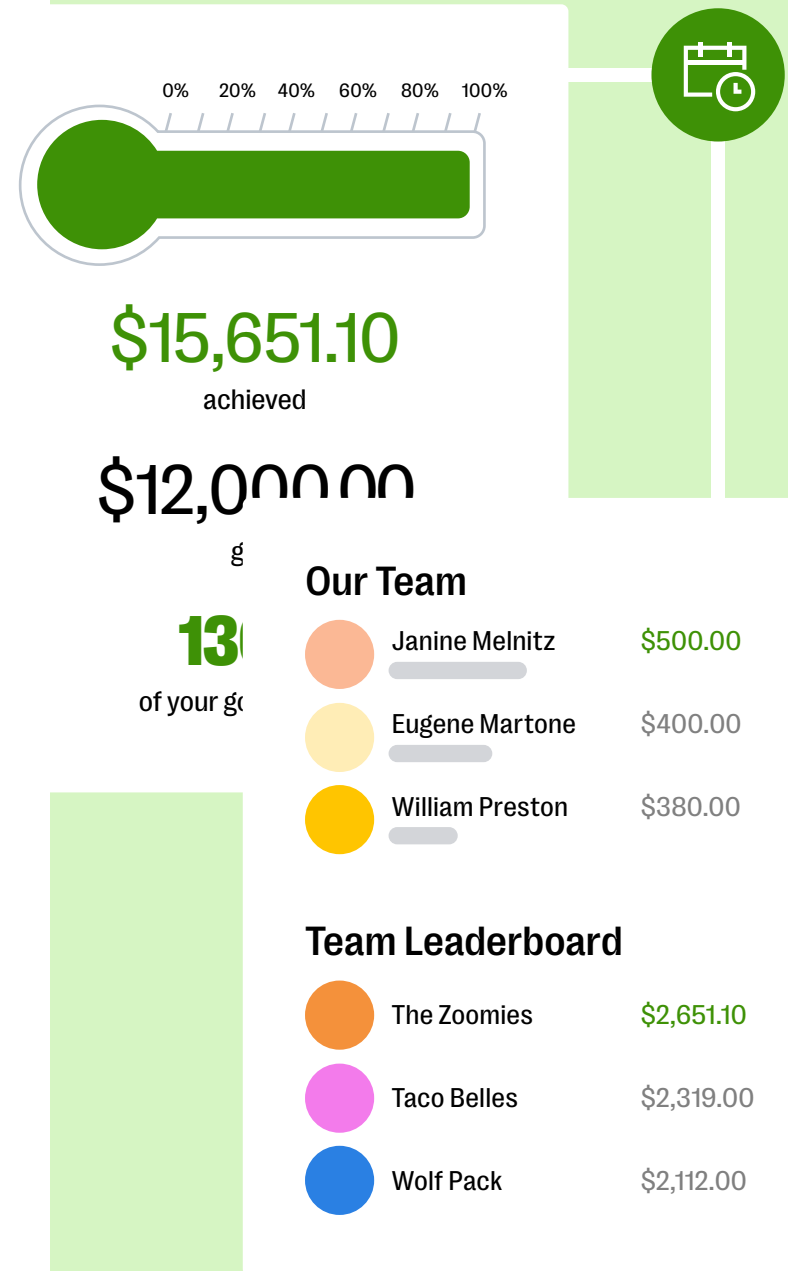
Tip: Use Bloomerang Fundraising's Facebook integration to make your fundraisers' social posts even more powerful. The integration allows your fundraisers' progress thermometers and Facebook's fundraising tools to work together seamlessly, which will make your bookkeeping and reporting even more effective after the event.



Try crowdfunding a project

Using GivingTuesday as a way to find like-minded donors is a good strategy. Using GivingTuesday as a fantastic opportunity to find like-minded donors by funding a specific project, program, or goal is an even better one. Humans are hard-wired to reach goals, and setting a fundraising goal with a tangible impact will make your campaign even more appealing. Asking donors to give money on GivingTuesday is good. Asking donors to help raise \$5,000 is better. Asking donors to help raise \$5,000 toward building a new playground is absolutely incredible.

Tip: If you want to try a crowdfunding-style fundraiser this GivingTuesday, go explore the “Goals” section of your control panel. You can easily set a goal and add a thermometer widget to your donation form. Donors absolutely love tracking your progress and seeing their donation beautifully reflected in the overall total. Your fundraising progress is also a wonderful piece of information to include in your follow-up communications.



You're ready to run the GivingTuesday campaign of a lifetime!

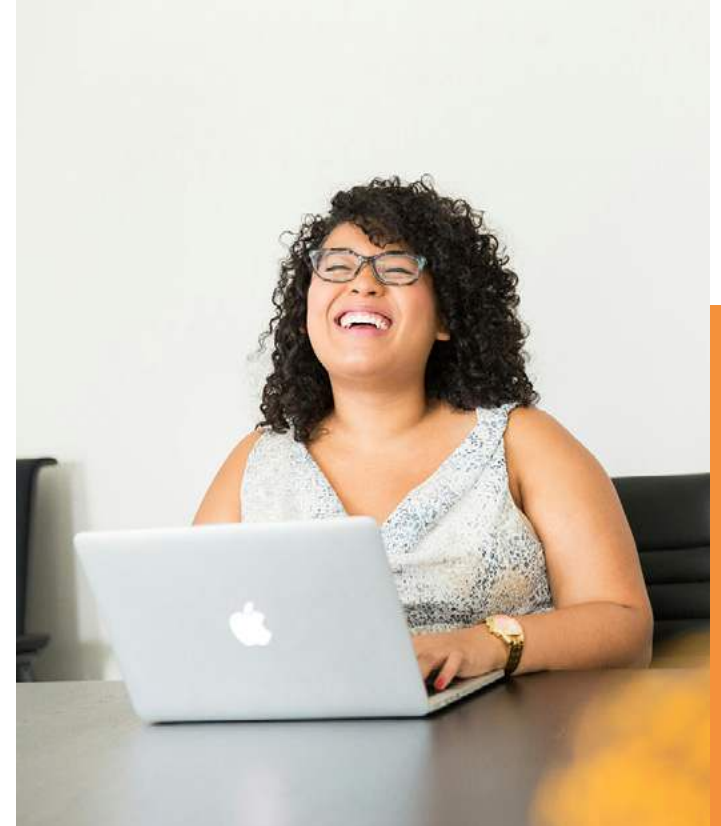
GivingTuesday is a valuable way to connect with new donors and lay the strong foundations for donor relationships that can last for years.

Being intentional about building a delightful donor experience and creating a thoughtful donor retention plan will help you transform a one-day giving event into a powerful way to truly connect with new supporters.

Promoting your campaign through engaging email and social media, putting together an outstanding donation form, sincerely thanking your donors, and showing your supporters the incredible impact they'll make with their gift sets the stage for future communications—and future donations.

You'll invest valuable time, energy, and effort into putting together your GivingTuesday campaign. We hope these examples, templates, and ideas will help you build a fantastic campaign that helps you raise more money this GivingTuesday and long into the future.

Happy Fundraising!



Fundraising and donor
management software
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You're going to
need a **BIGGER** goal.

