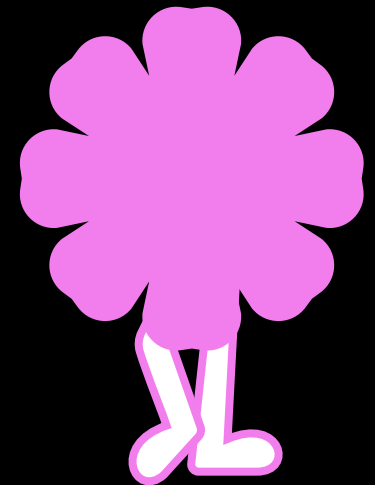

GIVING TUESDAY

Social Media Templates



The MONTH BEFORE

Awareness Raising Posts

These posts are written to help you start spreading the word about your GivingTuesday campaign. In these posts, make sure you include three elements: a note that you're participating in GivingTuesday, a summary of what you'll do with the funds raised, and an initial invitation to get involved. Post several of these over the weeks leading up to GivingTuesday to get it on your followers' radars.

POST 1:

Facebook

Have you heard of GivingTuesday? It's an international day of giving, and it's happening on **[date]**! **[Organization name]** will be working toward raising money to **[impact statement here]**. Keep an eye out for updates, giving opportunities, and other ways to get involved!

Twitter

Heard of #GivingTuesday? It's an international day of giving, & it's happening **[date]**! **[Organization name]** will be working toward raising money to **[impact statement here]**. Keep an eye out for updates & ways to get involved!

POST 2:

Facebook

GivingTuesday is coming up! We're teaming up with our amazing community to raise **[goal amount]**, which will go toward funding **[your mission]**. Will you join us? Stay tuned for further details on how you can get involved and make a difference!

Twitter

#GivingTuesday is almost here! Will you help us **[fulfil our mission]**? This year's goal of **[goal amount]** will make that happen! Keep an eye out for more details soon.

POST 3:

Facebook

Are you looking for a way to make a difference this GivingTuesday? Join us! We're teaming up with people across the country/state/county/city to raise **[goal amount]** to fund **[your mission]**.

Twitter

Make a difference this #GivingTuesday! Join us as we work to raise **[amount]** that will **[make an impact]**.

DAY BEFORE Posts

By the day before GivingTuesday, most of your followers should be aware that you're running a campaign that day.

But remember: your followers are recovering from Thanksgiving, have been distracted by Black Friday and Cyber Monday deals, and are gearing up for the holidays. Be sure you remind them about GivingTuesday! In these posts, make sure you cover what donors' gifts will achieve.

POST 1:

Facebook

Tomorrow is GivingTuesday! Have you chosen which nonprofits you'll support? If you're interested in **[working toward your mission]**, we hope you'll join us as we work to raise **[goal amount]**. That money will go toward **[impact statement]**.

Twitter

#GivingTuesday is tomorrow! Will you join us as we work to raise **[amount]**? That money will **[make an impact]**.

POST 2:

Facebook

How can you change the world for **[desired gift amount]**?
By supporting us on GivingTuesday! Tomorrow, donate **[amount]**
and **[impact statement]**.

Twitter

Change the world for **[desired gift amount]**! By donating this #GivingTuesday, your **[donation amount]** will **[make this impact]**.

POST 3:

Facebook

GivingTuesday is only 24 hours away, and we're so excited to work with our community to meet our fundraising goal of **[goal]**. Everything you donate tomorrow will go toward **[mission]**. Make the holidays brighter for **[group]** by **[call to action]**.

Twitter

Have you heard? #GivingTuesday is tomorrow! Everything you donate tomorrow will **[make this impact]**. We hope you'll join us!

DAY OF Posts

Throughout the day, you'll want to post several updates about your GivingTuesday progress. Here, we've provided four examples of GivingTuesday posts; one before the campaign has really gained momentum, two periodic updates on giving progress, and one posting about how much donors gave. Don't feel like you need to limit yourself to four posts! Post when you hit significant milestones, post to thank notable donors, post behind-the-scenes photos of staff members getting excited... follow your intuition!

POST 1:

Facebook

Today's the day! If you're passionate about making a difference this GivingTuesday, please consider supporting our organization. A gift of **[desired gift amount]** will go toward **[impact statement]**. Every gift makes a difference to **[supported group]**. Donate by visiting our website, here **[LINK]**

Twitter

Happy #GivingTuesday! Donate **[suggested amount]** and you'll **[make an impact]**. Donate here: **[LINK]**

POST 2:

Facebook

You're doing it!! This GivingTuesday, people like you have already donated **[amount]** to **[supported group]**. Because of you, we're already well on our way to reaching our goal of **[goal amount]**, which will go toward **[impact statement]**. If you want to get involved, today is a beautiful day to join a community of people who are working together to **[share your mission]**. Join us by making a donation our website, here **[LINK]**

Twitter

You're doing it! Donors have already given **[amount]** this #GivingTuesday, which will help **[make an impact]**. Get involved by donating here: **[LINK]**

POST 3:

Facebook

Thank you for your support! So far, you all have donated **[amount]** — that's **[impact statement]**! Are you looking to get involved? Donate here (share link) or share our posts with your friends and family!

Twitter

How amazing is our community? So far this #GivingTuesday, you all have donated **[amount]**, which will **[make an impact]**. There's still time to get involved! Join us by donating here: **[LINK]**

POST 4:

Facebook

You did it!! You got us to the goal! We asked you to help us raise **[amount]** to **[reach your mission]**, and you delivered! Because of you, **[supported group]** will be able to **[impact statement]**. Thank you for joining us as we work toward **[mission statement]**. Today was a great start to the holiday season, and we can't thank you enough.

Twitter

Thank you, thank you, thank you! Because of you, **[impact statement]**. If you supported **[org name]** this #GivingTuesday, you made **[an impact]**.

OTHER Posts

Every nonprofit is different, and no two nonprofits have identical audiences. However, there are some posts that are almost universally appreciated by all donors. Here are some social posts you may want to make this GivingTuesday.

THANKING DONORS

If your donors are okay with it, thank them publicly for their gift! This can achieve two things: it makes donors feel seen and appreciated, and it shows potential donors that you value those who support your work.

Facebook and Twitter

Thank you, **[Donor Name]**! Because of you, **[impact statement]**.

SHARING MATCHING GIFT INFORMATION

Do you have a donor that's offered to match a certain amount raised? Let your donors know! Giving a gift makes donors feel good; giving a gift that counts double makes them feel even better.

Facebook

Thinking about making a gift this GivingTuesday? Make it count for double! A generous donor has offered to match all gifts **[within your matched gift guideline]**. If you donate now, your gift will **[impact statement]**!

Twitter

Double your impact this #GivingTuesday! Thanks to **[whoever provided your matching funds]**, all gifts given **[in this time period]** will be matched 100%. Click here to make your gift and **[make an impact]**! **[LINK]**

POST-EVENT UPDATE

Facebook

Did you see our GivingTuesday updates yesterday? It was quite a day! You all donated **[amount]** to **[supported group]**—that means **[impact statement]**!

Want to watch the impact your support will have on our community? Keep an eye on our Facebook, website, and newsletter for updates on **[your supported group]** and other ways to get involved.

Thank you so much for supporting us! You're helping **[impact statement]**.

Twitter

Yesterday, our amazing community raised **[amount]** to **[make an impact]**. This year's #GivingTuesday was one for the books, and it's all thanks to you. We'll be posting updates about how your support makes an impact. Stay tuned!

Fundraising and donor
management software
built for purpose.

You're going to
need a **BIGGER** goal.

