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GivingTuesday
ULTIMATE GUIDE

Maximize Your Ask

What is GivingTuesday?

GivingTuesday is a global movement that inspires people to give, volunteer, and support the causes they care about — including yours. Held each year on the Tuesday after U.S. Thanksgiving, it's become one of the biggest giving days of the year, helping raise over $4 billion in 2025, as reported by GivingTuesday. It's also an important opportunity for nonprofits to connect with their communities.

A successful GivingTuesday campaign is about more than what can be raised in a single day. It's a chance to welcome new donors, strengthen relationships with longtime supporters, and show people the impact they can make when they come together around your mission.

That takes thoughtful planning.

This guide will help with that planning — to assist you in building a GivingTuesday campaign that makes giving easy for new donors, inspires your supporters to take action, and ensures a lasting connection long after GivingTuesday is over.

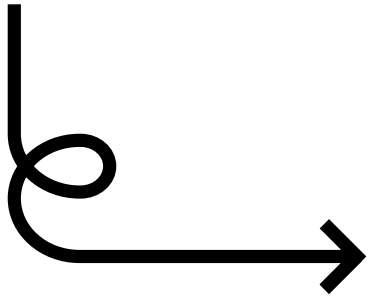
GET READY FOR GIVINGTUESDAY

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PLAN YOUR DONOR CAMPAIGN



Engaging Donors

GivingTuesday can introduce your organization to many new donors, but the real opportunity is keeping them connected to your organization. By creating a thoughtful journey or campaign, you can turn GivingTuesday momentum into relationships that strengthen your mission for years to come, from first-time donors to loyal supporters.

Here's how to create a donor journey that keeps GivingTuesday supporters engaged long after the day is over:

CONNECT POTENTIAL DONORS TO YOUR MISSION

SPEAK TO DONOR IDENTITY

Data shows that people give when you speak to their identity as a donor. In your GivingTuesday communications, remind donors who they can be when they support your cause — an animal advocate, equal-rights champion, or hero for those in need.

SHARE YOUR MISSION

Once you've shown a donor who they are when they give, follow up with your mission to further educate and motivate.

TELL A CONSISTENT STORY

Build your campaign around one clear, compelling story that helps donors understand the impact they can make.

According to the Institute for Sustainable Philanthropy, **WHY** people give is much less important than **WHO** people are when they give.

MAKE A MEANINGFUL ASK

BE SPECIFIC

Suggest a gift amount while giving donors the flexibility to choose what's right for them.

SHOW THE IMPACT

Don't just tell donors their gift will make a difference. Help them understand what their generosity can make possible. Be specific.

MAKE DONATING EASY

MAKE YOUR DONATION FORM EASY TO FIND

Give donors a clear path from your message to your donation page.

KEEP IT SIMPLE

Reduce unnecessary choices and steps so donors can complete their gift quickly and confidently.

CREATE A THOUGHTFUL THANK-YOU

MAKE YOUR CONFIRMATION PAGE COUNT

Use images, impact statements, and a sincere thank-you to reinforce what the donor's gift makes possible.

MAKE YOUR RECEIPT MORE MEANINGFUL

Go beyond the transaction with a warm thank-you and a reminder of the impact their support will have.

RECOGNIZE DONORS APPROPRIATELY

With their permission, public recognition can be a meaningful way to celebrate supporters and their generosity.

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NEXT: Planning the campaign is vital. But so is retaining donors. We'll cover some of those basics.

RETAIN DONORS



Stay Connected

GivingTuesday may bring new donors to your organization, but keeping them engaged takes thoughtful follow-up. A strong donor journey gives you a head start. Here are a few ways to turn GivingTuesday donors into supporters who stay connected to your mission.



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.



KEEP IN TOUCH WITH YOUR DONORS

SEND MORE COMMUNICATIONS (JUST NOT RIGHT AWAY)	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	Share details about future campaigns and let them know you'll be in touch.
REACH OUT	Phone calls, handwritten notes, personal emails, and other tactics show donors you love and appreciate them.

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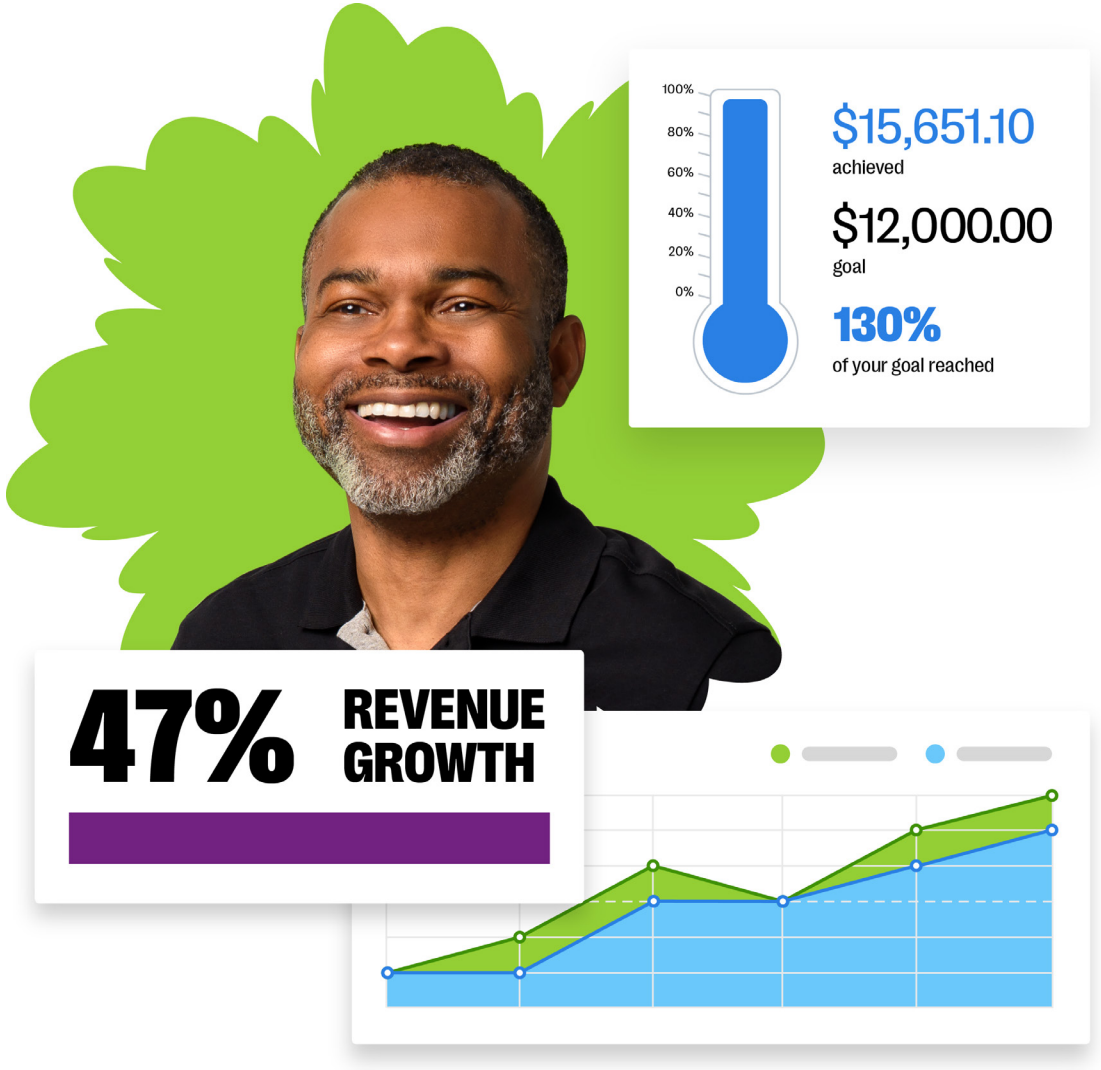
NEXT: Building momentum for your GivingTuesday campaign.

BUILDING MOMENTUM



GivingTuesday Fundraising Methods

What's the right fundraising approach for your GivingTuesday campaign? Every organization — and every donor community — is different. The key is choosing strategies that make it easy for supporters to give, connect with your mission, and stay engaged. Here are a few Bloomerang-powered ways to build momentum and make the most of GivingTuesday.



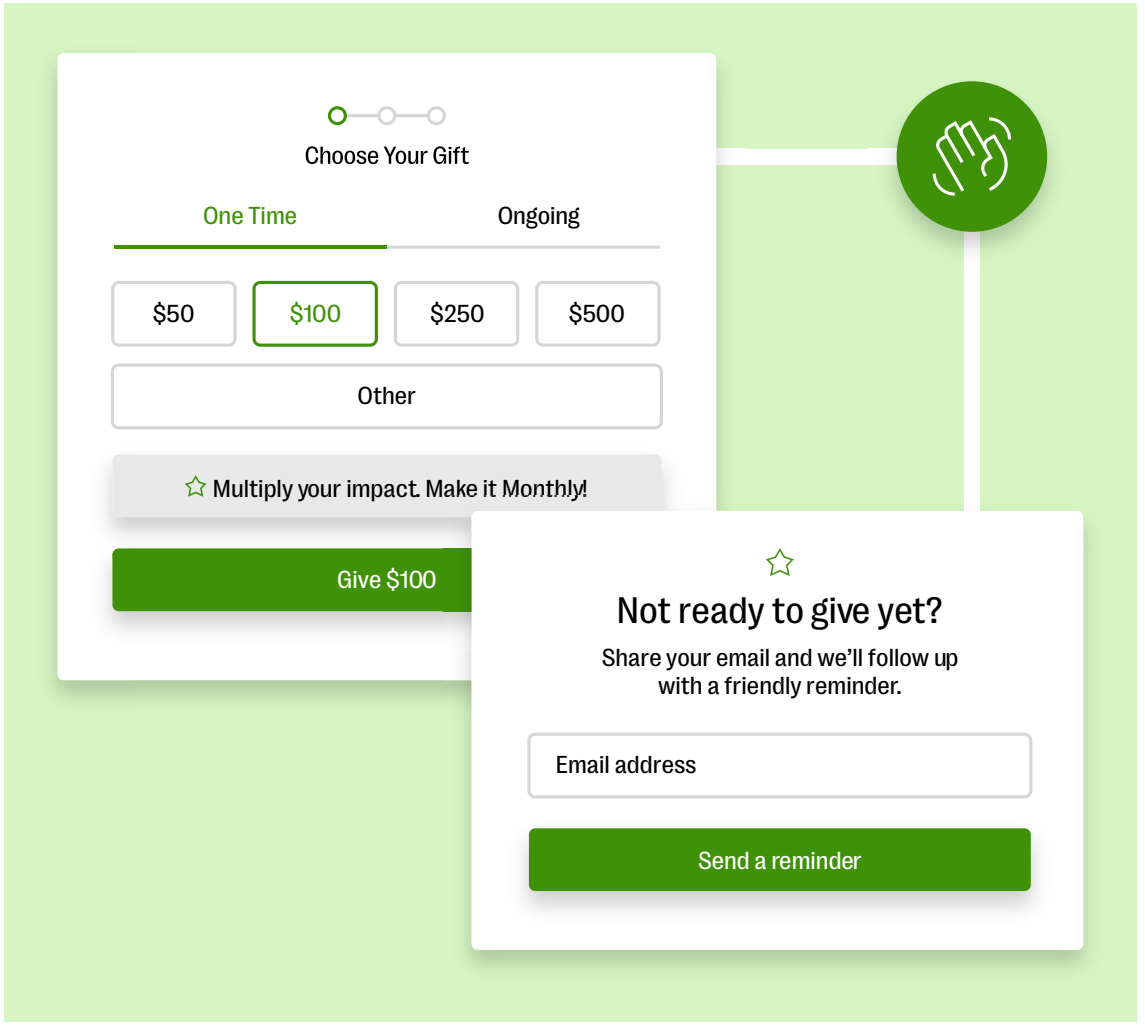
BUILD A BETTER ONLINE DONATION FORM

You likely already have an online donation form. But do you have one specifically for GivingTuesday? Be sure to link to this special donation form in all your GivingTuesday emails, social posts, and direct mail appeals for GivingTuesday.

Bloomerang Tip:
Bloomerang Fundraising forms are customizable so they can match the branding on your GivingTuesday social graphics or specialized designs.

LEARN MORE





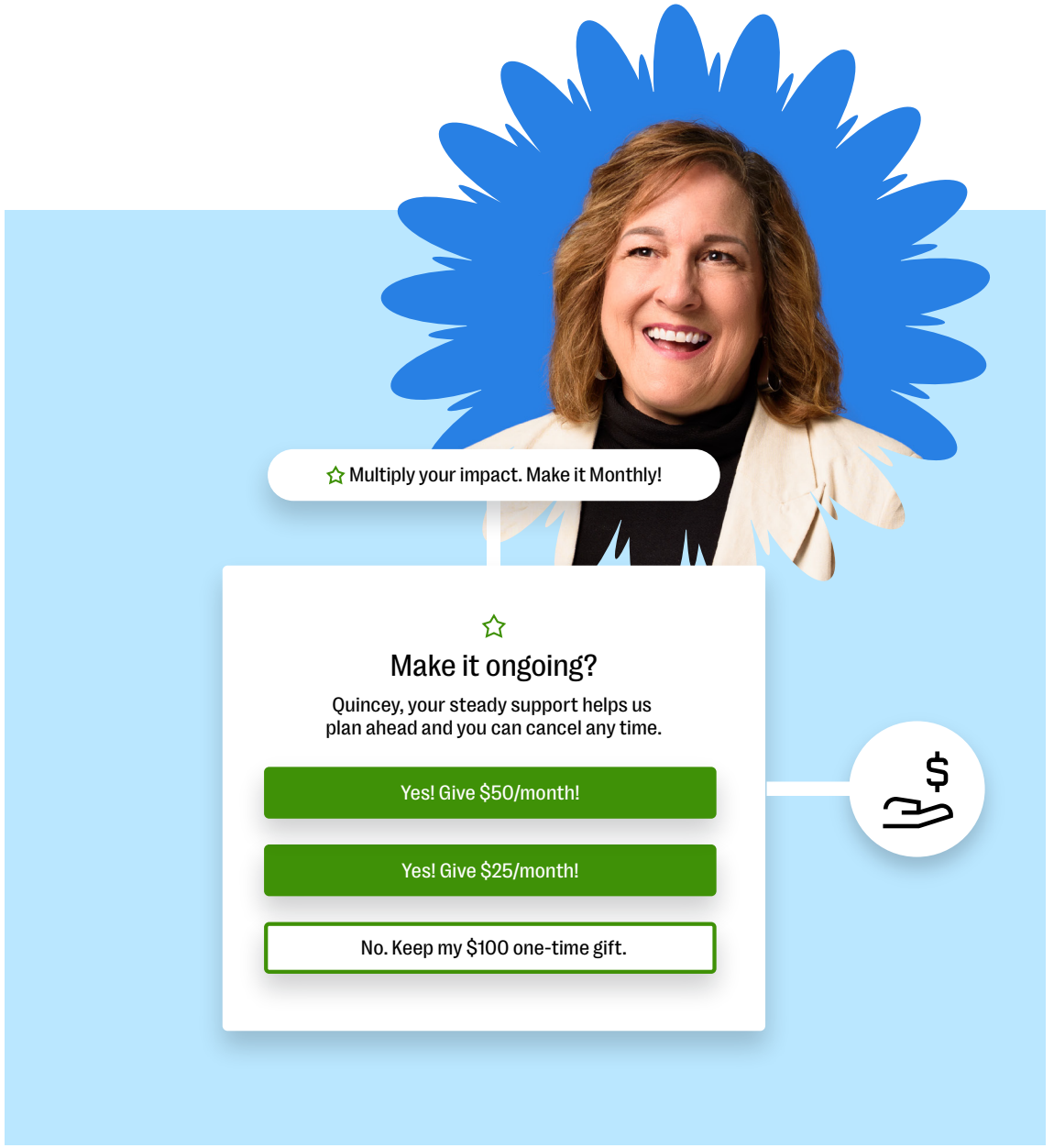
INCLUDE RECURRING DONATION OPTIONS

When donors connect with your GivingTuesday story, many want to offer ongoing support instead of a one-time gift. Dollar for dollar, recurring donations add up to far more over time than a single gift — turning one day of generosity into year-round impact.

Bloomerang 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.

LEARN MORE





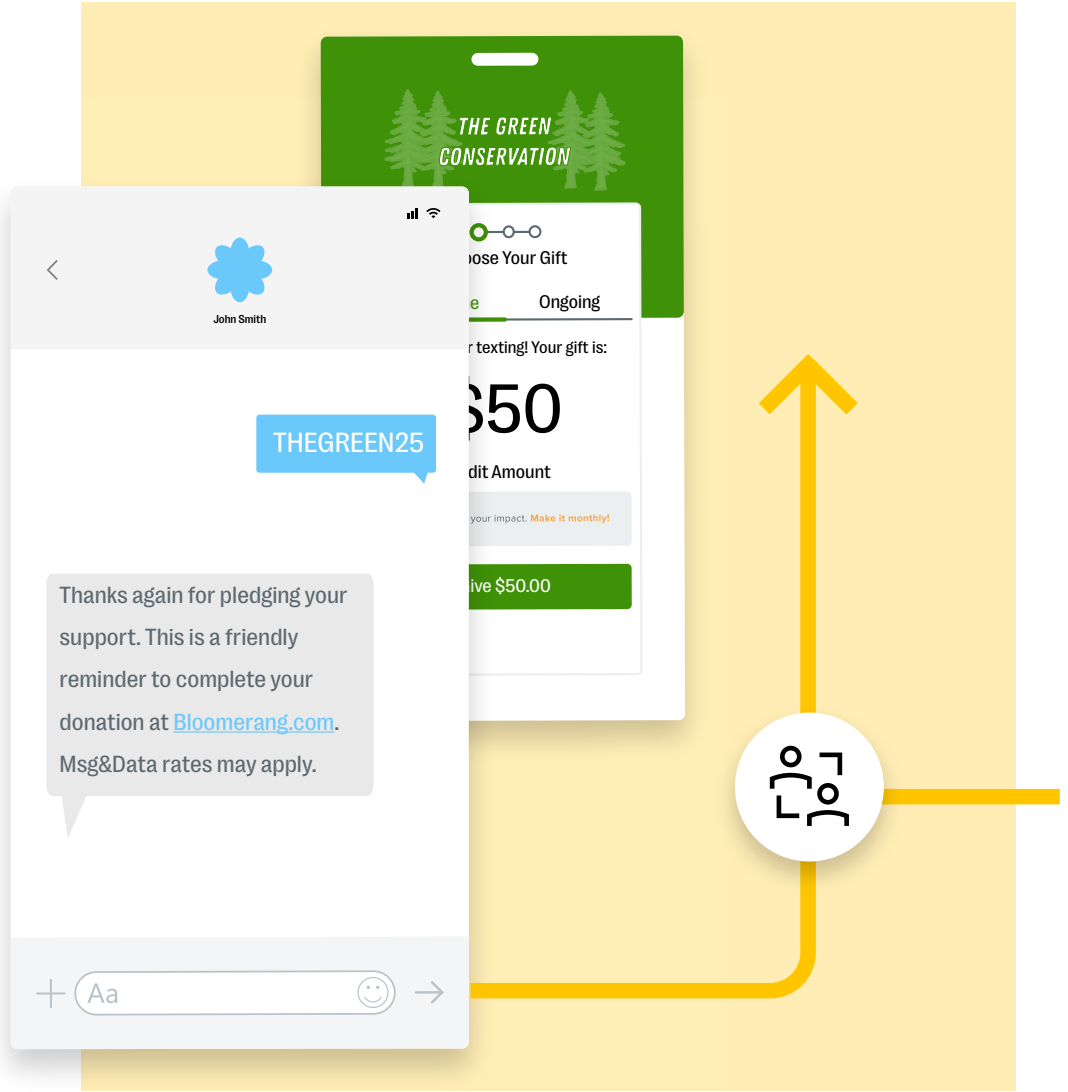
SET UP A TEXT-TO-DONATE KEYWORD

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 it easier to track specific donations.

Bloomerang Tip: If you're using Bloomerang Fundraising's text-to-donate tools, 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.

LEARN MORE





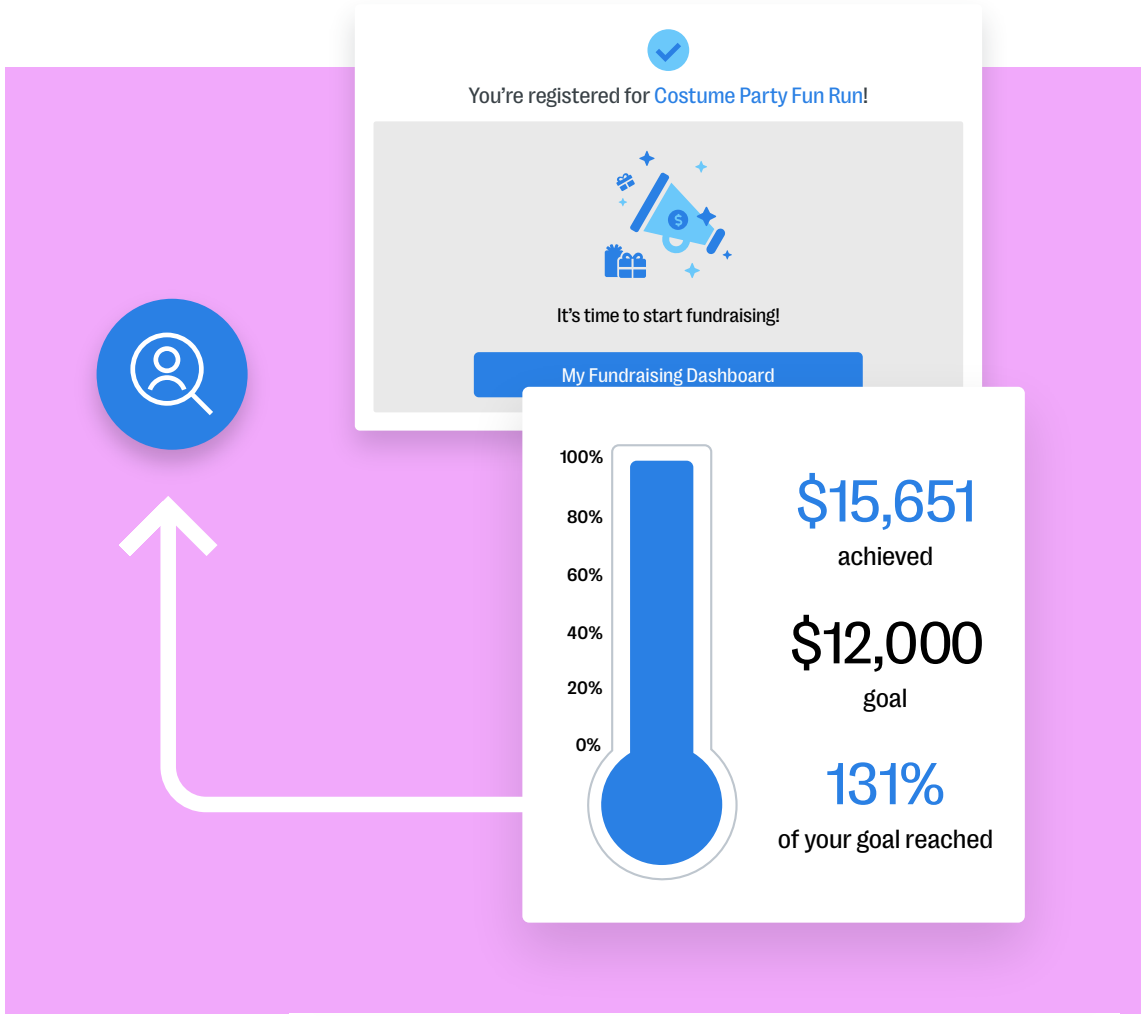
EXPLORE PEER-TO-PEER FUNDRAISING

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. Options include asking supporters to create personalized fundraising pages explaining why people should donate to your incredible cause, and empowering them to spread the word using their own heartfelt stories, images, and insights.

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.

Bloomerang Tip:
Bloomerang's peer-to-peer fundraising software empowers your advocates to share your mission with specialized gamification features. These include milestone badges, activity feeds, and leaderboards that encourage friendly competition.

LEARN MORE



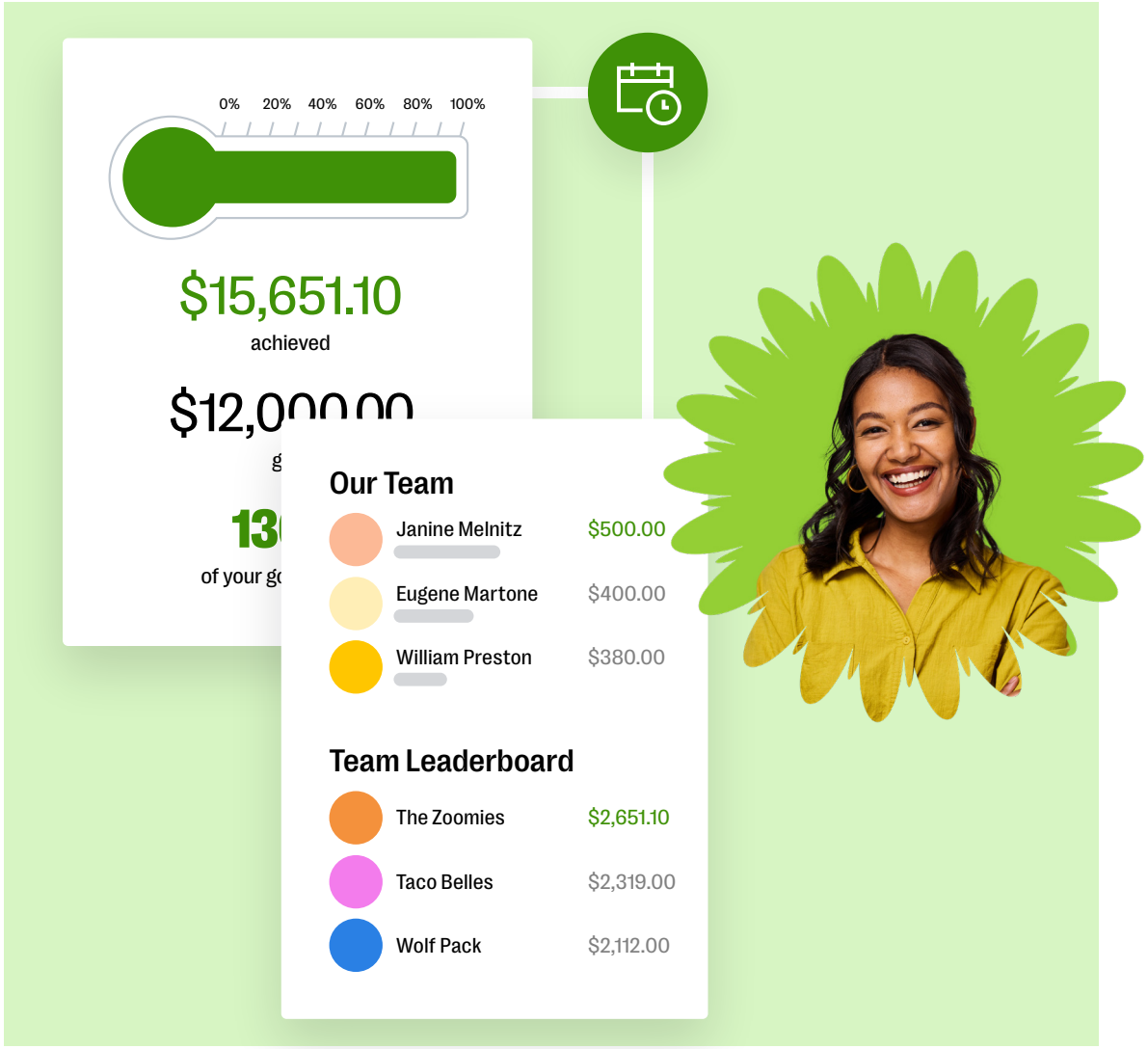
TRY CROWDFUNDING A PROJECT

Asking donors to give on GivingTuesday is good. Asking them to help raise $5,000 is better. Asking them to help raise $5,000 toward building a new playground? That's the kind of goal people rally behind.

That's the power of crowdfunding — one specific project, one clear goal, a whole community chasing it together. Donors know exactly what their gift supports and how it moves your mission forward. That visible impact and a clear finish line provides a reason to give now and a reason to share. It's a natural fit for the energy of GivingTuesday.

Bloomerang 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 seeing clear progress and 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.

LEARN MORE



NEXT: Looking at ways to craft emails, social media posts, and text messages that get results.

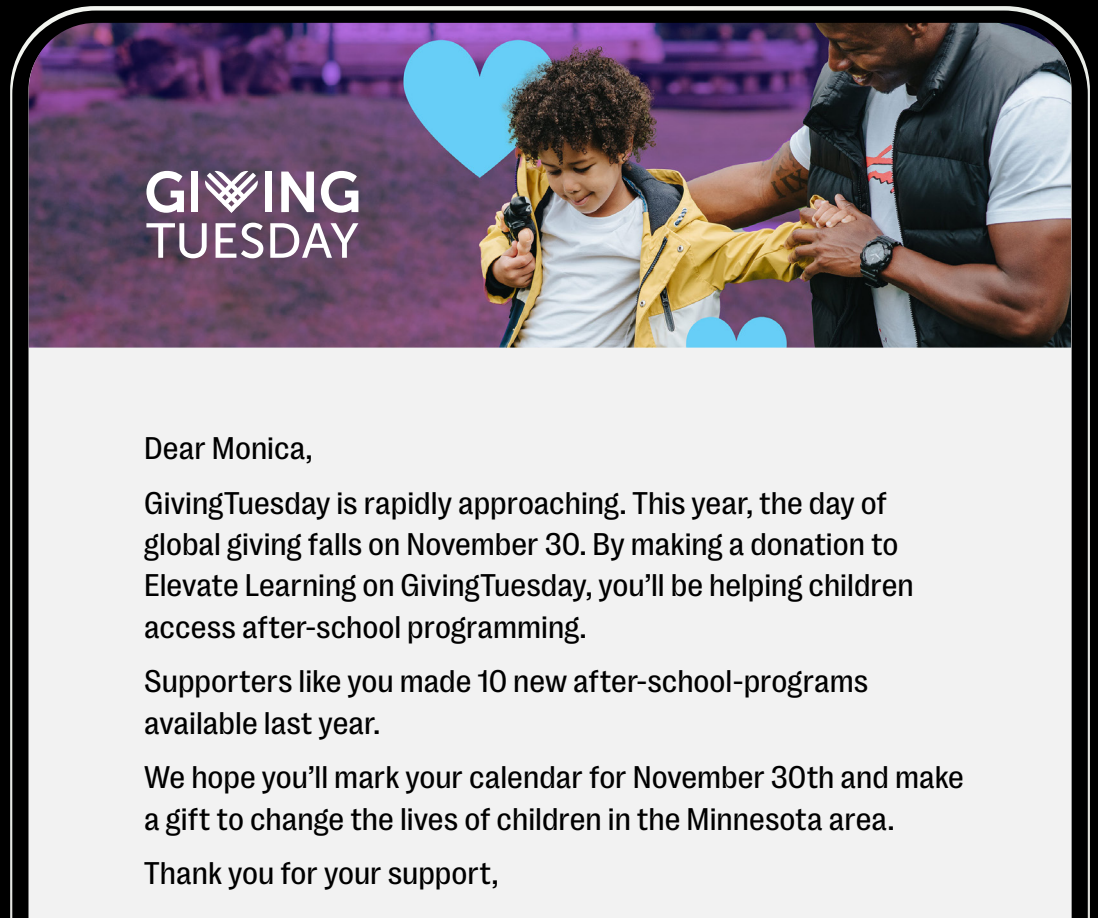
CRAFT YOUR MESSAGES

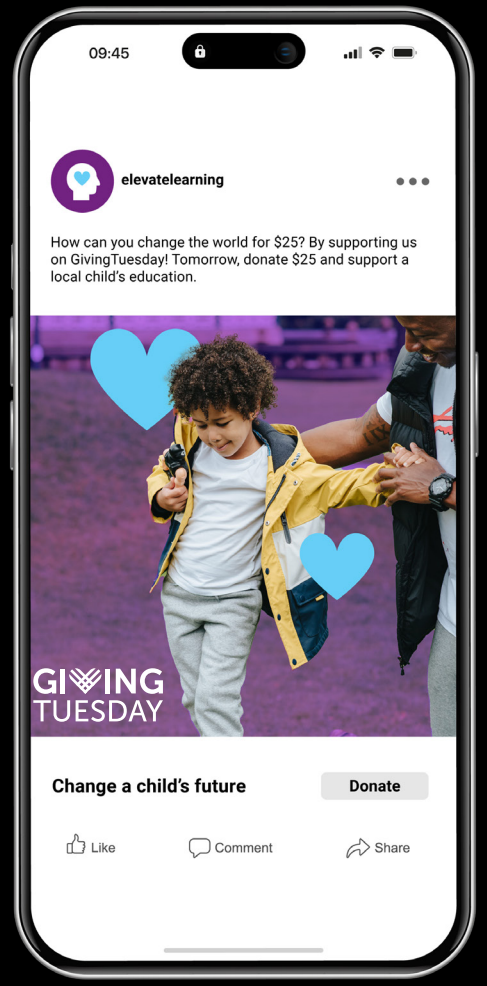


Communications Templates

Communication with new and existing donors is vital for a successful GivingTuesday campaign. Try the following email, social media, and text message tips and templates to build excitement and long-term relationships.







GivingTuesday Email Templates



A thoughtful email strategy can help you build momentum, connect donors to your mission, and inspire GivingTuesday action. Use the templates that follow as a starting point, then customize them with your organization's stories, impact, and voice.

A FEW TIPS BEFORE YOU HIT SEND:

Know your audience. Tailor your message for different donor groups and their relationship with your organization.

Build momentum. Start communicating early and increase your outreach as GivingTuesday gets closer.

Keep one clear ask. Every email should drive toward a single action. Too many asks compete for attention and lower response — give donors one clear next step.

Give every email a purpose. Whether you're sharing a story, providing an update, or making an ask, give donors something meaningful.

Make it personal. Strong subject lines, compelling stories, and authentic images can help your message stand out in a busy inbox.

Design for mobile. Most people read emails on their phone. Keep paragraphs short and your call-to-action easy to tap.

EMAIL SUBJECT

Save the date for GivingTuesday!

WHEN TO SEND IT
About three or four weeks in advance

Dear [FIRST NAME],

GivingTuesday is rapidly approaching. This year, the day of global giving falls on [DATE]. By making a donation to [ORG NAME] on GivingTuesday, you'll be helping [PEOPLE SERVED].

Supporters like you [INSERT IMPACT STATEMENT SUCH AS "PROVIDED 275 MEALS A WEEK TO FAMILIES IN OUR COMMUNITY"] last year.

We hope you'll mark your calendar for [DATE] and make a gift to change the lives of [PEOPLE YOU SERVE].

Thank you for your support,

[SIGNATURE]

EMAIL TYPE

Introducing GivingTuesday

WHEN TO SEND IT
About two weeks in advance

Dear [NAME],

Have you heard of GivingTuesday? It's a global day of giving, and it's a great opportunity to make a difference in your community by donating to the causes you care about. This year, join us at

[ORG NAME] as we rally with people around the world to raise money for our favorite causes.

GivingTuesday is the Tuesday after U.S. Thanksgiving (so, [DATE] this year). With your help, [ORG NAME] will work to raise [GOAL AMOUNT], which will go toward [CAMPAIGN DETAILS HERE].

Your support will make [CAMPAIGN OUTCOME] possible. We hope you'll join us on GivingTuesday to make that goal a reality!

Keep an eye on your inbox for more information as GivingTuesday approaches!

[BUTTON] Give Now

EMAIL TYPE

Awareness-building/reminder

WHEN TO SEND IT
One week in advance

Dear [NAME],

GivingTuesday is only a week away! Are you ready to start the season of giving?

This year, [ORG NAME] is working toward raising [GOAL AMOUNT] that will provide [CAMPAIGN RESULTS]. Will you join us? A small gift of just $[DONATION AMOUNT] provides [IMPACT]!

We'll be in touch with more details soon! In the meantime, check this out [LINK TO WEBSITE, BLOG, OR VIDEO HERE] and learn more about the people your GivingTuesday gift will support.

[BUTTON] Give Now

EMAIL TYPE

Reminder email

WHEN TO SEND IT
The day before GivingTuesday

Black Friday and Cyber Monday are great opportunities to find gifts for your family and friends. GivingTuesday is an opportunity to give gifts to the rest of the world!

Tomorrow, [ORG NAME] will join GivingTuesday, a global movement to do good in communities around the world. We're teaming up with people like you to raise [GOAL AMOUNT] to [CAMPAIGN IMPACT STATEMENT].

Will you join us?

With a simple donation of [IDEAL GIFT AMOUNT], your gift will [CAMPAIGN IMPACT STATEMENT]. [INCLUDE MATCHING DONATION INFORMATION HERE, IF APPLICABLE]

We can't wait to see what you and our community will do to help [THE PEOPLE YOU HELP]. Please donate, share our page, and spread the word about this wonderful mission!

[BUTTON] Give Now

EMAIL TYPE

Launch email/building excitement

WHEN TO SEND IT
The morning of GivingTuesday

Insert an impact image



Dear [NAME],

Today's the day! Millions of people around the world will celebrate GivingTuesday by supporting their favorite nonprofit missions. Will you be one of them?

Please join the GivingTuesday movement by giving to [ORG NAME]! Your gift will help [CAMPAIGN IMPACT STATEMENT]. We hope to work with you and our community to raise [GOAL AMOUNT], which will go toward [WHAT THE MONEY WILL GO TOWARD].

A gift of [DONATION AMOUNT] will go a long way toward [MISSION]. Please make a gift today!

[BUTTON] Give Now

EMAIL TYPE

Update/building excitement

WHEN TO SEND IT
During GivingTuesday

Insert a thermometer graphic



Dear [Name],

It's happening!! Because of people like you, [ORG NAME] has already raised [AMOUNT RAISED] this GivingTuesday. Those donations will go to [CAMPAIGN IMPACT STATEMENT].

If you haven't joined the amazing group of people supporting this work, now's your chance! Here are some ways you can make a difference this GivingTuesday:

- Make a gift of [DESIRED DONATION AMOUNT], which will [HAVE THIS IMPACT].
- Give any amount you feel inspired to give!
- Forward this email to someone who's passionate about [MISSION].
- Go check out our social media channels and like or share our posts.

We hope you'll join our community of friends who are working together to solve [THE PROBLEM YOU'RE SOLVING].

Happy GivingTuesday!

[BUTTON] Give Now

EMAIL TYPE

Final daily update/building excitement

WHEN TO SEND IT
Near the end of GivingTuesday

Insert a thermometer graphic



Dear [NAME],

We're almost there! The [NAME OF THE COMMUNITY] community has raised an astonishing [AMOUNT] this GivingTuesday. That money will go toward [WHAT YOU WILL ACCOMPLISH WITH THE MONEY].

It's not too late to make a difference! There's still time to join this global day of giving and help [CAMPAIGN IMPACT STATEMENT].

Here's an idea of how much good your gift can do! [IMPACT STATEMENT].

Will you help us reach our goal?

[BUTTON] Give Now

EMAIL TYPE

Post GivingTuesday/invite to stay involved

WHEN TO SEND IT
The day after GivingTuesday

Dear [Name],

You did it! Thanks to you, our GivingTuesday fundraiser was a huge success! Together we raised [TOTAL RAISED] of the [GOAL AMOUNT] goal amount.

But just because GivingTuesday's over doesn't mean our partnership with you has to end. There are still a lot of ways you can help [ORG NAME] throughout the year.

- [PROGRAM THAT NEEDS SUPPORT]

So give yourself a pat on the back. You've done an awesome thing for [PEOPLE SERVED].

Thank you for supporting [ORG NAME] & [PEOPLE SERVED].

[BUTTON] Give Now

GivingTuesday Social Media Templates



Social media can help you build excitement, share your mission, and invite your community to be part of GivingTuesday. Use these templates as a starting point, then make them your own with stories, images, and updates that show supporters what their generosity can make possible.

FREE CANVA TEMPLATES

A FEW TIPS BEFORE YOU POST:

Lead with your mission. Balance fundraising asks with stories and impact that remind people why they follow you.

Treat social as a bridge. Social media is great at sparking interest, but the gift usually happens elsewhere. Use each post to build trust and point supporters toward a clear next step.

Make every post count. Share GivingTuesday content intentionally without overwhelming your regular social content.

Show, don't just tell. Use authentic photos, videos, and stories to bring your mission and impact to life.

Prioritize video. Short-form vertical video consistently outperforms static posts for reach and engagement—and it doesn't take a big budget. A phone and a genuine moment often work best.

Make it easy to act. Include a clear call to action and a direct link to your donation form when asking for support.

Use the hashtag #GivingTuesday. This can help boost your organic reach.

DAYS BEFORE

SOCIAL MEDIA TEMPLATES



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 gearing up for the holidays. Be sure you remind them about GivingTuesday!

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].

Instagram

#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].

Instagram

Change the world for [DESIRED GIFT AMOUNT]! By donating this #GivingTuesday, your [DONATION AMOUNT] will [MAKE THIS IMPACT].

POST 3:

Facebook

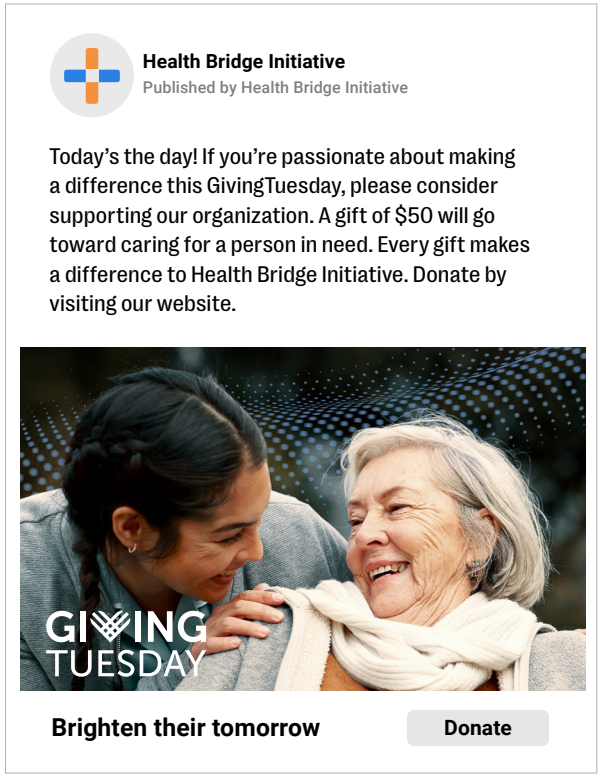
GivingTuesday is only 24 hours away, and we're so excited to work with our community to meet our fundraising goal of [GOAL]. Everything you donate tomorrow will go toward [MISSION]. Make the holidays brighter for [GROUP] by [CALL TO ACTION].

Instagram

Have you heard? #GivingTuesday is tomorrow! Everything you donate tomorrow will [MAKE AN IMPACT]. We hope you'll join us!

ON GIVINGTUESDAY

SOCIAL MEDIA TEMPLATES



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. [LINK]

Instagram

Happy #GivingTuesday! Donate [SUGGESTED AMOUNT] and you'll [MAKE AN IMPACT]. Donate here: [LINK]

POST 2:

Facebook

You're crushing 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 the day.

Join us by making a donation on our website, here [LINK]

Instagram

You're crushing it! Donors have already given [AMOUNT] this #GivingTuesday, which will help [MAKE AN IMPACT]. Get involved by donating here: [LINK]

ON GIVINGTUESDAY

SOCIAL MEDIA TEMPLATES



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 [LINK WORD "HERE" OR "NOW"] or share our posts with your friends and family!

Instagram

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 GOAL] 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. We can't thank you enough.

Instagram

Thank you, thank you, thank you! Because of you, [IMPACT STATEMENT]. If you supported [ORG NAME] this #GivingTuesday, you made [AN IMPACT].

BONUS POSTS

SOCIAL MEDIA TEMPLATES



Every nonprofit is different, and no two 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 Instagram

Thank you, [DONOR NAME]! Because of you, [IMPACT STATEMENT].

SHARING MATCHING GIFT INFORMATION

Do you have a donor that has 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]!

Instagram

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 UPDATES

Let your donors and supporters know how you did on GivingTuesday and invite them to keep in touch.

Facebook

Did you see our GivingTuesday updates yesterday? It was quite a day! You helped us raise [AMOUNT] to [GROUP SUPPORTED] — that means [IMPACT STATEMENT]!

Keep an eye on our Facebook, website, and newsletter for updates on [SUPPORTED GROUP] and other ways to get involved.

Thank you so much for supporting us! You're helping [IMPACT STATEMENT].

Instagram

Yesterday, you helped us raise [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!

GivingTuesday Text Message Templates



Text messages can be a simple, direct way to connect with supporters during GivingTuesday. Because texts reach people in a more personal space, use them thoughtfully and keep your messages timely, helpful, and easy to act on.

A FEW TIPS BEFORE YOU HIT SEND:

Text with permission — and make leaving easy. Only message supporters who've opted in, and include a clear way to opt out of every message. Honor opt-out requests right away. It's both good practice and the law.

Keep it focused. Limit your GivingTuesday texts and give each message a clear purpose.

Mind the timing. Send during reasonable hours in your supporters' time zone — generally not before 9 a.m. or after 9 p.m. A well-timed text feels helpful. A late-night one feels intrusive.

Make it easy to act. Include a direct link so supporters can learn more or make a gift.

Keep it human. Write like a person, keep it brief, and make the value of the message clear.

Follow up. In the months after GivingTuesday, keep supporters connected to your organization by sending semi-regular texts. In those text messages, invite them to upcoming events and volunteer opportunities.

Bloomerang Tip: If you're using Bloomerang's text-to-donate tools, you can create and schedule GivingTuesday messages from the SMS/Text area of your dashboard. Choose your audience, customize your message, and send it right away or schedule it for later.

GIVINGTUESDAY

TEXT MESSAGE TEMPLATES

1 MONTH OUT

Save the date... GivingTuesday is on [DATE]! You can make a big difference for [THOSE YOU SERVE] by making a donation to [ORG NAME] on GivingTuesday! Until then, check out the impact donors like you made last year: [LINK TO WEBSITE IMPACT STATEMENT]

1 WEEK OUT

On [DATE] [ORG NAME] will be participating in GivingTuesday, a global day of giving. We hope you'll support [THOSE YOU SERVE] by making a gift! Want to learn more about how your donation can help? [LINK TO YOUR MISSION]

1 DAY BEFORE

GivingTuesday is tomorrow! Here at [ORG NAME], we're so grateful for the support of donors like you. Ready to give now? [DONATION FORM LINK]

DAY OF

GivingTuesday is here! To support [THOSE YOU SERVE], you can make a gift to [ORG NAME] here: [DONATION FORM LINK]. Thanks for making the world better on this global day of giving!

THANK-YOU MESSAGE TEMPLATE

Yesterday was great! Thank you for supporting [ORG NAME] on GivingTuesday! Stay tuned for updates on the total raised. You can still make a difference with a donation! [LINK TO GIVINGTUESDAY FORM]

FOLLOW-UP

Our GivingTuesday results are in! YOU helped us raise [DOLLAR AMOUNT] for [ORG NAME] to support [THOSE YOU SERVE]. Thank you for making a difference!

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BUILDING A SCHEDULE



Build a Communications Schedule

A successful GivingTuesday campaign starts with a thoughtful communication schedule. Email, social media, and text messages can help you build excitement, share your story, and show donors what their support can make possible. Use this scheduling template to ensure you connect with your supporters and inspire them to take action.

Alter this basic four-week scheduling template to work with your GivingTuesday plan.

SCHEDULING TEMPLATE
WEEK 1

SUN	MON	TUESDAY	WED	THU	FRIDAY	SAT
		Social Post Introduce the concept of GivingTuesday to donors who may be unfamiliar with it. **Text Message** Ask possible donors to “save the date” and remind them about GivingTuesday.			**Social Post** Consider sharing what your GivingTuesday campaign donations will fund! The more compelling your story, the more likely donors will be to give.	

SCHEDULING TEMPLATE
WEEK 2

SUN	MONDAY	TUESDAY	WED	THURSDAY	FRI	SAT
	Social 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** Send a short email about GivingTuesday, what it is, and letting donors know about your campaign.		**Email** Do you have any cool opportunities happening on GivingTuesday? Are matching gifts available? Share them here!		

SCHEDULING TEMPLATE
WEEK 3

SUN	MON	TUESDAY	WED	THU	FRI	SAT
		Email 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. **Text Message** Remind possible donors that GivingTuesday is a week away.		THANKSGIVING	BLACK FRIDAY	

SCHEDULING TEMPLATE
WEEK 4 (WEEK OF GIVINGTUESDAY)

SUN	MONDAY	TUESDAY	WEDNESDAY	THU	FRI	SAT
	CYBER MONDAY **Email** Reiterate how their involvement will make a difference. **Social Posts** 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. **Text Message** Reminder that GivingTuesday is tomorrow.	**GIVINGTUESDAY!** **Email** Send emails before, during, and right before the conclusion of the event. **Social Media** Thank donors, share progress, remind donors about matching opportunities, ask them to share your posts — today's the day to get social! **Text Message** Remind possible donors that GivingTuesday is today.	**THE DAY AFTER** **Email** 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** Let donors know how much they gave, what that money will accomplish, and a sincere thank you message.			



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NEXT: How artificial intelligence can help make your GivingTuesday campaign easier to implement.

INCORPORATE AI

Give Your GivingTuesday Campaign a Boost



AI can be a helpful partner as you plan and execute your GivingTuesday campaign. The large language model (LLM) of your choice can help you brainstorm ideas, strengthen your stories, create campaign materials, and save time along the way.

The key is giving AI the right information and instructions. Here are a few ways to get started.

Tell AI about your organization

The more relevant context you provide, the more useful the output can be. Start with information that helps your LLM understand your organization (who you are, what you do, and how you communicate). *Please note: be thoughtful about the information you share with any AI tool. Follow your organization's policies and avoid providing sensitive donor or constituent information.*

Consider sharing:

- Your mission and programs
- General audience and donor information (nothing private)
- Brand voice and messaging guidelines
- Approved stories and testimonials
- Annual reports or other impact information

Share your GivingTuesday goals

Give your LLM context about the GivingTuesday campaign itself. Include your fundraising goal, previous GivingTuesday results (if you have any), suggested donation amounts, matching-gift details, and any approved stories or testimonials you plan to use.

The more specific your input, the easier it is for AI to provide relevant ideas and recommendations.



Let AI turn impact information into stories

Have great impact data but aren't sure how to turn it into a compelling story? AI can help you identify promising themes, proof points, and story ideas from information you already have.

TRY THIS PROMPT (IN YOUR LLM): Act as a nonprofit storytelling editor. Using only the facts found in program statistics, testimonials, stories, annual reports, and other notes, identify the strongest donor-facing proof points, any potential stories, the human problem or need behind every story, how [YOUR ORGANIZATION] responded, all tangible outcomes, and how someone reading an email or interacting with [YOUR ORGANIZATION] fits into that story. Do not invent names, quotes, numbers, outcomes, or details. If something is missing, identify it as "DETAIL NEEDED".

Ask AI to create ambassadors

Your board members, volunteers, staff, and other supporters can be some of your best GivingTuesday ambassadors. AI can help you quickly create materials they can personalize and share with their own networks.

TRY THIS PROMPT (IN YOUR LLM): Create a GivingTuesday ambassador toolkit for [YOUR ORGANIZATION] board members, volunteers, and staff. The GivingTuesday goal is [GOAL] and the donation URL is [URL]. With that information, create a 30-second explanation of the GivingTuesday campaign, a customizable email, a customizable text message, and a Facebook/Instagram post. Keep things simple as if the supporters want to help but don't know where to start. All materials should sound like they are written by a person and not coming from [YOUR ORGANIZATION].

Discover purpose-built fundraising AI

General AI tools can help with many GivingTuesday tasks. Purpose-built fundraising AI can go a step further by helping fundraisers understand their donors and identify opportunities to strengthen relationships.

Penny, Bloomerang's AI fundraising partner, is built directly into the Bloomerang Giving Platform. Penny helps fundraisers identify at-risk donors, surface high-potential opportunities, improve data quality, and understand where to focus attention.

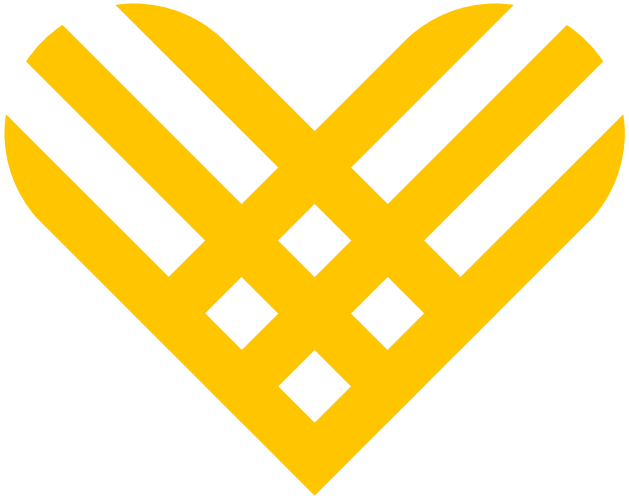
See how Penny and the Bloomerang Giving Platform can help your team turn donor insights into action.

MEET PENNY

CONCLUSION



Build Your GivingTuesday Campaign



GivingTuesday may be a one-day event, but the relationships you build can last much longer. With a thoughtful plan, a clear story, and a donor experience that makes people feel valued, your campaign can do more than help you reach a fundraising goal. It can give supporters a reason to stay connected to your mission.

Now it's time to put your plan into action. Build your campaign calendar. Create a donation experience that makes giving easy. Tell stories that show supporters what their generosity makes possible. And plan how you'll thank donors and keep them engaged after GivingTuesday is over.

Use the strategies, templates, and prompts in this guide to get started. You don't have to do everything at once. Start with what will make the biggest impact for your organization and your donors, then build from there.

Ready to get started? Build your GivingTuesday campaign and turn one day of generosity into stronger donor relationships all year long. Bloomerang can help.

Fundraising and donor
management software
built for purpose.

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