

GivingTuesday Preparedness Checklist

A quick, practical checklist to help your nonprofit get ready for GivingTuesday. This is a placeholder file used to test the download flow on the site.

4 to 6 weeks before

- ☐ Set a clear fundraising goal and define what success looks like.
- ☐ Confirm your donation page works on mobile and desktop.
- ☐ Draft your core campaign message and story.
- ☐ Build a list of segments for your email sends.

1 to 2 weeks before

- ☐ Schedule your email sequence and social posts.
- ☐ Prepare thank-you messages and receipts in advance.
- ☐ Line up a few volunteers or partners to amplify the campaign.
- ☐ Test every donation link one more time.

On the day

- ☐ Send your morning launch email.
- ☐ Post updates and progress toward the goal throughout the day.
- ☐ Reply to comments and thank donors in real time.
- ☐ Send a final push message in the evening.