



GIVING TUESDAY ACTION PLAN

POINT PERSON: _____

TEAM: _____

GOALS

- _____ ○
- _____ ○
- _____ ○
- _____ ○

GIVING LEVELS
**Average donation in 2017: \$134 (Blackbaud)*

- _____ ○
- _____ ○
- _____ ○
- _____ ○

PLATFORMS

- _____ ○
- _____ ○
- _____ ○
- _____ ○

AUDIENCE(S)

- _____ ○
- _____ ○
- _____ ○
- _____ ○

TO-DOS

- Join #GivingTuesday
- A/B test donation page
- Update Guidestar, GlassDoor, etc.
- Set audience + ask
- Set giving levels
- Order promo materials (if needed)
- Prepare GT landing page
- Draft messaging
- Prepare creative assets
- Set up ThunderClap
- Schedule social posts
- Set up remarketing ads
- Plan thank-you posts
- Post #Unselfies
- Measure results!



WHOLE WHALE

GIVING TUESDAY TIMELINE

POINT PERSON: _____

**3 WEEKS TO
#GIVINGTUESDAY**

**2 WEEKS TO
#GIVINGTUESDAY**

**1 WEEK TO
#GIVINGTUESDAY**

#GIVINGTUESDAY

DON'T FORGET...

- Trends for #GivingTuesday show people gearing up in August/September.
- Donations on #GivingTuesday 2017 peaked at **10am, 12pm, and 8pm EST** (Classy).
- This is just the start of the race, not the final sprint — don't cannibalize your EOY giving.
- The only way to #fail on #GivingTuesday is to not measure your results.