

Cutting through the Saturation of GivingTuesday Notes

Board training on asking for donations has BIG impact, especially when board members face generational challenges and mental barriers. This is really sharing professional development with board members.

Giving Tuesday Campaigns need a “Staff Champion”, even if tasks are shared, someone needs to take ownership

Plan for strategy, goals, impact, and visibility

Ask partners, clients, and board members for testimonials, the earlier the better and it makes for great content

Create a timeline 4-6 weeks before, begin public messaging.

Targeted Marketing:

- One group did mailers to donors who haven't given in the current year, with a QR code unique to the postcard so they could track the value of the mailing.
- Know your target market for each message, tap into what people enjoy doing/learning/knowing
- Be intentional with your ask (who you are asking, what you are asking for)

Define what will mark success for your campaign

Tap into people (influencers, current supporters) with a big following---creating visibility

Cross-promote with other organizations/partnerships

It is possible to participate in Giving Tuesday without a budget item—use the Giving Tuesday toolkits/open office hours to train on the toolkit.

Giving Tuesday is a great place to experiment with something new...try 1-2 new things every year. BUILDing a great campaign doesn't happen in one year!

Resource Links:

- [Planoly](#)
- [Meta Business Suite](#)
- [Canva for Nonprofits](#)
- [Kindful Donor Database](#)
- [Kindful Year-End Giving Ideas](#)
- [Zeffy.com for Nonprofits](#) —no cc or processing fees