



Nonprofit Calendar for #GivingTuesday

Print this checklist to make sure your nonprofit is on track for a successful day!

October 23 to October 29

- Segment your database.
- Assign each segment a message and an outreach method.
- Post on socials using the #GivingTuesday hashtag.
- Plan an event for the actual day.
- Review logistics and make a plan for each element.
- Research local partnerships.
- Plan a peer-to-peer campaign.
- Review creative fundraising ideas and choose one or two.
- Send your save-the-date email or direct mail.

October 30 to November 5

- Create a regular cadence of social media posts, emails, direct mail.
- Start a countdown on your website and engagement channels.
- Consider adding matching-gifts functionality to your website.
- Create a toolkit for campaigns and ambassadors.
- Focus on the impact of donations.

November 6 to November 12

- Promote events
- Contact local media
- Continue all your methods of outreach and donor communication.
- Circulate invitations or sign-up sheets for volunteers.
- Donate to yourself on your computer and phone to test your donation page and payment processing.

November 13 to November 19

- Ensure you're using the #GivingTuesday hashtag on social media
- Build excitement about your campaign.
- Prepare for the event you're planning. What will you need?
- Create content addressing Black Friday and Cyber Monday.
- Check in with ambassadors and P2P campaign participants.

November 20 to November 24

- Relax! Tell everyone you're grateful for them and eat turkey.

November 25

- Stay active on email and social media.

November 28 and beyond

- Create "One more day!" posts.
- Email all supporters.

November 29 🐙

- Send two emails to supporters.
- Thank donors immediately.
- Show your progress in real time.
- Be an octopus: go live, call donors, thank them. Personally touch all engagement efforts.