Want to have your best-ever Giving Tuesday? Visit our website to learn more about how we can help you reach your goal with tools like online donation forms with fundraising thermometers to show progress, text-to-donate and outbound messages, a peer-to-peer platform that’s perfect for crowdfunding, and more!

www.qgiv.com
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A Short History of Giving Tuesday

Giving Tuesday is one of the biggest days of the year in the fundraising world, but it hasn’t always been that way! Giving Tuesday is a relatively new “holiday” that’s been on fundraisers’ radar for less than 10 years.

The first Giving Tuesday launched on the first Tuesday after Thanksgiving in 2012, founded by New York’s 92nd Street Y in partnership with the United Nations Foundation. The idea behind the event was to create a respite from the consumer frenzy of Black Friday and Cyber Monday by creating a day that focused on charitable giving.

Since then, Giving Tuesday has grown by leaps and bounds. While it’s hard to pin down the amount processed in 2012, Giving Tuesday 2013 officially processed $28 million. By the end of Giving Tuesday 2018, donors gave $400 million to participating charities.

As Giving Tuesday grows more popular with donors and nonprofits alike, it’s tempting to pull together a quick campaign, launch it, and wait for the money to roll in. But it’s not that easy! Successful Giving Tuesday campaigns require planning, effort, and lots of attention. Giving Tuesday success shouldn’t only be measured in dollars raised. Nonprofits need a plan to keep and nurture relationships with the new donors they acquire and, more importantly, show their existing donors how important they are.

This Giving Tuesday guide is full of ideas about how to achieve those goals and some tips you can use to do so. Happy planning!
A Quick Snapshot of Giving Tuesday Totals

Giving Tuesday's history is marked by dramatic increases in overall dollars processed. Take a look at the yearly pattern of online giving!

2012: $12 million
2013: $27 million (+125%)
2014: $45.7 million (+63%)
2015: $116.7 million (+45%)
2016: $168 million (+44%)
2017: ~$300 million (+44%)
2018: $400 million (+33%)

*Dollars raised, as reported by GivingTuesday*
A Basic Giving Tuesday Promotional Schedule

There are tons of different elements that go into a successful Giving Tuesday campaign. Two of the most important are the emails and social posts you send your donors to get them hyped about making a difference on Giving Tuesday. Here are some guidelines that will help you make the most of your communications:

When Sending Emails

- Target your emails to make them more effective! Segment your email sends to address a few different groups of people: brand-new donors, loyal donors who have stayed engaged with you, highly-engaged volunteers and board members, and donors that supported you during your last Giving Tuesday campaign.
- Build excitement gradually. Sending daily emails is not the best way to get peoples’ attention! Instead, start two weeks out from the event and work from there.
- More frequent emails are acceptable on Giving Tuesday itself. It’s fine to send email updates—make sure each one has a point and something to offer your audience.
- Take time to craft your emails. Your donors will receive lots of Giving Tuesday emails! Spending time to perfect your subject lines, include great pictures, and tell powerful stories are all great ways to make your appeals stand out from the crowd.

When Creating Social Posts

- Be intentional about when you post Giving Tuesday reminders. People follow you on social media because they care about your mission, not because they’re eager to see your fundraising appeals. Make sure your Giving Tuesday posts enhance your regular posting instead of overtaking it.
- On the day of the event, focus on publicly thanking your donors (as long as they’re okay with recognition, of course). Instead of posting endless appeals, spotlight the people who gave and invite others to do the same. It makes your donors feel good, it inspires others to get involved, and it makes planning posts way easier on your social media manager.
- Back up your appeals with stories, videos, and great images. Your donors are being inundated with Giving Tuesday appeals on their own channels. Add elements to your posts that will make them stand out!
This basic scheduling template shows a simple promotion plan. Tweak these dates to suit your organization. Just remember not to overdo it!

<table>
<thead>
<tr>
<th>SUNDAY</th>
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<td><strong>Social Post:</strong> Awareness Post</td>
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<td>Introduce the concept of Giving Tuesday to donors who may be unfamiliar with it.</td>
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<td><strong>WEEK 1</strong></td>
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<td><strong>Social Post:</strong> Awareness Post</td>
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<td><strong>Social Post:</strong> Awareness Post</td>
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<td></td>
<td></td>
<td>Consider sharing what your Giving Tuesday campaign donations will fund! The more compelling your story, the more likely donors will be to give.</td>
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<td><strong>WEEK 2</strong></td>
<td><strong>Social Post:</strong> Awareness Post</td>
<td>Awareness Email</td>
<td>(Optional) Social Post: Awareness Post</td>
<td>(Optional) Social Post: Awareness Post</td>
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<td></td>
<td>Why should your donors support you on Giving Tuesday? Remind them that it’s coming up soon and show them how their gift will make an impact.</td>
<td>Send a short email about Giving Tuesday, what it is, and letting donors know about your campaign.</td>
<td>Do you have any cool opportunities happening on Giving Tuesday? Are matching gifts available? Share them here!</td>
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<th>FRIDAY</th>
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|        |        | Reminder Email  
Sending a short reminder one week out keeps Giving Tuesday at the forefront of donors’ minds.  
Social Post  
Build excitement! This is a chance for one more reminder post before the bustle of Thanksgiving. | | Thanksgiving! | Black Friday | |
| WEEK 3 |        | Cyber Monday  
24 Hours Before Reminder Email  
Get people ready for the big day! Reiterate how their involvement will make a difference.  
Social Posts:  
One More Reminder  
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. | | Giving Tuesday!  
Email: Periodic Updates  
Send emails before, during, and right before the conclusion of the event.  
Social Media: Regular Updates  
Thank donors, share progress, remind donors about matching opportunities, ask them to share your posts—today’s the day to get social! | | The Day After Email: Update and Thank-You  
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: Final Update  
Let donors know how much they gave, what that money will accomplish, and a sincere thank-you message. | | |
| WEEK 4 |        | | | | | |
| | | | | | | |
Email and Social Templates

We've put together some helpful email and social post templates for you to use this #GivingTuesday!

Download Email Templates

The Month Before Giving Tuesday

Awareness Raising Posts

These posts are written to help you start spreading the word about your Giving Tuesday campaign. In these posts, make sure you include 3 elements: a note that you’re participating in Giving Tuesday, a summary of what you’ll do with the funds raised, and an initial invitation to get involved. Post several of these over the weeks leading up to Giving Tuesday to get it on your followers’ radar.

Facebook

Have you heard of Giving Tuesday? It’s an international day of giving, and it’s happening on December 3. (Organization name) will be working toward raising money to impact statement here). Keep an eye out for updates, giving opportunities, and other ways to get involved!

Dear [Name],

Have you heard of Giving Tuesday? 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 here at [org name] as we join with people around the world to raise money for our favorite causes.

Giving Tuesday is the Tuesday after U.S. Thanksgiving (so, December 3 this year). With your help, [org name] will work to raise [goal amount], which will go toward [enter your campaign details here].

Your support will make [campaign outcome] possible. We hope you’ll join us on Giving Tuesday to make that goal a reality!

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

Twitter

Heard of #GivingTuesday? It’s an international day of giving & it’s happening Dec 3rd! [Organization name] will be working toward raising money to impact statement here. Keep an eye out for updates & how to get involved!

Like ☑️ Comment

Lakeland Food Pantry

Heard of #GivingTuesday? It’s an international day of giving happening Dec 3rd! Lakeland Food Pantry will be raising money to provide Christmas dinner to hundreds of families in our county. Keep an eye out for updates & how to get involved!

Like ☑️ Comment

Lakeland Food Pantry

Heard of #GivingTuesday? It’s an international day of giving happening Dec 3rd! Lakeland Food Pantry will be raising money to provide Christmas dinner to hundreds of families in our county. Keep an eye out for updates & how to get involved!

Like ☑️ Comment
Send a Save-the-Date Postcard Ahead of Giving Tuesday

While Giving Tuesday got its start on social media, not all donors are actively following the nonprofits they support on social media. It may not even occur to some donors that nonprofits have social media accounts. Sending a postcard is a great solution to get your more analog donors ready for Giving Tuesday. Even for your tech-minded supporters, getting a physical reminder to get involved in an upcoming campaign will really make an impact. Plus, you can share information easily with a small, inexpensive mailer.

What to Include:
Giving Tuesday save-the-date postcards should include the date of the campaign, how donors can give, and what impact donations will have. Make it clear who sent the postcard. Include your nonprofit’s logo (and name if the logo doesn’t include it) and put it in your organization’s colors. Make your Giving Tuesday campaign look official by tying a Giving Tuesday logo into your postcard design.

Pro Tip: Postcards make it easy to share important information in a small space. To make your save-the-date effective, remember that less content is more. Don’t overload your postcard. Stick to only the necessary information listed above.

Short on time? We’ve got you covered. Download this save-the-date postcard template and add your organization’s logo and information!
Create Unique Giving Tuesday Donation Forms

Your donation forms are an opportunity to show donors your organization’s personality. Having a plain donation form won’t speak to why supporters should give to you. An unbranded form also doesn’t tell donors anything about you. Just as with any other content, it’s important to let donors know what their gift will support. You’ve also got to add your unique branding to your donation forms so your donors know exactly who they’re giving to.

Looking for a little inspiration? Check out these examples from 2018.
The Amyloidosis Foundation

This donation form combines the official Giving Tuesday logo with their own unique branding. The Foundation expanded on this with their #Unselfie photo gallery showing why other supporters have chosen to support their cause.
Boys & Girls Club of Indianapolis

BGC Indianapolis included an image with instructions on how supporters can make a gift using text giving. The image contains short, simple instructions and is easily shareable. When supporters texted the number, they were sent a link to the Giving Tuesday donation form where they could learn how their donations would be used.
Brother Wolf Animal Rescue

Brother Wolf Animal Rescue incorporated video to show the impact of donations. The header image of the page also let donors know every dollar donated for their Giving Tuesday campaign would be doubled. This provided donors another great incentive to give.
City Year

City Year’s form had a lot of great elements in it that inspired more donations. They incorporated the social media widget to tie recent social media posts to their donation form. The Recent Activity widget provides social proof to form visitors by showing the most recent donations to the campaign. They’ve also made it easy to share the form with social sharing buttons in the top left corner.
In keeping with the theme of simpler forms, the Strides Therapeutic Horsemanship Center’s Giving Tuesday donation form relies on a cute image of a little boy carrying a horse’s feed pail. The date for Giving Tuesday 2018 is prominently displayed on the page so early visitors know when the campaign begins. They pulled in the official Giving Tuesday logo and shared a smaller version of their organization’s logo in the lower left corner of their header. This form shares a lot about what the organization does and how donations help. They’ve included donation amount buttons to make it even easier for their supporters to make a gift.
LifePath Christian Ministries Impact Statements

Here’s a bonus image from LifePath Christian Ministries. Their Giving Tuesday campaign form used Qgiv’s amounts widget and customized each donation amount button to include impact statements. This shows donors at these select giving levels exactly what their donation can accomplish.
The Giving Tuesday Donor Journey: Understanding How to Find (and Keep) New Donors

One of the biggest complaints about Giving Tuesday is that nonprofits put a ton of time, money, and effort into recruiting new donors... but they don’t do so in a way that’s sustainable. Yes, the media blitz around Giving Tuesday can result in an influx of new supporters. But an influx of new donors isn’t very valuable if you don’t keep them.

The best way to recruit new donors and keep them coming back is to understand their journey from “random person on the Internet” to “first-time donor” to (hopefully) “loyal donor.” If you take time to optimize and enhance that journey, your Giving Tuesday campaign can be much more sustainable in the long run.

Here’s how to create a donor journey that will keep your Giving Tuesday donors engaged long after the media frenzy dies down:

Connect potential donors to your mission

Emphasize your mission, not the day
Connecting donors to your mission, not to a giving event, sets the foundation for a future relationship.

Show Everyone You Love Your Donors
Show donors you value the people who make the gift, not just the gift itself.

Tell a Consistent Story
Create consistency and strengthen your appeal by sticking to one story.

Make a Great Ask

Be specific
Choose a concrete amount to ask for (but do give donors the option of giving different amounts).

Explain the impact
Don’t just tell donors they’ll make a difference. Tell them how!
Optimize the Donation Process

Make it easy to donate
Donors won’t give if they don’t know how to get to your form.

Reduce decision-making
The more decisions donors have to make during the giving process, the less likely they are to give.

Make Donors Feel Great about Giving

Thank them publicly
Only do this if the donor approves! This helps show future donors you care about your supporters.

Build a great confirmation page
Add details like images, impact statements, and thank-you messaging to make donors feel amazing.

Send a fantastic receipt
Make the most of your automated receipts by using them to give donors the warm-fuzzies.
Retaining the donors you’ve attracted during Giving Tuesday is a challenge, but it’s not impossible. If you’ve built your donor journey with retention in mind, you’ve established a solid foundation for future retention efforts. Here are some steps you can take to keep your Giving Tuesday donors engaged with your organization year after year.

### Thank Your Donors Like You Mean It

<table>
<thead>
<tr>
<th>Step</th>
<th>Reason</th>
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<tbody>
<tr>
<td>Create your thank-yous ahead of time</td>
<td>Writing your thank-you messaging while you’re planning your appeals saves time and creates continuity between the ask and the thanks.</td>
</tr>
<tr>
<td>Thank donors right away</td>
<td>Thanking donors immediately boosts the feel-good emotions that come with making a gift.</td>
</tr>
<tr>
<td>Be specific with your thanks</td>
<td>Include why you’re thankful for their gift, what it will accomplish, and who it will help.</td>
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<tr>
<td>Talk like a person</td>
<td>If your “thank you” note sounds like a business memo, rewrite it to be warm, uplifting, and engaging.</td>
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### Report back

<table>
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<th>Step</th>
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<tr>
<td>Update donors on your Giving Tuesday campaign</td>
<td>Did your supporters give a landmark amount? Did they fully fund a program? Let them know!</td>
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<tr>
<td>Share the impact</td>
<td>What will their gifts achieve? Who have they helped? What change have they made in the world?</td>
</tr>
<tr>
<td>Set up future communications</td>
<td>Tell donors to watch for future updates and news (and then follow through on sending them).</td>
</tr>
<tr>
<td>Ask for feedback</td>
<td>Plan future campaigns, gauge success, and (most importantly) give donors a voice with a donor survey.</td>
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Retaining Your Giving Tuesday Donors (continued)

This cycle applies to campaigns beyond Giving Tuesday, too! Use the simple formula of asking for support, thanking donors for support, reporting on donors’ impact, then asking again to retain your donors and expand your base of supporters.

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<th>Keep Donors Involved</th>
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<tr>
<td>Include them in future appeals</td>
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<tr>
<td>Don’t ask for more money right away, but include Giving Tuesday donors in future fundraising campaigns.</td>
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<tr>
<td>Offer additional ways to connect</td>
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<tr>
<td>Invite Giving Tuesday donors to events, facility tours, or volunteer opportunities.</td>
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<tr>
<td>Share relevant information</td>
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<tr>
<td>Keep sending updates about projects donors funded on Giving Tuesday.</td>
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<tr>
<td>Include recurring opportunities</td>
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<tr>
<td>Give repeat donors the chance to make recurring gifts to a program they love.</td>
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<tr>
<td>Reach out</td>
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<tr>
<td>Phone calls, handwritten notes, personal emails, and other tactics show donors you love and appreciate them.</td>
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Choosing Giving Tuesday Fundraising Methods

What fundraising methods should you use this Giving Tuesday? No two organizations raise money exactly the same way, but we have some ideas. Here are some of our favorite Giving Tuesday fundraising strategies, plus ideas about how to use them.
Build an online donation form

You probably already have an online donation form. But do you have an online donation form especially for Giving Tuesday? Consider creating a Giving Tuesday form that includes images, impact statements, and details from the story you plan to use in your appeals. Having that theme on your donation form will reinforce donors’ decision to give, and it can also make it easier for you to attribute Giving Tuesday donations to the right campaign. Link to this donation form in your Giving Tuesday emails, social posts, and other appeals.

Qgiv tip: you can create a Giving Tuesday donation form in seconds! Click on “My Qgiv” from your dashboard, then clone of your existing forms. From there, use your Form Builder to customize your form’s look and feel.
Include recurring donation options

If donors really connect with the story you share in your Giving Tuesday campaign, they may want to offer ongoing support instead of a one-time gift. Recurring donors are a treasure; dollar for dollar, they usually donate more over time than their one-time counterparts, and they’re also much easier to retain. Be sure you offer the option to make a donation a recurring gift!

Qgiv tip: did you know you get automatic access to recurring options? In your donation form settings, toggle on the “Enable Recurring Donations” and choose the frequencies you want to offer your donors. That’s all it takes!
Set up a text-to-donate keyword

Offering a way to donate via text is great for donors who learn about your campaign when they’re out and about. Set up a text-to-donate keyword that connects to your Giving Tuesday campaign. Then, include that keyword on emails, social posts, signs, brochures, or any other Giving Tuesday materials. We suggest using a keyword that’s unique to your Giving Tuesday campaign; that will make attributing donations to the right campaign much easier.

Qgiv tip: if you’re using Qgiv’s Mobile Suite, you don’t have to pay extra for a Giving Tuesday-specific keyword. Just navigate to the SMS/Text Messaging section of your dashboard and set up your keyword there.
Use social media fundraising methods

The fewer the clicks a donor must make to give, the better. Try including a donation form on your Facebook profile! Donors won’t have to click away from Facebook unless they want to! This isn’t a replacement for including links to your donation form in your appeals, but it’s a nice option to offer.

Qgiv tip: Facebook donation forms are a standard feature for all users, so it’s easy to add a form to your Facebook Page. Facebook requires that at least 2,000 people like your page, which makes this a great option for nonprofits that have already established a Facebook audience.
Send thoughtful outbound messages

Used sparingly, outbound text messages to past supporters (who have opted into receiving them) can be really effective fundraising tools. Send outbound messages to your lists directing them to a place they can learn more about your campaign. Text messages can quickly move from fun and informational to intrusive and annoying, so only send one or two.

Qgiv tip: if you’re using our Mobile Suite, you already have this tool! Click “Send Text Messages” under the SMS/Text area of your dashboard, then create your message or template. After that, simply choose the lists who should receive the message. You can schedule a send time or send it right away!
Explore peer-to-peer fundraising

Giving Tuesday is an inherently social event, and using an inherently social fundraising strategy might be a good option for your campaign. In a peer-to-peer fundraiser, you recruit people to raise money on your behalf. This takes planning but, if you've got a base of highly-engaged supporters already, can be a powerful fundraising method on Giving Tuesday. Set up a Giving Tuesday-specific campaign, ask your supporters to create fundraising pages explaining why people should donate to your cause, and have them spread the word using their own stories, images, and insights. Most peer-to-peer campaigns last for weeks or months; if you don't want to run a 24-hour event, try running a longer campaign that culminates on Giving Tuesday.

Qgiv tip: setting up a peer-to-peer fundraising page takes a ton of effort! If you’re short on time, try cloning a peer-to-peer event you’ve used in the past and update images, text, and color schemes. Ask your staff, board members, and volunteers if they’d be willing to set up a fundraising page and share it with their networks.

Another Qgiv tip: use Qgiv’s Facebook integration to make your fundraisers’ social posts even more powerful. The integration lets your fundraisers’ progress thermometers and Facebook’s fundraising tools work together, which will make your bookkeeping and reporting more effective after the fact.
Try crowdfunding a project

Using Giving Tuesday as a way to find like-minded donors is a good strategy. Using Giving Tuesday as an opportunity to find like-minded donors by funding a specific project, program, or goal is an even better one. Humans are hard-wired to reach goals, and setting a fundraising goal with a tangible impact will make your campaign more appealing. Asking donors to give money on Giving Tuesday is okay. Asking donors to help raise $5,000 is better. Asking donors to help raise $5,000 toward building a new playground is even better.

Qgiv tip: if you want to try a crowdfunding-style fundraiser this Giving Tuesday, 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 love tracking your progress and seeing their donation reflected in the overall total. Your fundraising progress is also a great piece of information to include in follow-up communications!
You’re Ready to Run the Giving Tuesday Campaign of a Lifetime

Love it or hate it, Giving Tuesday is one of the biggest fundraising days of the year. At its worst, Giving Tuesday can be a media frenzy marked by uninspired appeals. But, at its best, Giving Tuesday is a valuable way to connect with new donors and lay the foundations for donor relationships that last for years.

Being intentional about building a great donor experience and creating a good donor retention plan will help you turn a one-day giving event into a powerful way to connect with new donors. Promoting your campaign through email and social media, putting together an outstanding donation form, sincerely thanking your donors, and showing your supporters the impact they’ll make with their gift sets the stage for future communications—and future donations.

You’ll spend valuable time, energy, and effort putting together your Giving Tuesday campaign. We hope these examples, templates, and ideas will help you build a fantastic campaign that helps you raise more money this Giving Tuesday and long into the future.

Happy fundraising!