



GIVING TUESDAY CHECKLIST

Before The Campaign

- Create your content calendar for Giving Tuesday.
- Find other organizations to partner with.
- Create your campaign website.
- Design your donation page for the campaign.



During The Campaign

- Post frequently on social media throughout the day.
- Send emails to your supporters.
- Offer reasons to give.
- Share milestones with your audience.



After The Campaign

- Send thank-you emails to your donors.
- Recognize your volunteers for their hard work.
- Inform your supporters about your year-end campaign.
- Share the impact of your campaign and final results.

