



# #GivingTuesday

## ULTIMATE GUIDE

presented by 





Qgiv provides a full suite of fundraising solutions that integrate with industry-leading CRMs and email providers to provide a personalized giving experience for donors. In addition to providing flexible, low-cost fundraising tools, Qgiv is committed to helping people fulfill their passion to make a difference for others by equipping fundraisers with tools and educational resources to advance their knowledge and move their missions forward.



Donation  
Forms



Text  
Fundraising



Integrations  
& Reports



Peer-to-Peer  
Fundraising



Auctions



Event  
Registration



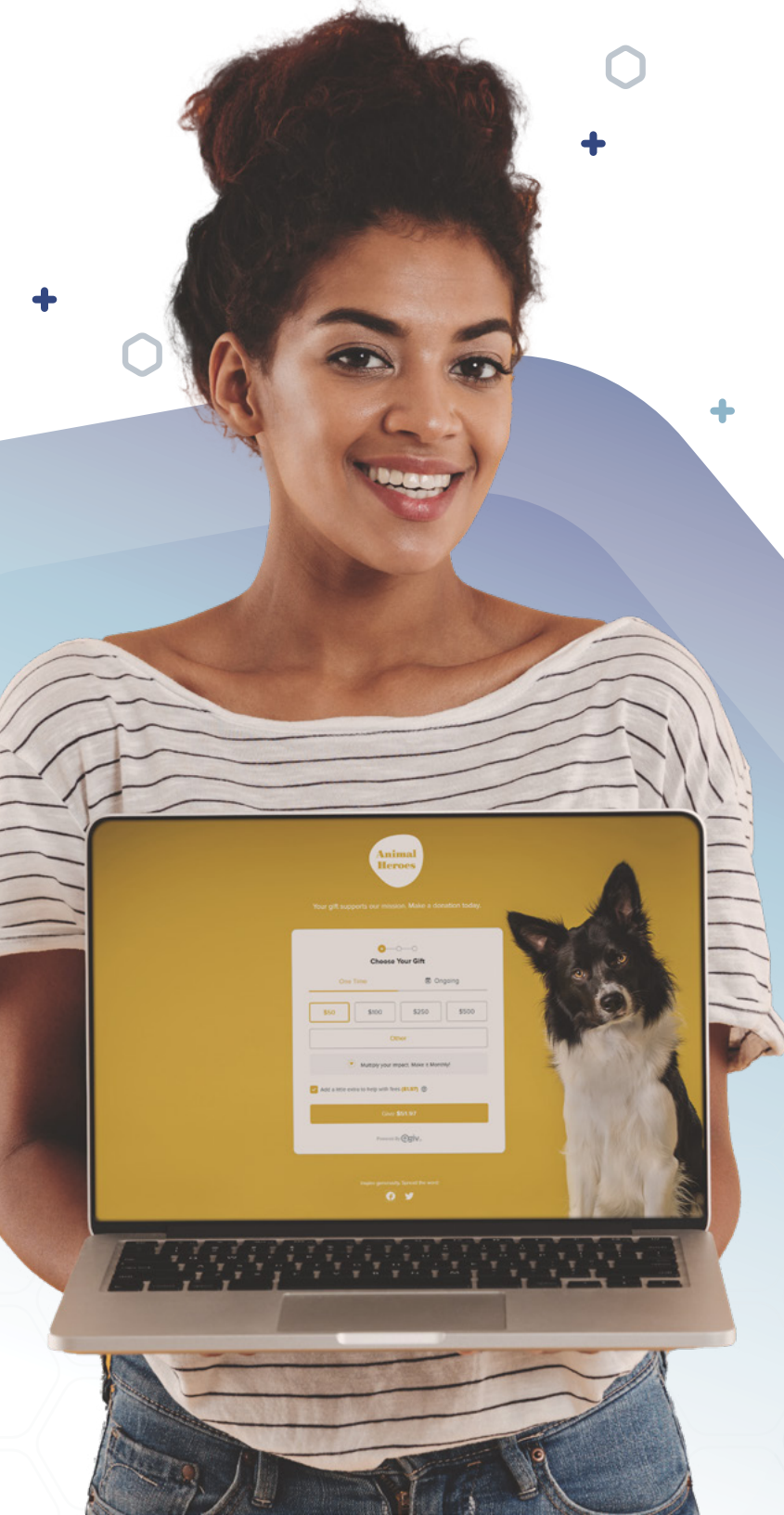
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## TABLE OF Contents

History of Giving Tuesday .....	1
Giving Tuesday Totals .....	2
Email and Social Promotional Schedule.....	3
Email, Social Post, and Text Message Templates ....	6
Save-the-Date Template .....	7
Create Unique Giving Forms .....	8
The Giving Tuesday Donor Journey .....	16
Retaining Giving Tuesday Donors .....	18
Giving Tuesday Fundraising Methods .....	20
Conclusion .....	31





## 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 only 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 2020, donors had given \$808 million online to participating charities—an increase of 58%.

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.

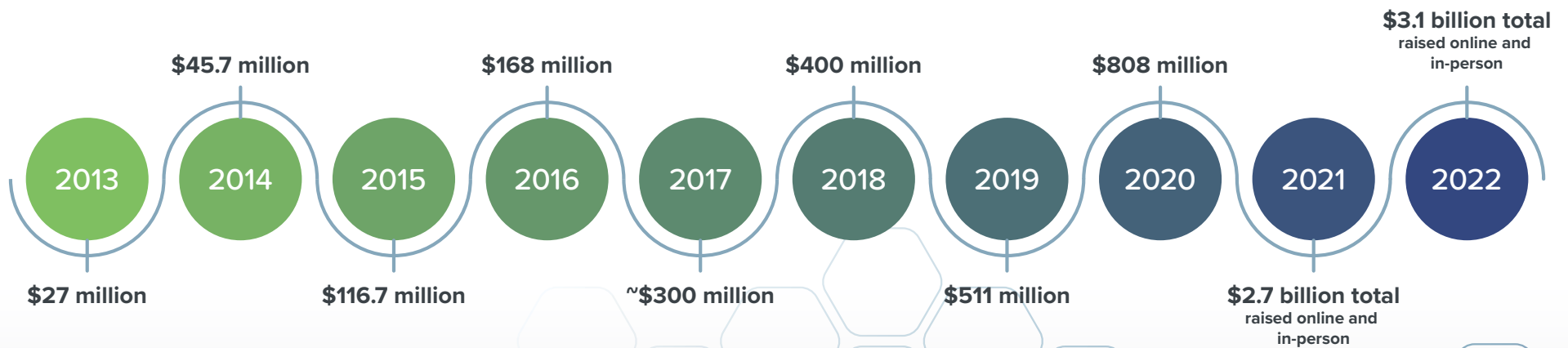
## Happy planning!



*A History of  
#GivingTuesday*

## 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!



*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!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1		<b>Social Post: Awareness Post</b>  Introduce the concept of Giving Tuesday to donors who may be unfamiliar with it.			<b>Social Post: Awareness Post</b>  Consider sharing what your Giving Tuesday campaign donations will fund! The more compelling your story, the more likely donors will be to give.	
WEEK 2	<b>Social Post: Awareness Post</b>  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.	<b>Awareness Email</b>  Send a short email about Giving Tuesday, what it is, and letting donors know about your campaign.		<b>(Optional) Social Post: Awareness Post</b>  Do you have any cool opportunities happening on Giving Tuesday? Are matching gifts available? Share them here!		



(Continued on next page)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 3		<p><b>Reminder Email</b></p> <p>Sending a short reminder one week out keeps Giving Tuesday at the forefront of donors' minds.</p> <p><b>Social Post: Build excitement!</b></p> <p>This is a chance for one more reminder post before the bustle of Thanksgiving.</p>		Thanksgiving	Black Friday	
WEEK 4	<p><b>Cyber Monday 24 Hours Before Reminder Email</b></p> <p>Get people ready for the big day! Reiterate how their involvement will make a difference.</p> <p><b>Social Posts: One More Reminder</b></p> <p>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.</p>	<p><b>GIVING TUESDAY!</b></p> <p><b>Email: Periodic Updates</b></p> <p>Send emails before, during, and right before the conclusion of the event.</p> <p><b>Social Media: Regular Updates</b></p> <p>Thank donors, share progress, remind donors about matching opportunities, ask them to share your posts—today's the day to get social!</p>	<p><b>The Day After Email: Update and Thank-You</b></p> <p>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)!</p> <p><b>Social Media: Final Update</b></p> <p>Let donors know how much they gave, what that money will accomplish, and a sincere thank-you message.</p>			





# TEMPLATES FOR Email, Social Posts, and Text Messages

We've put together some helpful email, social post, and text message templates for you to use this Giving Tuesday!

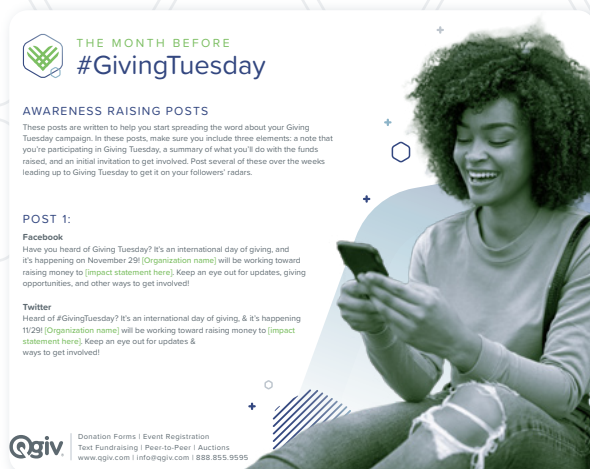
## Download Text Message Templates



## Download Email Templates



## Download Social Templates





# AHEAD OF GIVING TUESDAY

## Send a Save-the-Date

While Giving Tuesday got its start on social media, not all donors are actively following the nonprofits they support on social media. Sending an email save-the-date is a great solution to get donors ready for Giving Tuesday.

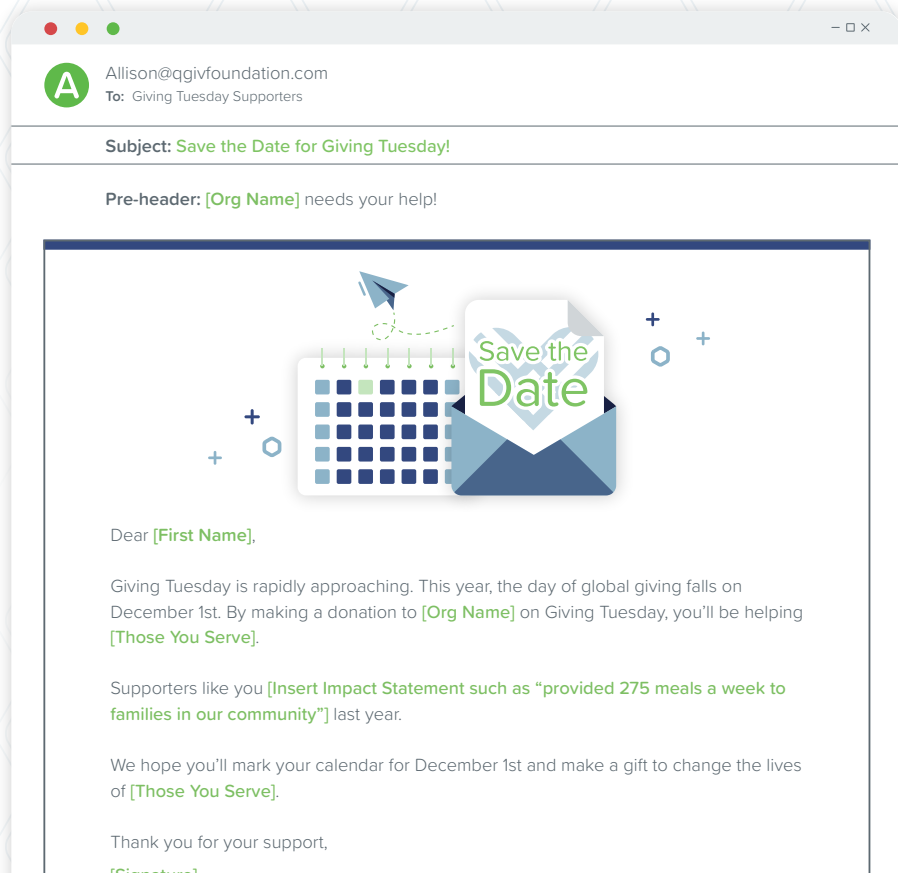
### EMAIL TEMPLATE: SAVE-THE-DATE

Use this email template to send a digital reminder of Giving Tuesday to your supporters. The editable is an easy way to create messaging that drums up excitement and gets Giving Tuesday on your supporters' calendars.

[Download Email Template](#)

### Giving Tuesday Save-the-Date Email Template

Use this simple email template to get your supporters thinking about Giving Tuesday! Consider adding a powerful image of those you serve to create a connection with readers. Your organization's logo should also be present.





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.



## Smile Train

Smile Train's Giving Tuesday donation page includes a heartwarming video, a story about a child their donors helped, plus facts about their mission and impact. They also included eye-catching images and impact information with each of their donation amounts to show donors exactly what their gifts can do.

Ready to set up your own form?

Contact Us



Celebrate Giving Tuesday with Smile Train and 3x Your Gift!



**Surgery Backlogs Are Growing. Children With Clefts Need You Now.**

In 2018, Aldrian was a six-year-old boy who had trouble eating, breathing, and speaking, and was constantly bullied because of his cleft. Today, thanks to Smile Train's donors, his grandmother, and a lot of his own hard work and practice, he has a second chance at life.

Unfortunately, COVID-19 has had a devastating impact on babies with clefts and their families in each of the 70+ countries where we work, as hundreds of our partner clinics have paused all cleft treatments. To date, our partners have performed about 39,000+ lower cleft surgeries this year than last. Thousands of children are still waiting to receive the life-saving care they desperately need.

But a baby with a cleft is born every 3 minutes, even during a pandemic.

Your gift can save a child's life. Donate now and we will match your gift 3x.

**Choose Your Gift**



\$750 will become \$2,250, helping Smile Train continue to be one of the most outspoken NGOs advocating for Healthcare for All by 2030. **\$750**



\$500 will become \$1,500, which can fund 6 transcranial cleft surgeries. **\$500**



\$250 will become \$750, which can provide life-saving cleft surgery for three children in need. **\$250**



\$125 will become \$375, which can provide training to partners on the ground in 70+ countries. **\$125**

Other





## Giving Tuesday

Help neighbors experiencing homelessness in Maryland by providing Homeless Care Kits

### HOMELESS DURING THE COVID-19 PANDEMIC

#### IN MY OWN WORDS



I have been affected by the COVID-19 virus. The Winter Shelter closed early this year because of the virus pandemic. I have been sleeping on the streets still the state decided to put me in the comfort Inn. I had just started working again after not being able to for a long time. When the virus started and not being one of the special groups that could work. I'm

unemployed again. I dream of having a room to call my own and not have to return to the streets again.

Jose S.

#### Choose Your Gift

These Homeless Care Kits help those who are most in need.

Provide one Homeless Care Kit	\$25
Provide two Homeless Care Kits	\$50
Provide three Homeless Care Kits	\$75
Provide four Homeless Care Kits	\$100
Provide twenty Homeless Care Kits	\$500
Other	

☐ Dedicate this gift

#### Your Details

What's your name?

☒ I'm an individual

☐ I'm a company

First Name Sarah	Last Name Sebastian
---------------------	------------------------

Let's get your details, Sarah.

Email sarah.sebastian@ggiv.com
-----------------------------------

Your receipt will be sent to this email. Make sure to double-check for typos.

## New Day Maryland, Inc.

New Day Maryland tied each of their donation amounts to how many Homeless Care Kits donors could provide to their neighbors experiencing homelessness. They also included a photograph and the story of Jose, a Maryland resident experiencing homelessness who would directly benefit from a care kit.

## FRIENDS of the Davenport Library

FRIENDS of the Davenport library gave Giving Tuesday donors a mission: to help them launch the Davenport Library's 1,000 Books Before Kindergarten program! Their form is straight to the point, featuring the call to action and a sweet photo of a family reading together.

### GIVINGTUESDAY

Help launch the 1000 Books Before Kindergarten program  
and gift a child the love of reading!



[My account](#) • [Sign out](#)



Choose Your Gift

\$25

\$50

\$100

\$250

Other

Give

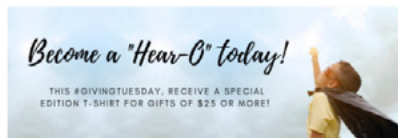
Powered by Givv

Inspire generosity. Spread the word:





THIS #GIVINGTUESDAY,  
RECEIVE A SPECIAL  
EDITION T-SHIRT FOR  
GIFTS OF \$25 OR MORE!



*Become a "Hear-O" today!*

THIS #GIVINGTUESDAY, RECEIVE A SPECIAL  
EDITION T-SHIRT FOR GIFTS OF \$25 OR MORE!



Choose Your Gift

One Time

Ongoing

Provides one-year of hearing aid batteries for a patient \$25

Provides speech therapy for child with autism \$60

Provides cognitive therapy for a stroke patient \$120

Provides a program to teach someone how to hear again \$240

\$360 Provides 6 sessions speech therapy for a child via teletherapy \$360

Provides 170 new books for children to take home \$500

Provides hearing services for 10 children \$1,000

Provides 6 months of language therapy for child literacy \$1,860

## Central Florida Speech and Hearing Center

Central Florida Speech and Hearing Center invited their donors to become a Hear-o on Giving Tuesday! Anyone giving \$25 or more received a special-edition t-shirt. CFSHC also included specific information about what each donation amount provides.

## IRUSA

IRUSA used Qgiv's peer-to-peer platform to build a beautifully branded Giving Tuesday page packed with powerful storytelling and impact statements. Supporters can make donations right from the main page or sign up for individual fundraising pages to raise funds on behalf of IRUSA.

Want to try DIY peer-to-peer fundraising this Giving Tuesday?

Contact Us

Search This Event

Log In or Sign Up

Home Donate Start Your Campaign Leaderboard

ISLAMIC RELIEF

This winter, give warmth to families in need.

GIVINGTUESDAY

Support Winter Aid TODAY!

Winter is Coming - Islamic Relief USA

Watch later Share

WINTER IS COMING

Watch on YouTube

100% 80% 60% 40% 20% 0%

\$50,695.67 achieved

\$60,000.00 goal

84% of your goal reached

Donate Now

Become a Fundraiser!

IRUSA Giving Tuesday 2020

WINTER HITS HARD

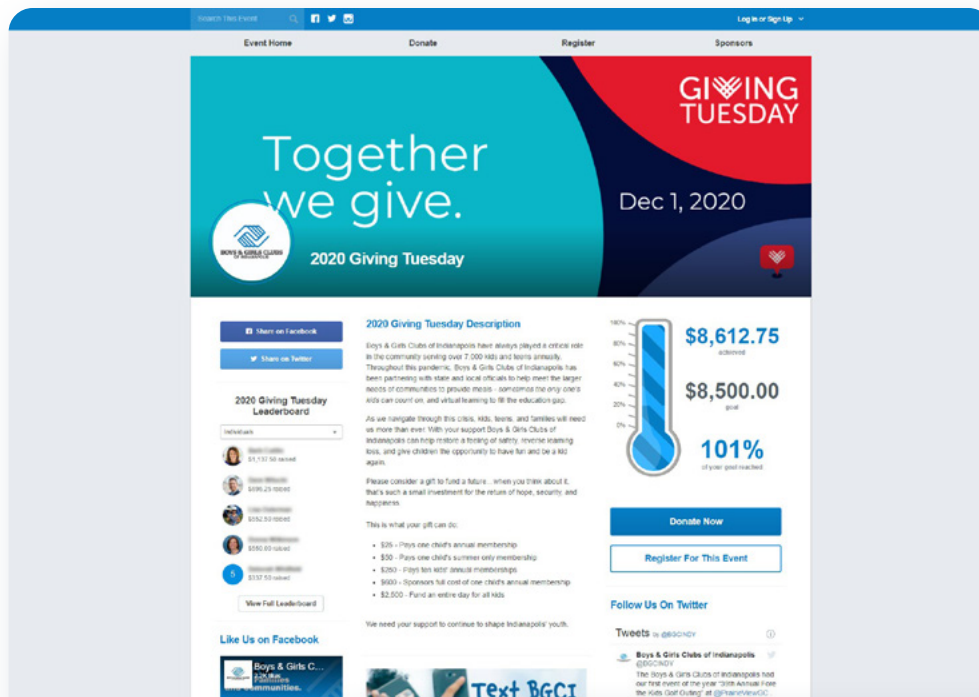
Winter can make or break survival for any of us. And for our vulnerable sisters and brothers—those already suffering from poverty, displaced from their homes, with no food or water—the freezing temperatures add another battle they have to fight to survive. Our team at IRUSA will be working from now and all winter long to aid communities braving the cold. But we need your help.

Sharing your warmth helps our sisters and brothers get through the winter. Your donation provides vital items like food, medical aid, water, blankets, mattresses, plastic sheeting, plastic mats, shoes, jackets, hats, sweatshirts, gloves, waterproof coats, socks, and more.

Give Warmth

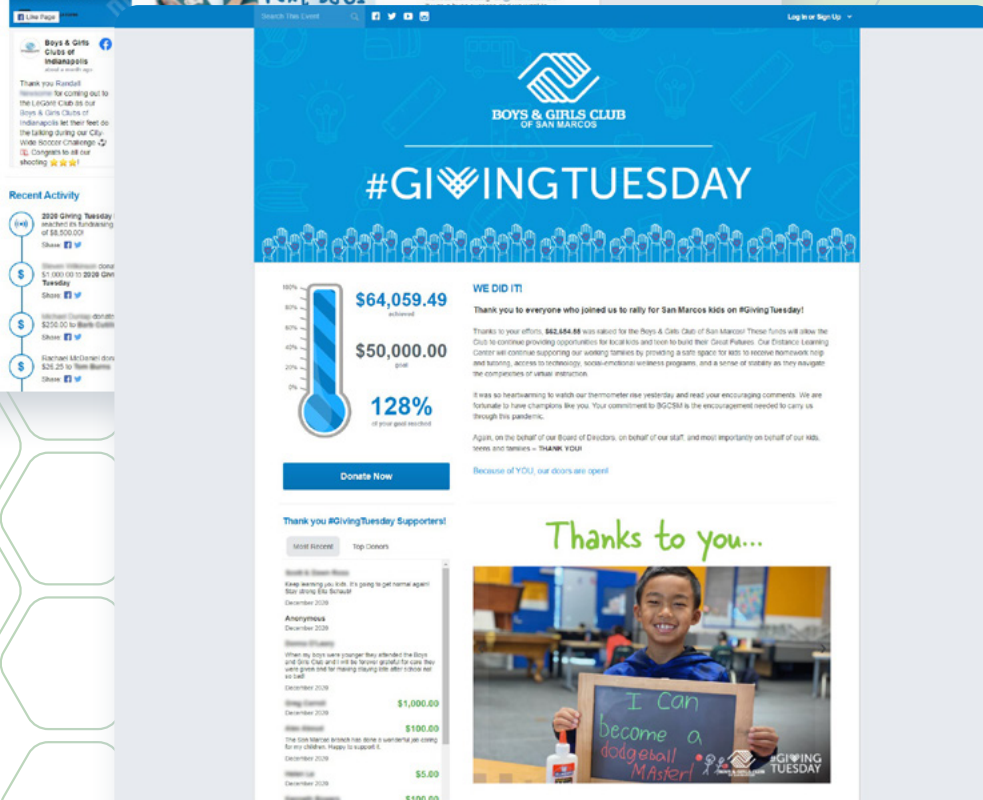
On the coldest nights,





## Boys & Girls Club

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.



After Giving Tuesday 2020, BGC of San Marcos updated their page with a thank-you message and photos of kids thanking donors!

Ursuline Academy presented an exciting challenge to their donors in 2020: if they could meet a goal of receiving 250 unique donations, they would receive a \$25,000 matching gift! They met their goal and provided an update after Giving Tuesday.

#GIVINGTUESDAYUA

250 DONORS

A \$25,000 GIFT



## 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 can'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 YOUR Giving Tuesday Donors

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

Create your thank-yous ahead of time	Writing your thank-you messaging while you're planning your appeals saves time and creates continuity between the ask and the thanks.
Thank donors right away	Thanking donors immediately boosts the feel-good emotions that come with making a gift.
Be specific with your thanks	Include why you're thankful for their gift, what it will accomplish, and who it will help.
Talk like a person	If your "thank you" note sounds like a business memo, rewrite it to be warm, uplifting, and engaging.

### Thank Your Donors Like You Mean It

Include them in future appeals	Did your supporters give a landmark amount? Did they fully fund a program? Let them know!
Share the impact	What will their gifts achieve? Who have they helped? What change have they made in the world?
Set up future communications	Tell donors to watch for future updates and news (and then follow through on sending them).
Ask for feedback	Plan future campaigns, gauge success, and (most importantly) give donors a voice with a donor survey.



## 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.

### Keep Donors Involved

<b>Include them in future appeals</b>	Don't ask for more money right away, but include Giving Tuesday donors in future fundraising campaigns.
<b>Offer additional ways to connect</b>	Invite Giving Tuesday donors to events, facility tours, or volunteer opportunities.
<b>Share relevant information</b>	Keep sending updates about projects donors funded on Giving Tuesday.
<b>Include recurring opportunities</b>	Give repeat donors the chance to make recurring gifts to a program they love. Adding recurring upgrade prompts to your donation form can help!
<b>Reach out</b>	Phone calls, handwritten notes, personal emails, and other tactics show donors you love and appreciate them.



## 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.



Donation  
20

Donation

Donation

Donation

Donation

## 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: Did you know Qgiv forms include recurring upgrade prompts? You can add a small nudge directly on your form or enable a recurring upgrade modal that appears when someone submits a one-time donation. Want to know more?*

Contact Us



### Choose Your Gift

One Time

Monthly

\$50

\$100

\$250

\$500

Other



Multiply your impact. Make it Monthly!

Give



Powered By **Qgiv**

Inspire generosity. Spread the word:







### Choose Your Gift

One Time

Ongoing



Grocery Shoppe  
Provide four weeks of  
community.

\$100 gifted over



Pantry Hero  
Provide 170 hot meals

\$300 gifted over 6 months

Create Your Own

☐ Add a little extra to help with fees

Give

Powered By

\$250

\$500

Other



Multiply your impact. Make it Monthly!

☐ Add a little extra to help with fees

Give

Powered By

## 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!

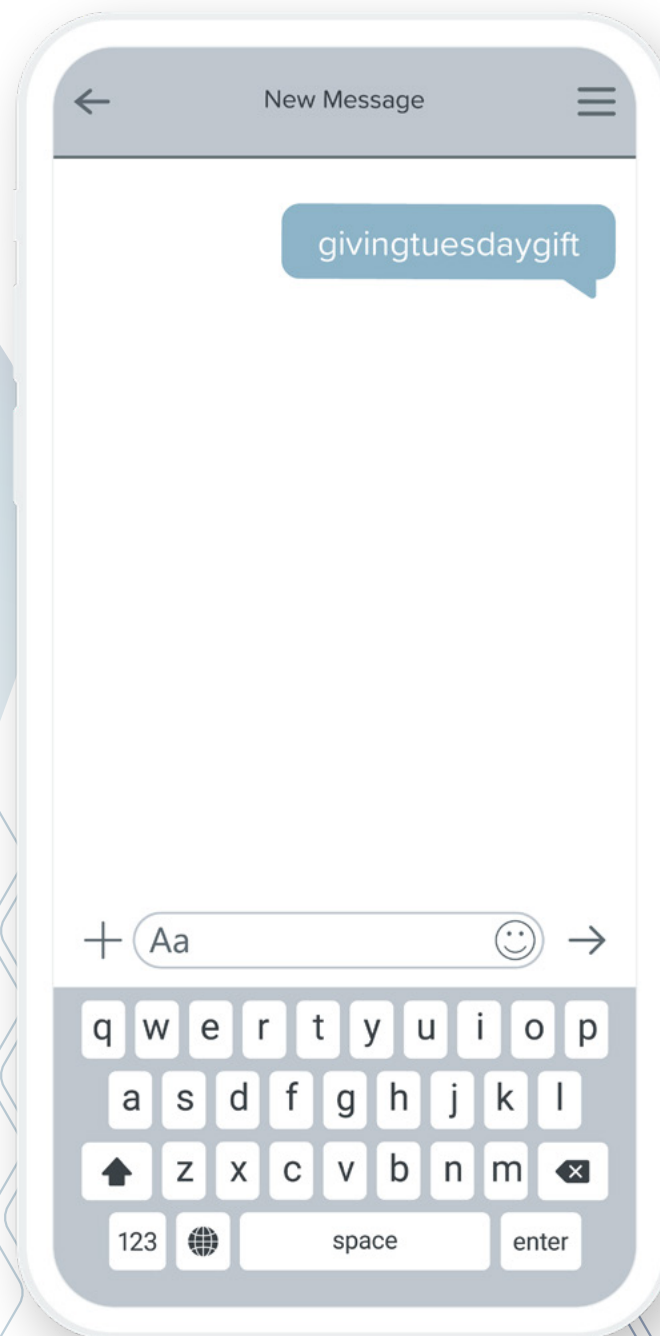
*Qgiv tip: Did you know Qgiv's donation forms include recurring upgrade prompts? You can add a small nudge directly on your form or enable a recurring upgrade modal that appears when someone submits a one-time donation. Want to know more?*

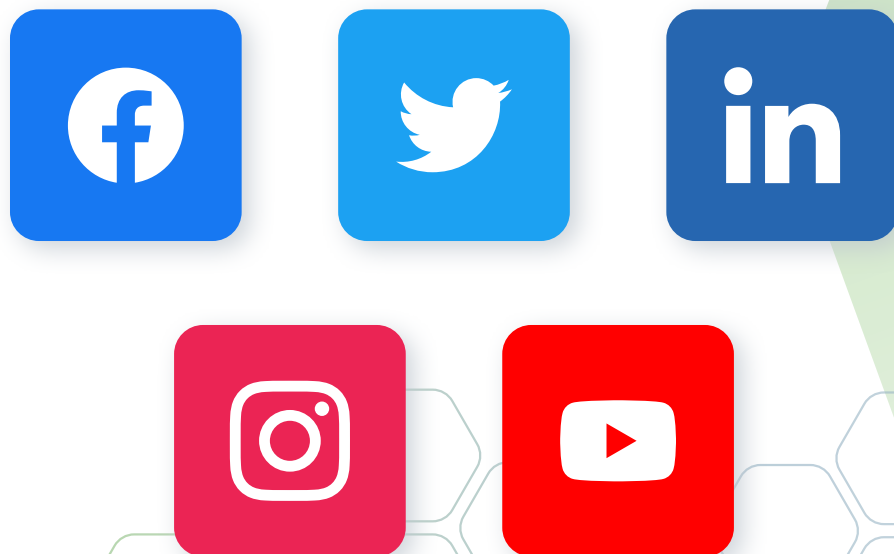
Contact Us

## 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 to promote your campaign

Social media is a great tool to get the word out about your Giving Tuesday campaign. Use the hashtag #GivingTuesday in your posts to increase your posts' organic reach and don't forget to ask your supporters and volunteers to share your posts! You can use social media to provide periodic updates on your fundraising total, to thank your donors, highlight your mission and impact, as well as ask for donations. In your posts that ask for donations, include a direct link to your donation form so it's easy for your followers to give to your campaign.

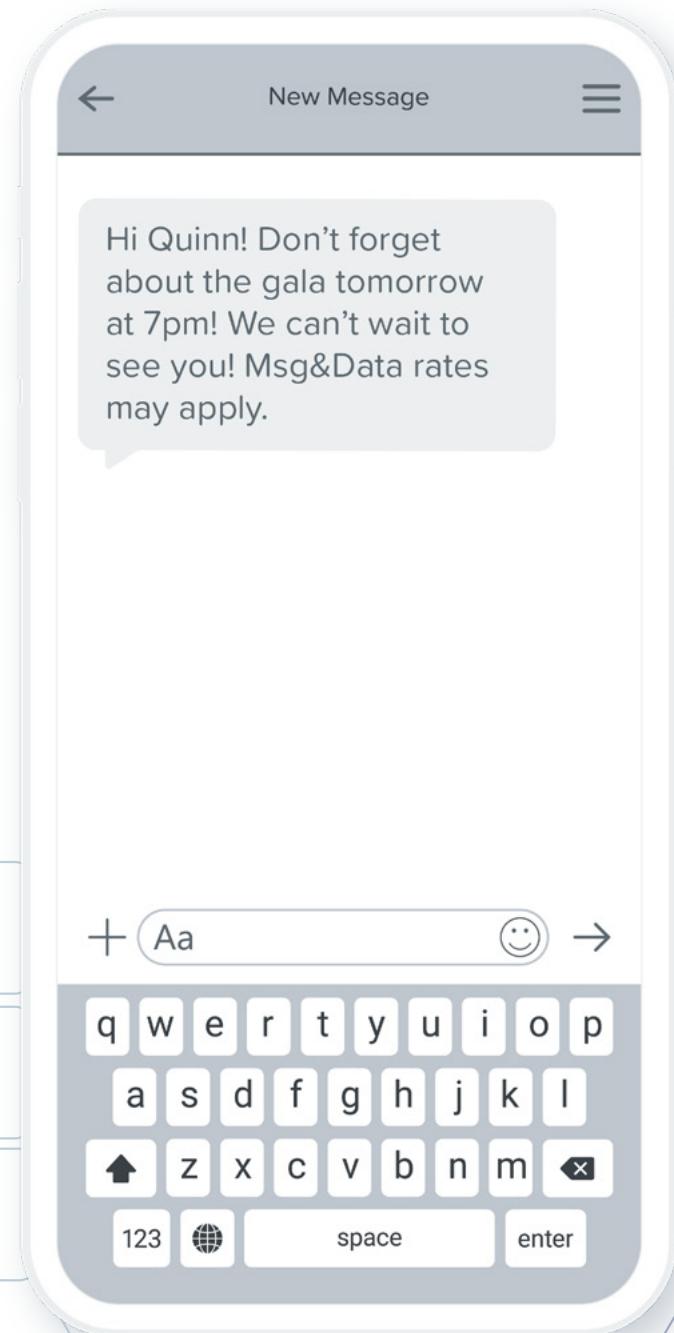
*Qgiv tip: To encourage donors to share that they've given to your campaign, enable social sharing options on your donation form! Within Qgiv you can even add a pre-filled message to your social sharing settings so when supporters share your donation form, they're also sharing an image and brief message you've crafted!*

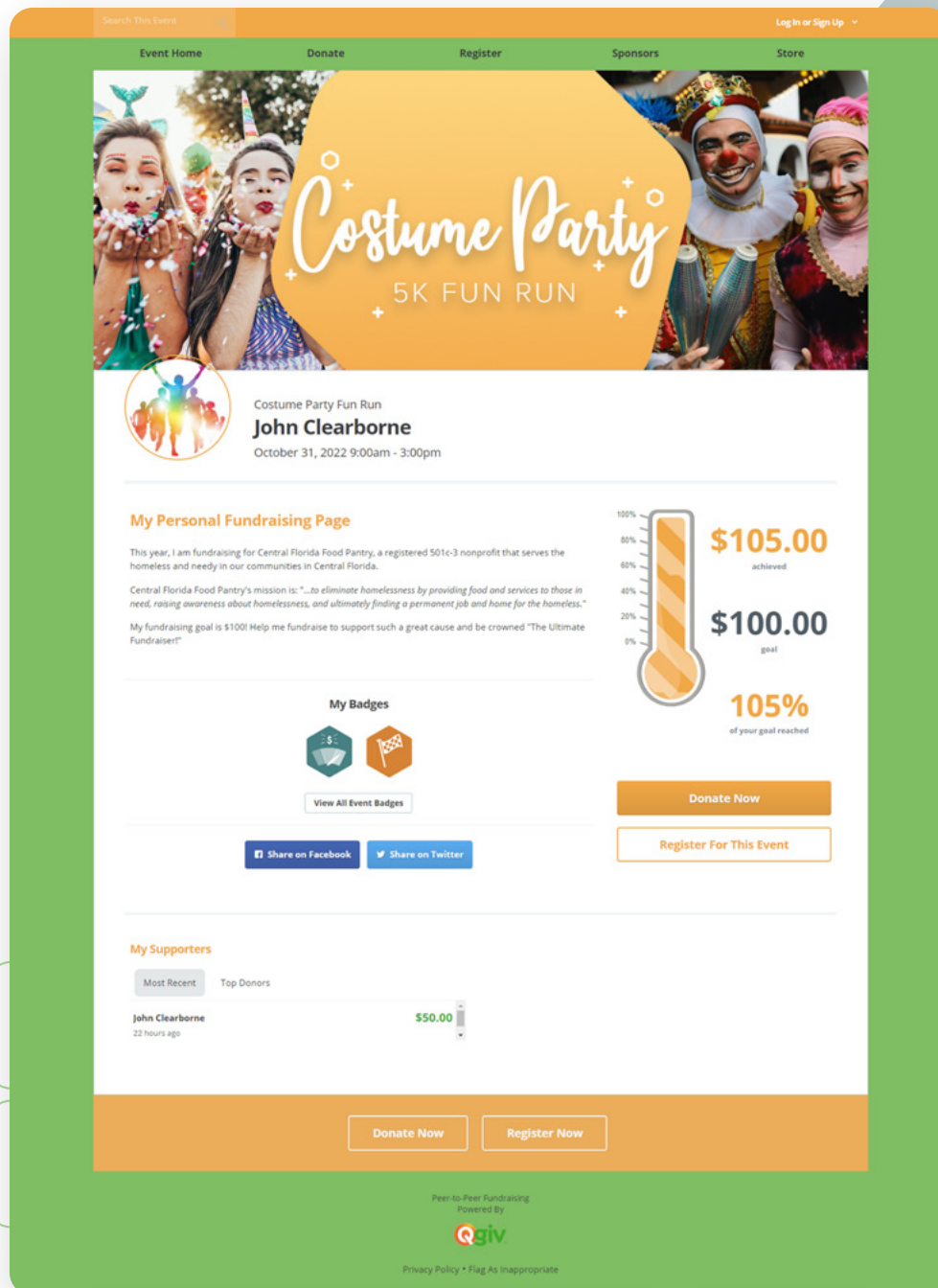


## Send thoughtful outbound messages

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

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.

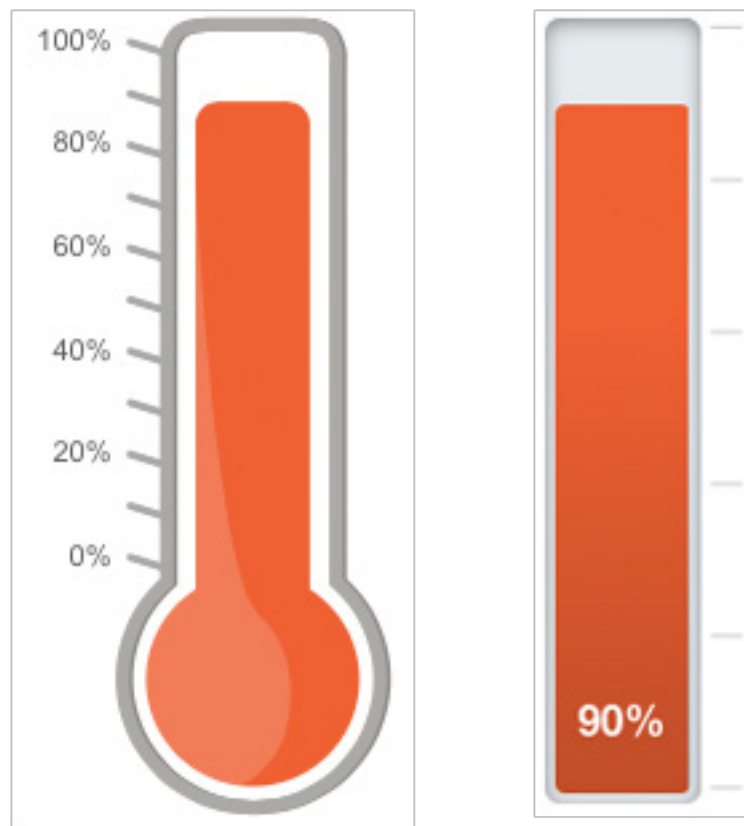
*Qgiv tip: If you're short on time, try cloning a peer-to-peer event you've used in the past and update images, text, and color schemes. Ask your staff, board members, and volunteers if they'd be willing to set up a fundraising page and share it with their networks.*

*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!*





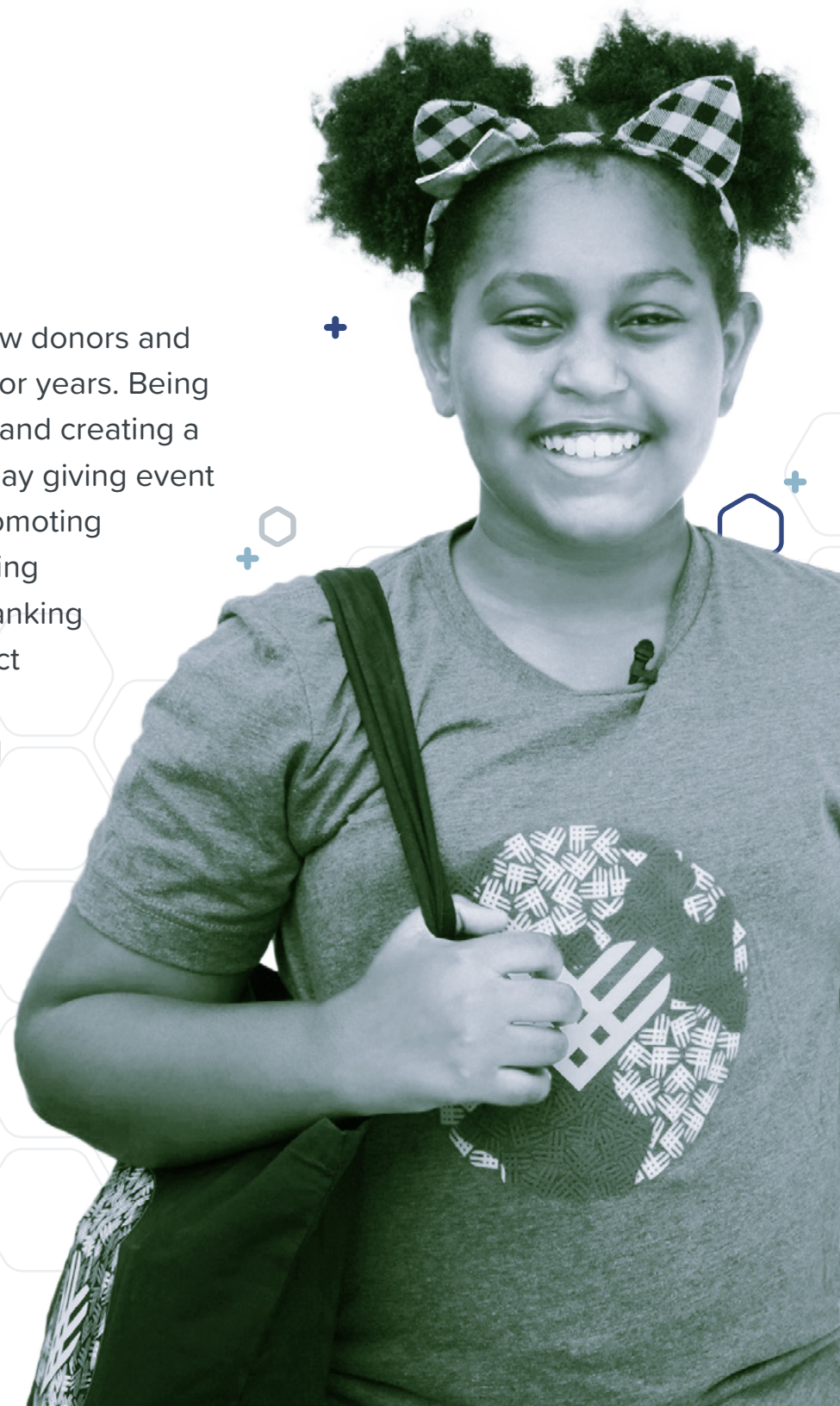


YOU'RE READY TO

# Run the Giving Tuesday Campaign of a Lifetime

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!**







# #GivingTuesday

## ULTIMATE GUIDE

presented by 

