

50 DAY CAMPAIGN TIMELINE

There's 50 days until #GivingTuesday! These next few weeks are going to fly by, so we've mapped out some tips and tasks for each week from now until #GivingTuesday. You can also email us at info@givingtuesday.org with any questions or to set up a time to talk with our team.

October 9: Learn, brainstorm, and plan.

- Organize a staff meeting and gather an internal team to work on your campaign. Start floating ideas about what you would like to do (fundraising, volunteering, donating goods/items, an event, etc). Some key questions to ask in your meeting:
 - Is there an organization you can collaborate with on your campaign?
 - Would any donors (individual, corporate, foundation) be interested in providing a matching grant? If so - ask them ASAP so you can build the match into your campaign strategy.
 - Does your city or state have a civic campaign you can be a part of? Check out our [map](#) to see which communities are organizing on #GivingTuesday.
 - What skills you would like to learn? [RSVP to an upcoming webinar](#) to gain tips.
 - Remember to experiment - last year, 75% of participating organizations used #GivingTuesday to try something new.

October 16: Get your community ready and excited.

- Send out an email and social media messages to your community with a Save the Date for #GivingTuesday. Even if you don't have your campaign plans finalized, get the date on their calendars so they will be excited to give! (*Tip: you can use [our Save the Date graphic](#) in your messages or create your own*).
- Think more about your goals. Make sure it's ambitious, but also within reach to achieve. You can use our [goalsetting ebook](#) for more advice on how to set an appropriate goal.
- Think about your branding. How can #GivingTuesday highlight your organization's work and impact? Some fun strategies to consider:
 - Rebrand #GivingTuesday as your own - we've seen many versions of our name, from #GivingZooDay to #GivingShoesDay to #GivingTreesDay and many in between. Get creative and make your campaign speak to your community.
 - Put a twist on our logo. We encourage you to be creative and change the colors or add your logo within ours. You can download our logo files [here](#).

October 30: Announce your goal and start building a drumbeat.

- Send a one-month to go email to your community announcing your goal and sharing ways they can get involved in your campaign.
- Line up your ambassadors or the members of your community who can really help amplify your campaign. Send them a separate or additional note asking for their help and with some sample social media messages to send.
- Post your campaign plans or share a story on why you are participating in #GivingTuesday on [our blog](#) so we can share across our channels and get you extra visibility.
- Send out at least 2 Facebook and Instagram posts, along with 2 Tweets this week about your campaign. You can read more tips and ideas for social media in [this toolkit](#). Remember to use hashtag #GivingTuesday so we can retweet you.

November 6: Pitch your story to local press.

- Use our [communications toolkit](#) and sample press release to pitch your story to local press.
- Continue posting on social media - at least three times this week on each of your channels. Encourage your followers to join you in sharing #UNselfies or reasons why they support your organization.

November 13: Think about measurement. Go big on social media.

- Take this week to regroup as a team and come up with your plan to track and measure your campaign. What tools will you use? How will you measure donations, volunteer hours, social media reach, etc? You want to get a system in place ahead of #GivingTuesday so you can easily report to your supporters during and following the day.
- Ramp up your social media campaign by focusing your messaging on #GivingTuesday. Best practices are to share 1-2 posts on Facebook and Instagram, with 3+ Tweets a day.
- Email your community an update about your campaign to get them excited. Ask for their help in sharing stories and spreading the word on social media and within your local community.



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November 20: Final week to build excitement.

- Continue spreading the word and stories on social media. Remember to mention the holidays and leverage the themes of Thanksgiving and Black Friday to say thank you and remind people to give on #GivingTuesday.
- Finalize your measurement plan and make sure your team has all of the details in place for #GivingTuesday.
- Pre-write and draft your social media posts and designs for #GivingTuesday. You may have other things to deal with on the day - prep ahead to save time and let you focus on your goal.

November 27: Get ready - tomorrow's the big day!

- Countdown the hours to #GivingTuesday by emailing your community a reminder about your campaign.
- Send out an internal email to your staff and team getting them excited for the big day!

November 28: #GivingTuesday!

- GO BIG! Don't be shy about posting and sharing updates throughout the day. Aim to post 4-5 times on Facebook and Instagram, and every 2 hours on Twitter. Focus on lunchtime and after work - data tells us these are peak times for people to give. Make sure to send updates about your goal and how your community can get involved.
- Highlight the opportunity to get involved! Use lots of images, GIFs, videos, and materials to get your messages to stand out. #GivingTuesday has trended every year - be creative to get extra visibility and have fun with your campaign!

November 29: Say thanks.

- Start off your day with a big thank you message to your team, community (via email), social followers, and everyone who helped with your campaign. If you can, send photos from #GivingTuesday in your thank you messages to highlight the impact of their support.
- If you have initial results, post online and share with the media! Start celebrating your campaign and all you've accomplished! You can also email us any initial results at info@givingtuesday.org so we can help you celebrate.
- If your campaign started on #GivingTuesday - great! Remind your community today that the giving continues!

The logo for GivingTuesday, featuring a stylized heart shape composed of white lines on a dark red background.

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December: Continue to measure, and use the energy from #GivingTuesday to boost your end of year campaign.

- Send out a survey to donors and participants to get feedback about your campaign.
- Post a recap of your campaign highlights and results on the [#GivingTuesday blog](#).
- Organize a post-#GivingTuesday team meeting to gather feedback and ideas for next year. Think about what worked well and what you can enhance for 2018.
- Remind people in your emails and social media that the giving season has only just begun! Build on the energy and excitement of #GivingTuesday to inspire people to give throughout December.