

A graphic illustration of two hands, one above the other, rendered in various shades of blue. The hands are positioned as if holding three diamonds. The top hand is a darker blue, and the bottom hand is a lighter blue. The diamonds are also in shades of blue, with the central one being the darkest. The background is a solid medium blue.

# 40-Day Campaign Timeline

# #GIVINGTUESDAY™

## 40 DAY CAMPAIGN TIMELINE

There are 40 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](mailto:info@givingtuesday.org) with any questions or to set up a time to talk with our team.

### Week of October 16

#### Learn, brainstorm, and plan.

- Build a drumbeat. Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign. You can refer to our Social Media Toolkit for a sample schedule and language.
- Don't have a campaign planned yet? 82% of participating organizations used #GivingTuesday to try something new. You don't have to do everything this year - test out one new idea and leverage #GivingTuesday to get your community excited to support you!

### Week of October 23

#### Get your community ready and excited.

- Pitch your local press. Use our Sample Press Release to share your campaign plans with local media. We see a lot of coverage for #GivingTuesday — don't wait to pitch your story to TV, radio, and local newspapers.
- Send out an email to your community with calendar invite for #GivingTuesday. (Tip: Try [Add To Calendar](#), or attach a good old-fashioned [Outlook invite](#))

## Week of 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.
- If you are planning an in-person event or celebration on November 27, send out invitations!

## Week of November 6

### Pitch your story to local press.

- There's only a few weeks left to pitch your story. Use our [communications toolkit](#) and sample press release to approach local TV, radio, and press contacts.

## Week of 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.

## Week of 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.

## Week of #GivingTuesday November 26

### 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 27

### #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!
- Send regular updates about your campaign goals and progress throughout the day. Don't wait for people to come to you - keep your audience informed and excited to give.

- Share any big news, goals hit, and major highlights with our team. Just [email us](#) your update and remember to include any high-resolution photos or videos so we can highlight you in our messages.

## November 28

### 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](mailto:info@givingtuesday.org) so we can help you celebrate.
- If your campaign started on #GivingTuesday - great! Remind your community today that the giving continues!

## 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.