

THE GLOBAL DAY OF GENEROSITY

Last-Minute Guide for Community Organizations + Nonprofits

GivingTuesday: November 30, 2021

@givingtuesday
[GivingTuesday.org](https://givingtuesday.org)





GivingTuesday is an opportunity for people around the world to come together to give back in all forms-acts of kindness, gifts of voice, time, talent, or treasure. Nonprofits can leverage the energy of GivingTuesday to tell their stories, engage lifelong advocates and build a movement for their causes - and that's way more powerful than just collecting donors.

Even with GivingTuesday right around the corner, you still have time to make a plan and get involved! This guide provides simple organizing tactics you can use to rally support for your campaign. It's not too late to activate your community and inspire more giving this year!

Step 1: Design Your Campaign

Here are some ideas for how your organization can participate::

- **Fundraise for your organization.** You can use any digital fundraising tools you like! You can even use your existing donate button.
- **Share good news stories.** Both from your organization and other stories that inspire you.
- **Collaborate with other organizations** to host a clothing or supply drive, a holiday food drive for your community or a virtual festival for your community members to learn about all the organizations' missions.
- **Thank your supporters.** Host a thank-a-thon or add to a donor wall.
- **24 hours of gratitude.** Post once an hour about things your organization is grateful for.
- **Amplify others.** Fundraise for another organization, create a Facebook album to share your partners' work.
- **Go live.** Share how your organization is positively impacting your community!

On "Donor Fatigue"

Our research suggests that people are very motivated to give to many different causes. The key right now, as at any time, is to ensure your relationship with supporters is experiential rather than transactional. We believe, and our data show, that "donor fatigue" is a function of the quality of the message and engagement rather than a question of frequency. So, don't shy away from fundraising this GivingTuesday!



Step 2: Prep Your Social Channels

- **Brand your accounts with GivingTuesday graphics** and be an ambassador for the movement. Download our [logo files here](#) and [find the Canva templates here](#).
- **Announce that you're participating** in GivingTuesday and build anticipation with a countdown to November 30!
- **Use the hashtag #GivingTuesday** – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your nonprofit!
- **Post more often, not less!** Your community WANTS to hear from you! Post content that shows your work in action, how your community is affected by COVID-19, and share stories that give people hope or make people smile.
- **Make sure your social pages show your organization in its best light.** You're going to have lots of new people looking at your profile pages - can they easily discover your impact within the first few seconds of scrolling? Make sure you're posting often over the next couple of weeks about your organization and its impact using the hashtag #GivingTuesday. Pin an Instagram highlight story to the top of your profile so visitors can easily tell what your organization does.
- **Start planning for how you'll show up virtually on Nov 30.** Produce a few Facebook or Instagram live streams throughout GivingTuesday and show off your mission! Check out our [Virtual Rally Toolkit](#) for tech tips and ideas.

Three Simple Ideas to Rally Online Supporters

- Ask your best supporters to run fundraisers for your cause - use Facebook or whatever peer-to-peer fundraising tool you prefer.
- Ask your social media followers to share stories of why they support your organization. Retweet their replies!
- Don't forget about the new Instagram donate stickers! ([Here's how to get your nonprofit set up.](#))



Step 3: Spread the Word!

- **Email your supporters** to let them know that GivingTuesday is coming and specific details about how they can get involved. ([Sample below!](#))
- **Send your supporters a calendar invite.** Literally. Attach a calendar invite file to your email (or use a tool like [Add Event](#)). You should provide exact instructions for what you'd like them to do on GivingTuesday including a link if you want them to donate.
- Over the Thanksgiving holiday make sure your **staff's email auto-responder** mentions your upcoming GivingTuesday campaign with instructions for how to participate!
- Make sure you ask your donors if their **employers will match their donations** to your cause! For GivingTuesday, Double the Donation is offering use of their database of matches for FREE! [Learn more here.](#)
- **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.
- **Go big on social media!** Stay top of mind with your supporters— tweet, post, snap, TikTok, share to invite your community to join with you on November 30. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans.

Day Before

- Send a “1 Day to Go” email and social media messages to make sure your board, staff, and community know that you are in the final countdown!

November 30-- GivingTuesday!

- Remember to update your community about your campaign throughout the day. Share where you are against your goal and use the buzz and momentum from the day to build excitement for your campaign. Thank donors and people who are helping to amplify your campaign.
- Share your impact and stories from your community on social media. Go live, share a photo every hour (no need to create anything new, reuse your existing content), launch a TikTok challenge, highlight stories of generosity from your community.



Email Templates

To Supporters - Save the Date

Subject Line: Join Us for GivingTuesday on Nov 30

On November 30, 2021, people all around the world are coming together to give back. Will you be one of them?

[Name of organization] will be participating in GivingTuesday and you can be a part of this celebration of generosity, too!

Here is how you can get ready to give:

1. **Mark your calendar** [Link to a custom calendar invitation for Nov 30 that includes your organization's donate link]
2. **Give.** On November 30, go to [insert your organization URL] and donate. You can also support our organization in these ways [insert link to a blog post that outlines other needs like a wishlist, virtual volunteer opportunities]
3. **Spread the word.** Encourage your friends and family to join you in creating a real impact on November 30 by sharing what our mission means to you and why you support our organization ([here are some ideas](#)). Make sure to use hashtag #GivingTuesday and tag us so we can share!

Let's rally together to [describe your desired impact/mission].

Learn more at [insert your organization URL]



To Supporters - Give Today

Subject line: Together we can

Ready to [describe the impact a donor will have]?

[ORG] is [Describe in 2-3 lines the critical work your organization is doing in your community and how your nonprofit will be participating]. Today is GivingTuesday, a global day of giving -- and together we can do even more to [insert how you're helping your cause/community]

But we can't do this without you! Here's how you can help:

[Insert bullet points for how supporters can contribute, details about any special plans you have for today, including links to livestreams, donate pages, social media challenges, etc.]

Thank you for being a part of the [Organization] team. Together we can [insert your mission].

Name

Title

Organization



Bonus Resources

- Get more inspiration and practical tips from the GivingTuesday team in this video session: [Top Tips for Inspiring More Giving This Year](#)
- [Full GivingTuesday Nonprofit Toolkit](#). It includes:
 - Sample Social Media Messages
 - Sample Press Release
 - Additional Campaign Ideas
- [Logos, Graphics, and Social Images](#)
- [GivingTuesday Key Messages](#) | [En Español](#)
- [Canva Templates](#)
- [Pexels Stock Images for Changemakers](#)
- Make sure you're on our [newsletter list](#) so you get the latest information on upcoming events, webinars, and opportunities.