



GI  **INGTUESDAY**

**Communities
Kickoff Workbook**

**A Game Plan for Leaders of
GivingTuesday Community
Movements**

Ready to Bring GivingTuesday to Your Community?

GI ING TUESDAY

You've heard of GivingTuesday. Maybe you have given to or raised funds for a cause you care about. But did you know that you can go bigger, that you can raise your hand as a leader, that you can rally your whole community for good?

If you decide you're ready to lead, there is a whole network of community leaders around the country - and the world - who will be your collaborators. You'll be connected through private social channels so that everyone can share ideas and learning that benefit the whole group. And, of course, our team at GivingTuesday will be here to answer questions, share tools and resources, and encourage you every step of the way.

Thank you for bringing GivingTuesday to your community and helping to build a more just and generous world.



Making GivingTuesday Work For Your City/State/Town or Cause or Community

GivingTuesday is about generosity in all forms: time, skills, goods, voice, and money. Whatever your approach, it's about bringing people together around the idea that we all do better when we all give. So experiment. Learn. Pursue new goals. There are endless possibilities for a great GivingTuesday.

Get creative! These are just a few ideas for rallying your community.

- GivingTuesday can become your signature day for mobilizing young people to do good in your community.
- Host a day of civic participation where everyone works together to clean parks or deliver meals or goods to service organizations.
- Partner with leaders in communities of color or culture to amplify everyone's voice on GivingTuesday.
- You can use it as an opportunity for your nonprofit participants to attract new donors, monthly givers, or social media followers.

GivingTuesday is a chance to tell fresh stories. It is a day to celebrate the nonprofits - and the givers - in your community.

The lessons learned from running a GivingTuesday campaign can impact you as a leader far beyond the day.

Authenticity is key.

Part of the reason GivingTuesday has grown around the world is that we encourage community leaders to take it and make it their own, to be as creative as possible. Your GivingTuesday campaign needs to bring a little spark to your community, so make it authentic.



Ready to get started?
Here are 10 steps to help you plan
your community activation.

1. Build Your Team

First, Find Your Passionate Leader

The most pivotal person on a GivingTuesday campaign is the leader. Who is that passionate, committed, ORGANIZED, individual who can lead your team?

Perhaps it's you! Perhaps it's your development director, a young, enthusiastic staff member, or one of your local community activists. Tactical experience with community organizing is a plus, but if you have to pick one key characteristic - focus on enthusiasm. Your leader is the starting point for your successful campaign.



Build The Team

Next, focus on engaging key team members - and loudest voices - among five key groups:

- Staff
- Board
- Clients, participants, alumni
- Volunteers
- Committed donors and other potential ambassadors

Key individuals from each of these groups will form the heart of your Giving Day team - and will largely determine your success. Be sure they are willing to spend 30-60 minutes each week on the campaign, particularly as you get closer to the big day.

Encourage Team Members To Play To Their Strengths

Engaging team members works best when they are asked to bring their talents or networks to the table. There are lots of talents needed for a successful campaign, so there should be a job for everyone who wants to participate. Consider each of these roles as you build out your team:

Fundraising

- Direct donating
- Challenge gifts
- Matching funds
- Raising money

P2P Fundraising

- Outreach to family and friends

Skill Sharing

- Marketing + Design
- PR
- Copywriting
- Videography/Photography

Social Butterflies

- Sharing on social media
- Producing online + of-line events

Planning

- Goal Setting
- Campaign Management
- Database Management

Networking

- In-Kind Support
- Corporate Support
- Volunteer Recruitment

We all want to feel like we matter. Throughout the campaign, remind teammates that your goal can't be reached without them. And life-changing goals are at the core of your campaign, whether you focus on feeding the hungry, housing the poor, healing the sick, educating the young, or caring for our environment.

Think About Valuable Partners

List the names of potential partners who can support your movement.

GivingTuesday is a day when you can bring new partners into your work, engage new voices + diverse perspectives. Always think: "Who else should be at this table?"

Nonprofits Large + Small, Community Organizations

Foundations

Local Companies + Small Businesses

Volunteer Organizations, Mutual Aid Groups

Marketing, PR Agencies, + Media

Local Sports Teams, Influencers

Young People + Students

Technology Partners

2. Set a Meeting Schedule

Host a kickoff meeting and agree to a regular meeting schedule. During the spring and summer, a monthly general meeting should suffice, with committee meetings in between. Beginning in September, meeting twice monthly will help you ramp up activity leading up to GivingTuesday.

List the meeting dates below.

Summer Meetings (1x/month)

June:

July:

August:

Fall Meetings (2x/month)

September:

October:

November:

December (+ debrief meeting):

3. Establish Your Campaign Brand

Make GivingTuesday your own! Design a brand - name, logo, tagline - that will unify your campaign, maximize your impact, and make you stand out!

Pro tip: Get inspiration from other GivingTuesday Community Campaigns!

What makes our community unique?

Ideas for a tagline:

Ideas for a campaign logo:

4. Set Your Goals

What Does Success Look Like?

Your campaign goal serves as the framework for your campaign. Your goal should reflect your team's priorities, but more importantly, your communities' needs.

Having a goal is like deciding on the theme when you're planning to throw a party. It provides clarity about what to focus on, and more importantly, what not to. For example, if you decide to throw a St. Patrick's Day party, you know exactly what kind of decorations, drinks, and invitations to use. Without a theme, you're just wandering up and down the aisles at the party store. Are you ready to party? Let's go.

What are your goals and why?

It's critical to not only have a goal, but to think about *how* you'll measure it. Build measurement approaches right from the start to make it easier to measure results at the end of your campaign.

What should your goal be? Whatever will inspire your community. Examples might include dollars raised, number of donors, new donors, monthly donors, volunteer projects, number of youth participating, event attendees, acts of kindness, etc.

Write down three goals. Include why you chose each.



What metrics + indicators might tell you that you're on track?

Think about what measurements you're going to use to understand your progress toward that goal and how you will know if you're on track. It's easy to get stuck in the metrics before you've crafted your question. Your question really helps you focus and understand the right metrics.

Things like volunteering, acts of kindness, are inherently challenging to measure, but if your campaign is easy to measure, you're probably doing it wrong. It's a mistake to design your program or campaign tactics in a way that makes it easier to measure if those tactics will suppress your growth or put a lid on what's possible.

Write down the metrics you will use to measure your results.

Share your goals! They can be a rallying cry for your community. Be meaningful, fun, inclusive, and ambitious. If you don't have a little butterfly in your stomach when you set your goal, it's probably not ambitious enough.

5. Think Through Your Tech Strategy

Technology for communications, marketing, and donation processing should be reviewed and optimized for GivingTuesday. Your donation processing should be simple, intuitive, and welcoming. Focus on reducing as much friction in the donation flow as possible. Optimize the ease of giving on various devices: computer, phone, tablet.

List out communications + marketing technology you'll use

Email marketing system:

Social Media channels:

(eg. Facebook, Instagram, Twitter, TikTok, Snapchat)

SMS/Text Messaging:

Technology you'll use to communicate with nonprofit participants:

(Consider a closed Facebook group, Whatsapp, Slack, vs email)

List the donation processing technology you'll use

Donation processing technology:

(Consider mobile giving technology, crowdfunding, a giving day platform)

6. Incentivize Participation With Challenges + Matching Funds

Identify generous donors who can provide funds to spur generosity and progress toward campaign goals. We've seen campaigns secure matching dollars from community, private, and family foundations; small businesses, corporations or brands that are headquartered locally; or a pooled fund from individuals or board members.

Write down some names of potential matched funding providers:

There are a variety of different ways you can structure your matches and challenges. Think about your goals...how do you use your challenge funds to build success? For example, if your goal is to increase youth participation, consider a [structure](#) that specifically rewards nonprofits that outreach to young people.

The Bill + Melinda Gates Foundation has published [The Matching Playbook](#), which draws on expert research and insights to offer helpful definitions, lessons learned and case studies

Note: Many communities have avoided using the word "match" to refer to a proportional incentive, as it has created some confusion for donors.

Write down some ideas for matches or prizes that would help you get to your goal.

7. Identify Campaign Ambassadors

There are two types of ambassadors.

First, who loves you? Everyday folks who are involved with your campaign can be the best ambassadors because they are passionate about doing good in your community and have the power of word-of-mouth endorsement.



Second, who are your community's big, credible voices? Think about local politicians, sports figures, entrepreneurs, celebrities, TV news anchors, civic leaders, and others with big online and offline followings who can help spread your campaign's message.

Identify a diverse group of potential online ambassadors:

Block a day on your calendar to reach out to these ambassadors:

Date:

What resources will you need for ambassadors to be successful?

Who will you work with to develop fun and engaging content for ambassadors to share online? Make a toolkit for them with your campaign's mega messaging and some calendar invites for when to post. Who on your team can devote time to sending friendly reminders and updates so that they feel included in your campaign?

8. The BIG Day

GivingTuesday is the perfect day to rally your staff, board, volunteers, and community in a BIG way. If you could get everyone to do one thing, what would it be? Some campaigns host a Nonprofit Fair for supporters to learn about and get involved with nonprofits, some campaigns host celebration events. Could you ask your supporters to all post something at the same time? Could you organize an epic generosity activation with residents from your community volunteering all over town? Could you host a concert? Get some [ideas from our website](#) and from your fellow leaders.

Write down all your ideas for your epic moment. Don't hold back - list all your creative (and even crazy) ideas.



9. Develop a Communications Strategy

Develop a plan to build excitement for your campaign. Consider direct mail, email, social media, paid advertising, and events. Or go old-school with a phone-a-thon or direct mail campaign. Create exciting, original content that's authentic, and communicate consistently with your each of your audiences.

Who are your target audiences?

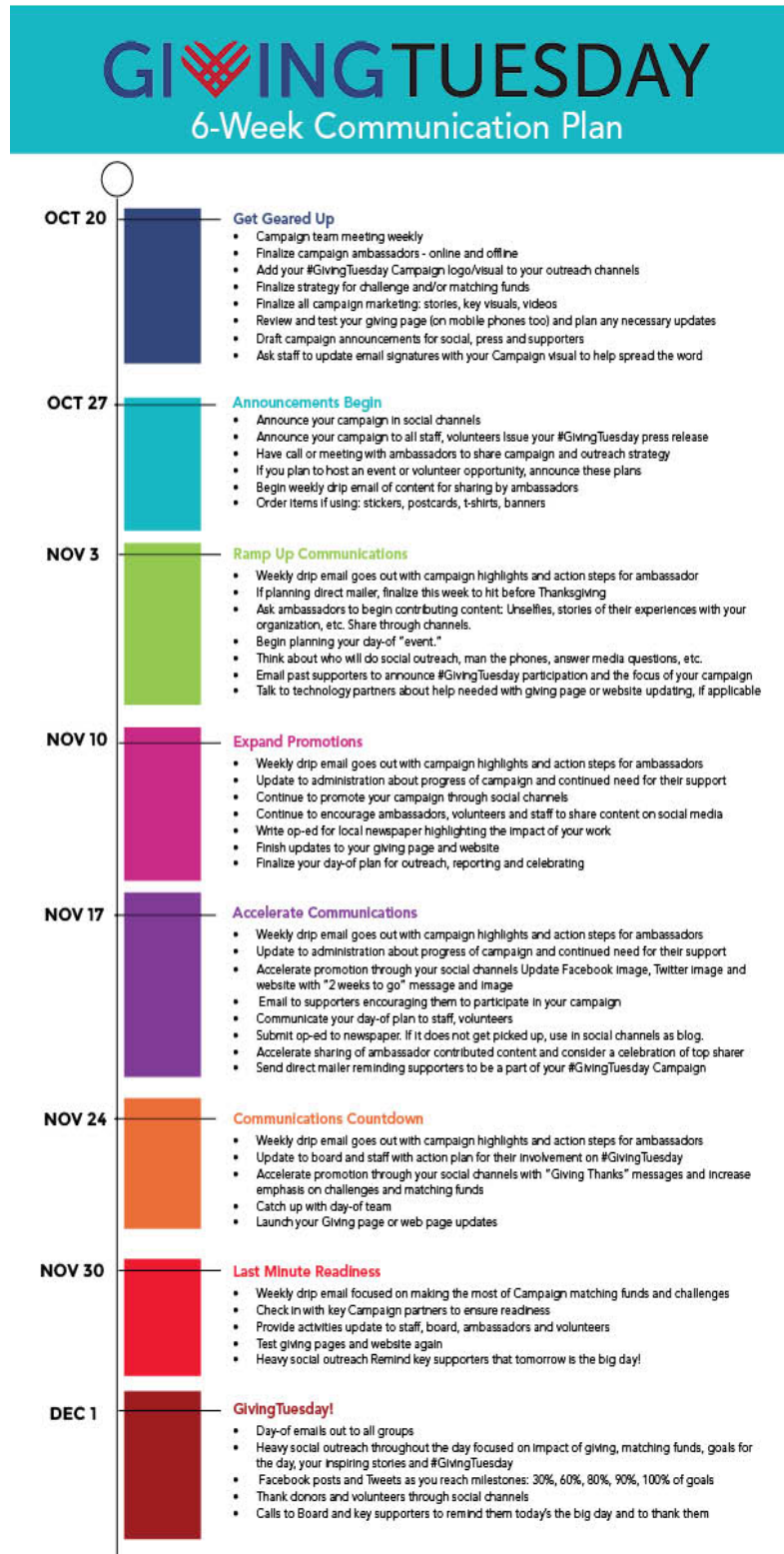
Pro tip: It's not "everyone." Narrow the focus to certain nonprofit and/or donor segments. Perhaps it's organizations with budgets under a certain size, groups working on certain issues or groups located in a particular part of your community. Donor segments might include young donors, donors with a certain capacity level or donors with a history of supporting a particular issue.

How can you reach these audiences and what message will you give them?

Activate all of your partners to use their megaphones to reach nonprofit participants. If you have some marketing funds, perhaps you'll invest in Google Adwords or a full page newspaper ad to reach potential givers. Or develop an Instagram Stories strategy to reach young, diverse givers. What messages will you share to inspire action?

Sample Communications Timeline

([Download this file here.](#))



10. Thank and Celebrate!

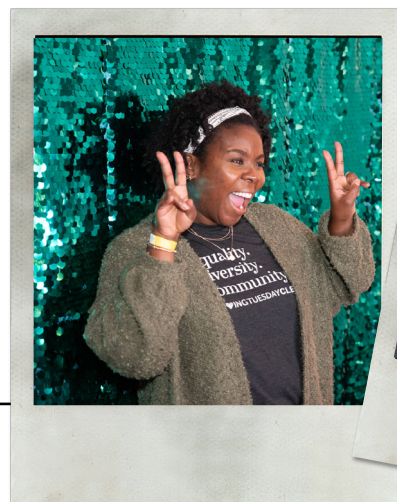
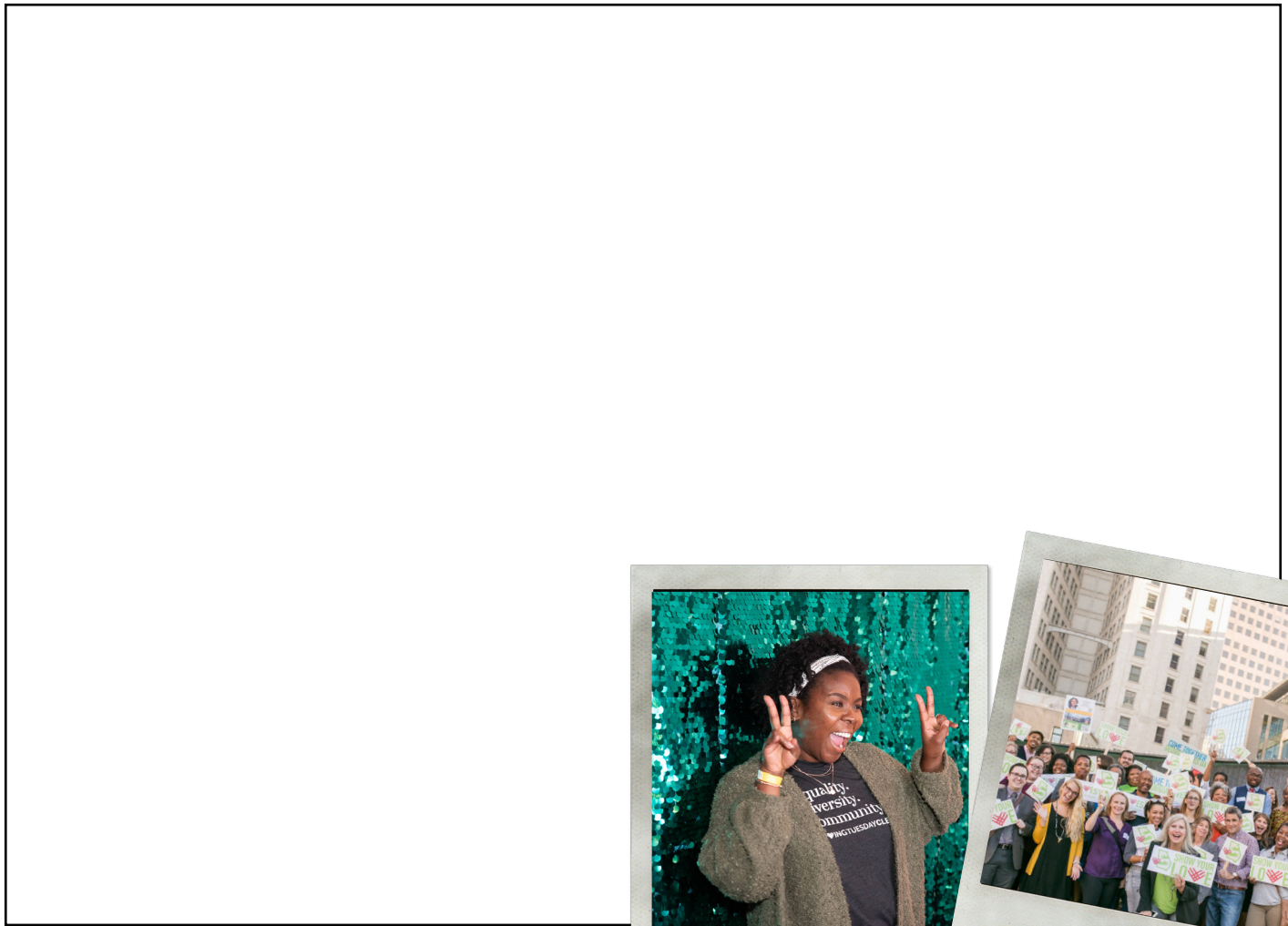
Before, during and after GivingTuesday, nothing is more important than celebrating, recognizing, and thanking the individuals who step up to make your campaign a success.

Give some love to ambassadors as they sign on to be part of the campaign, to staff members who are working overtime to make the campaign rock.

On GivingTuesday, thank the donors and givers and celebrate milestones.

After GivingTuesday, thank contributors, ambassadors, partners, and staff that made the campaign a success.

Creative ideas for how to thank and celebrate:





GIVING TUESDAY

We're here to help.

Connect with us!

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