

The Ultimate GivingTuesday Checklist

Ready to crush your GivingTuesday goals? Download our free ebook, [The Ultimate Guide to Mastering GivingTuesday](#). Then print this free checklist to help you stay organized, on-task and ahead of the game.

October

1ST WEEK OF OCTOBER

Street Team assembled.

2ND WEEK OF OCTOBER

- ☐ Campaign goals defined.
- ☐ GivingTuesday campaign theme selected.
- ☐ Campaign landing page blueprint created.

3RD WEEK OF OCTOBER

- ☐ Campaign landing page built or in-progress.

HALLOWEEN

- ☐ Half of campaign emails and social posts written and scheduled. Direct mailer, video and other optional deliverables planned.

November

NOVEMBER 1ST

- ☐ Launch Day. First email and social post released.

NOVEMBER 1 - DAY BEFORE THANKSGIVING

- ☐ 1-2 campaign emails and 2-3 social posts released per week.

2ND WEEK OF NOVEMBER

- ☐ Second half of campaign emails and social posts created. Optional materials (e.g., videos, direct mailer) created.

WEEK BEFORE THANKSGIVING

- ☐ Optional direct mailer sent.

THANKSGIVING DAY

- ☐ Mini fundraising push. One email and one social post with direct ask.
- ☐ Day before GivingTuesday. Countdown. One campaign social post per day.

DAY BEFORE GIVING TUESDAY

- ☐ Final reminder email sent.

GIVINGTUESDAY

- ☐ One email (morning) and four or more social media posts (throughout the day) released.

DAY AFTER GIVINGTUESDAY

- ☐ Last chance to give/gratitude email and social post.

TWO OR THREE DAYS LATER

- ☐ Final gratitude email and social media post.

Now get out there and make it your most successful GivingTuesday ever!

Need a hand achieving any of your goals?

From web and print to campaign development, social media strategy, copywriting, design and more, our nonprofit marketing specialists are ready to help you plan and execute a winning campaign.



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