



GivingTuesday Checklist

Everything you need to launch your
next GivingTuesday campaign





Plan Your Campaign

Goals

- Define SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) for your Giving Tuesday campaign.
- Ensure your goals are aligned with your overall fundraising and organisational objectives.
- Set hour-by-hour fundraising milestones to keep your team on track.
- Define SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) for your Giving Tuesday campaign.

Matched Giving

- Check our [matched giving](#) guide to get started!
- Identify and secure matching partners such as corporations, major donors, or foundations.
- Define the matched giving structure, including the match amount, ratio, applicable period, and donation limits.

Messaging

- Craft a clear and compelling message that highlights the impact of donations and the significance of GivingTuesday.
- Position your campaign as a pivotal moment in your organisation's annual fundraising plan.
- Develop a cohesive campaign narrative to be used consistently across all communication channels.

Additional Strategies

- Consider including peer-to-peer fundraising to broaden your reach and attract new donors.
- Consider utilising GivingTuesday to engage and acquire volunteers.
- Consider reaching out to influencers so they can become your GivingTuesday campaign ambassadors.



Campaign Set-Up

Fundraising Page

- Choose a high-converting fundraising platform ([check Raisely's new GivingTuesday template](#)).
- Customise your fundraising page to reflect your brand, key message, and goals.
- Ensure your donation page is mobile-friendly for seamless user experience.
- Set up and thoroughly test your donation form to prevent last-minute issues.

Your Website

- Dedicate a prominent section on your homepage to feature your GivingTuesday campaign.
- Integrate a countdown timer to build anticipation and create urgency.

Donor Journey & Communications Plan

- Segment your supporter base and personalise all donor communications to acknowledge their past support and highlight the impact of their contributions.
- Map out your donor journey—from initial engagement to post-campaign follow-up—adapting messages for each stage ([learn how to create email journeys with Raisely](#)).
- Develop a comprehensive communication plan, including email, social media, and other touchpoints tailored to your audience segments.
- Implement strategies to engage new donors, nurture existing supporters, and re-engage lapsed donors. Check our new [GivingTuesday AI writing assistant](#) to save time while writing personalised email journeys.



Data & Reporting

- Make sure you can track and report on key performance indicators (KPIs) such as fundraising total, conversion rates, and new donor acquisition ([learn about reporting on Raisely](#)).
- Regularly analyse campaign data to make timely adjustments and optimise your approach.
- Use UTM tracking for all digital efforts to accurately measure the effectiveness of different channels.
- Connect your fundraising platform to your CRM for streamlined data management and reporting (check [Raisely's integrations](#)).

Campaign Launch

- Launch your campaign with a synchronised effort across all channels, including website, email, social media, and ambassadors.
- Monitor donations in real-time and adjust your communication strategy to maximise engagement and reach your milestones.
- Share live updates on your progress throughout the day to create excitement and foster community.
- Use time-specific challenges and exclusive matching giving opportunities to sustain momentum and drive urgency.

Post-Campaign Follow-Up

- Send personalised thank-you emails to each donor, emphasising the impact of their contribution.
- Share the final results of the campaign through a comprehensive impact report distributed via email and social media.
- Keep the conversation going by sharing stories that showcase the tangible results of the donations.
- Plan long-term engagement strategies to convert one-time GivingTuesday donors into recurring supporters.



An incredible donor experience, for every campaign

Launch custom fundraising campaigns with conversion optimized donation forms, customizable landing pages, and peer-to-peer fundraising tools. Track and grow your donations effortlessly with Raisely.



Online peer-to-peer campaigns

Run industry-leading websites using a full suite of fundraiser features



Collect donations

With Raisely's modern, conversion optimized donation form



Create non-profit websites

Professionally designed website templates, with best-practice page structure



Sell tickets

Seamlessly integrated ticket sales, manage capacity, offer discounts, and upsell donations



Manage donors

Get a complete view of your supporters with donor database and built-in CRM.



Fundraising on Raisely is free

Fundraising on Raisely is free, supported by optional tips from donors. All you need to pay is your gateway's card processing fees.

[Get a Demo →](#)