



Issue 5

3 Steps to Plan Your #GivingTuesday Campaign

The following is an excerpt from a blog post published by Classy. To read the post in its entirety visit <https://www.classy.org/blog/3-steps-plan-your-givingtuesday-campaign/>

The sooner you iron out the details of your #GivingTuesday campaign, the easier it will be to plan your promotions and communications.

Step 1 – Set Goals

Setting clear, realistic goals is the first step in planning a successful #GivingTuesday campaign. These objectives will guide your fundraising strategies and allow you to motivate your community to help.

Since the primary focus of #GivingTuesday is to raise funds for social impact, many nonprofits set a simple capital goal. They aim to collect a certain number of dollars within the time period. This is a great place to start, but you can also work toward other metrics, too.

With different types of campaigns, you may strive for goals related to...

- Acquiring new donors
- Increasing monthly recurring revenue
- Creating peer-to-peer fundraising pages

Remember to document your goals and share them with your team.



Step 2 – Decide What Kind of Campaign

Ways to fundraise on #GivingTuesday:

- **Stand-Alone Campaign** – This is a one-day initiative to raise funds through individual donations. This is the simplest option for organizations new to #GivingTuesday.
- **Recurring Giving Campaign** – Recruiting monthly donors on #GivingTuesday creates an ongoing stream of revenue to fund your programs year-round.
- **Peer-to-Peer Campaign** – This kind of campaign gives your supporters the opportunity to create personal fundraising pages and appeal to their social networks. These campaigns typically last a few days or a few weeks, so they require some extra planning.
- **Launch Your Year-End Campaign** – Use #GivingTuesday to kick off your year-end fundraising campaign. This creates momentum toward your goal early in December.

Step 3 – Create Campaign and Donation Pages

Now that you have a structure and direction for your #GivingTuesday campaign, you need to create a pathway for participation. A distinct campaign page or microsite shows your community the purpose and vision of your fundraising campaign.