



# November Checklist

## ☐ Launch Your Main Campaign

- ☐ Public announcements
- ☐ Share fundraising goals
- ☐ Segmented email communication

## ☐ GivingTuesday Campaign Launch

- ☐ Set up matching challenges
- ☐ Provide real-time updates across channels
- ☐ Encourage varied giving & sharing options
- ☐ Boost social media campaigns

## ☐ GivingTuesday: Maintain Momentum

- ☐ Share results
- ☐ Personalized and timely donor stewardship
- ☐ Share impact stories

## ☐ GivingTuesday: Intensify Appeals

- ☐ Email blitz
- ☐ Social media blitz
- ☐ Use urgency in messaging
- ☐ Tailored audience retargeting

# Detailed Outline of November Action Plan

## LAUNCH YOUR MAIN CAMPAIGN

Your official end-of-year campaign rollout should set the tone, show urgency, and invite donors to get involved right away.

### Key Steps To Launching Your Campaign:

- **Public Announcements:** Announce campaign launch across website, social channels, and other public-facing channels you may have.
- **Goal Sharing:** Share your fundraising goals and why they matter this year, clearly and across channels.
- **Segmented Email Communications:** Use segments created to email major donors, recurring donors, lapsed donors, and first-time supporters, and any other key donor segments.



## GIVINGTUESDAY CAMPAIGN LAUNCH

GivingTuesday is a global giving moment — use it to create urgency and reach new audiences.

### Tips for Boosting GivingTuesday Campaign:

- **Matching Challenges:** Partner with a sponsor or major donor to create a match challenge, and promote these matching gifts across all communication channels.
- **Real-time Updates:** Share real-time updates with your audience on the progress made on your GivingTuesday goals consistently, for eg. weekly until Dec 2, 2025.
- **Varied Giving & Sharing Options:** Encourage peer-to-peer fundraising or small challenges (e.g., “*share why and tag 3 friends*”) to create a community engagement.
- **Boost Social Media Campaigns:** Run GivingTuesday-specific social media campaign, showing donor spotlights, countdowns, and more.

## GIVINGTUESDAY: MAINTAIN MOMENTUM

Keep donors engaged and inspired to give.

### Here Are Some Ways:

- **Share Results:** Continue sharing results from the GT campaign (dollars raised, donors reached, matches unlocked).
- **Personalized and Timely Donor Stewardship:** Thank participants publicly on social media and through personalized emails.
- **Impact Stories:** Continue to share stories of impact tied directly to GivingTuesday gifts.



## GIVINGTUESDAY: INTENSIFY APPEALS

Increase frequency of communications and create urgency before, during, and immediately after GivingTuesday.

### Some Communication Examples:

- **Email Blitz:** Send multiple targeted emails leading up to and on GivingTuesday (morning and evening sends).
- **Social Media Blitz:** Share hourly updates, impact highlights, and live thank-yous
- **Use Urgency in messaging:** *"One day only,"* or *"Don't miss this chance to double your gift."*
- **Tailored Retargeting:** Re-target website visitors or lapsed donors with special GivingTuesday reminders.