

THERE'S BLACK FRIDAY. THERE'S CYBER MONDAY. NOW THERE'S...

#GI  ING TUESDAY 

THERE'S BLACK FRIDAY. THERE'S CYBER MONDAY. NOW THERE'S...

#GI  ING TUESDAY 

#GivingTuesdayBucks
#GivingTuesdayMontco

**Congratulations on joining
the #GivingTuesday
movement!**

Your success depends on You!

How active do you want to be?

- Inform your Board early on about GT
- Train your staff about GT
- Train your volunteers about GT
- Get your clients excited about GT



Gear Everyone Up!

- Revisit your 300 character description on the GT website
- Update YOUR website



- Make sure all of your social media outlets are active (FB, Twitter, Instagram)
- Activate Mobile Giving (paypal mobile donations)



Get Prepared

- Weekly planner (Salsa)
- #GivingTuesday is a 24 hr. fundraising event, so plan ahead
- Set-up a 'Google Alert'
- # Everything

Get Prepared

- Pick a theme and tie it to all your messaging



- The more active and creative your organization is, the more attention you will draw.



- Set a giving goal for the day-and track it
- Identify a special program that funds raised on GT will support

Activities

- Video a series of testimonials from clients and run them each Tuesday on your FB page or other social media outlets
- Secure a matching donor (your goal amount will influence your match program)
- Add a countdown clock to your webpage
- Social Media Ambassadors
- Use GT to launch your end-of-year appeal

COUNTDOWN TO #GIVINGTUESDAY

69

Days

3

Hours

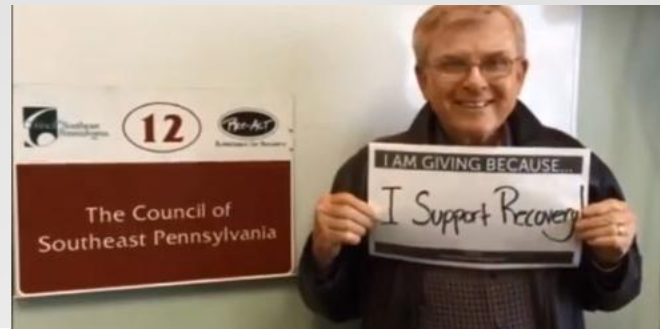
27

Minutes

Activities



- Pictures! Lots of pictures (or a video!)



#GIVINGTUESDAY™



MONTCO

- Identify Ambassadors for GT
- Be sure to use GT graphics so you're tied to the day



Activities

- Encourage your business and corporate partners to support the day with special incentives
- Natural allies
- Text campaigns



Activities

- “Like” the #GivingTuesday Facebook pages.
- “Share” from these pages
- Use our Collective Network
- Tap into National content as well as local content



#GivingTuesday in Your Community

Posted on September 15, 2014 by [Community Manager](#) in [How We Give](#)



The countdown to #GivingTuesday is on! With fewer than 90 days left, #GivingTuesday will be here before we know it. The effects of charitable giving stretch around the world, and the effort begins with individuals, families, and communities. With so many ways to participate in #GivingTuesday, communities can come together to help their own as [...]

[CONTINUE READING →](#)

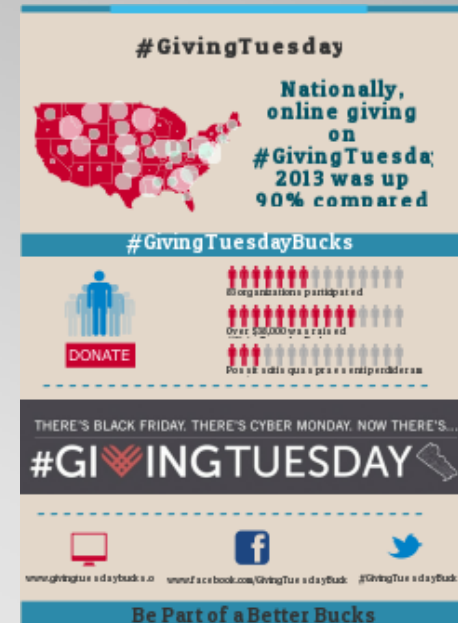
No need to re-invent the wheel

- Start early
- Don't over commit
- Messaging-don't just ask for \$, talk about impact gift will have; use your data
- Positive messaging
- Excitement is contagious
- Say thank you in creative ways
- Say thank you in tangible ways
- Repeated Thank-yous (annual reports, video TYs, show how gifts were used)



Tips

- Board members, stakeholders, donors can be your best champions
- Measure & Learn
- Engage the Establishment
- Amplify!
- Be Creative
- Infographics
- Be Contagious
- Parking lot for 2015



Tips

