

Giving Tuesday Organizational Participation Plan

*This form is for agency internal use to help you plan for Giving Tuesday Montco.
This **does not need to be returned** to the Giving Tuesday Montco committee.*

A. Commitment to Giving Tuesday

- Provide a single point of contact and one backup contact for project coordination.
- Have a process in place for accepting on-line donations
- Complete and submit a Participant form (available via the GT website for your county)
- Provide all content input (variable text [300 character description] and images that are outside the design that is included in the project).
- Provide any desired social media setup and input.
- Agree to track all donations received on Giving Tuesday
- Report back to the GT committee for your county GT results by DECEMBER 15, 2014

Point of Contact:

B. Set Objectives: Set a goal for number of gifts, or \$ raised on Giving Tuesday. Note: Organizations who tie GT gifts to a specific project may find greater success with 'the ask'. For example: *All funds raised on Giving Tuesday will support scholarships for our summer camp program.*

- Define project/fund that Giving Tuesday funds will support:

- Craft Key message for your GT appeal:

- Secure _____ (#) of donations on Giving Tuesday

- Raise _____ (\$) on Giving Tuesday

C. Identify Targets:

 To whom will you market your Giving Tuesday participation?

- Current Donors:
 Constituency:
 Vendors
 Others: _____

D. Outline Action Plan:

 Determine which marketing activities will be done and when.

- Staff:** We will meet with key staff to explain our participation in the Giving Tuesday initiative by _____ (date). We will provide staff with all information/messaging necessary and provide expectations and a timeline
- Board:** We will present at the September board meeting to explain Giving Tuesday and our participation in the Giving Tuesday initiative. We will provide board members with all information/messaging necessary and provide expectations and a timeline for their participation.

- Mailing:** We will send a mailing to _____(define audience) by _____ (date).
 - Newsletters:** We will highlight our participation in Giving Tuesday in all of our newsletters (Fall issues)
 - Social media:** We will develop a number of messages to be posted on our social media outlets:
 - We will post the following message to: _____(FaceBook, Twitter, etc.)
- On week 1 _____ (date). Note: frequency should not be greater than once/week
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- We will post the following message to: _____ (FaceBook, Twitter, etc.)
- On week 2 _____ (date). Note: frequency should not be greater than once/week
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- We will post the following message to: _____ (FaceBook, Twitter, etc)
- On week 3 _____ (date). Note: frequency should not be greater than once/week
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Add additional weeks as necessary

5. **Other Activities:** Define any other activities appropriate for your organization :

- We will _____
_____ (activity) by _____ (date).
- We will _____
_____ (activity) by _____ (date).
- We will _____
_____ (activity) by _____ (date).

Thank you for your participation in Giving Tuesday(County). By joining with other organizations and committing to the marketing of the event, we all will reap the benefits of this collaboration and increase our impact within our community