

Rallybound



Checklist: Getting Ready for #GIVINGTUESDAY 2018

■ CREATE A DEDICATED PLACE ONLINE FOR YOUR #GivingTuesday fundraising

Whether this is a fundraising site, a crowdfunding page or an out of the box donation page, make sure to have a specific online hub for your fundraising



■ *Decide* whether your campaign will only run on **November 27th**

or if it will also run prior/after the day of giving. Many nonprofits have had success with run-up campaigns leading up to the big day

■ *Make sure to sign your organization up on* **GIVINGTUESDAY.ORG**



■ *Determine how your campaign & data*

WILL BE VIEWED, SYNCED, AND REPORTED IN YOUR CRM

■ **MAKE YOUR PROMOTIONAL MATERIALS FOR #GIVINGTUESDAY** *Dynamic & Shareable*

Using video to share your organization's impact will increase engagement

■ *Analyze your existing constituent data*

to plan how to reach out to potential #GivingTuesday donors or fundraisers

■ **SEGMENT YOUR MESSAGES** *based on donor behavior*

Encourage frequent donors to spread the word, and get new & prospective donors onboard by focusing on your mission to let your campaign stand out



■ *Create milestone goals to further incentivize donors*

Ideally, get matching commitments from corporations and/or wealthy donors for each of these milestones