



#GIVINGTUESDAY OCTOBER TIMELINE

MONTHLY TASKS

Identify campaign goals, campaign type, timeframe & audience

Determine primary messaging of your campaign: Call to actions & hashtags

Set up fundraising pages: online giving and peer-to-peer

Create email communications schedule, draft emails and segment email lists

Create social media schedule & assets: Cover Images, Post Images & copy

Create website assets: Banner image, Call to Action, Bog Posts

Soft-launch email announcement to key supporters

WEEK 1

WEEK 2

WEEK 3

WEEK 4





#GIVINGTUESDAY NOVEMBER TIMELINE

MONTHLY TASKS

Full launch email blast out to your email list

Upload your campaign assets to social media accounts and website

Execute social media calendar. Posts should be scheduled in advance with a minimum of 2 to 3 per week.

Week 2 email blast to enlist fundraiser support

Publish a post to your website each week featuring a compelling story of impact

Activate fundraisers email blast with tip & tricks on getting the most out of their fundraiser

Save the date email blast out to full email list reminding them of your campaign: Send Black Friday

WEEK 1

WEEK 2

WEEK 3

WEEK 4





#GIVINGTUESDAY DECEMBER TIMELINE

MONTHLY TASKS

It is GivingTuesday Email Blast in the morning. Afternoon email blast with an progress update. Thank you email in the evening.

Scheduled social media posts continue along with live updates on campaign progress

Campaign wrap up: How did you do? What went right? What went wrong? What improvements?

Send a personal email thanking key supporters and fundraisers.

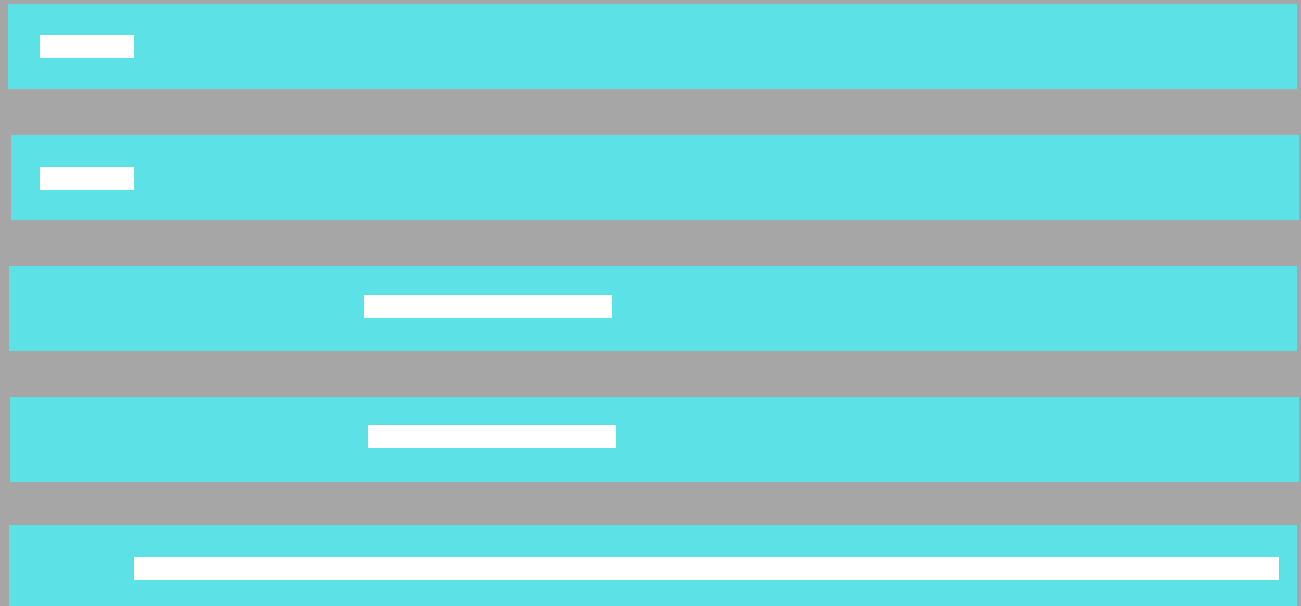
Launch End of The Year Giving Campaign

WEEK 1

WEEK 2

WEEK 3

WEEK 4



Post Campaign Comments: