

#GIVINGTUESDAY

5 day messaging plan

This 7 day #GivingTuesday messaging plan is designed to streamline efforts and inspire your audience to both join and share your campaign.

In the 2-3 weeks leading up to #GivingTuesday, start sending messages to ensure your audience is aware of your participation and the stories of your organization's work, but hold off on the full-out efforts until a few days before.

Information was gathered from Mobile Cause. You can visit their website, download the [full planner](#) or email: stuart@mobilecause.com.

ANNOUNCE

5 Days before.

- Send an email containing your logo, mission, theme, goals and links on how to give
- Message your board, ambassadors and volunteers the plan

PROMOTE

4 Days before.

- Post on social media
- Share your hashtags and #GivingTuesday
- If you're planning a live (virtual) event make sure to push that now.

SHARE IMPACT

3 Days before.

- Use storytelling to tug at donor's heartstrings
- Send an email showing your 2020 challenges for your organization and those you serve.
- Highlight a beneficiary's story or a volunteers connection on social media

REMIND

2 Days before.

- Use social media to get information about your goals for #GT
- Send reminder about your live (virtual) event details

APPEAL

1 Day before.

- Morning: send email with a preliminary ask and how to support
- Afternoon: Post on social media with appeals, stories, #s and how to donate info

INSPIRE

Today is the day!

- Make a whole day plan with posts and emails including your mission, goals, impact stories, event reminder, and how people can donate.

THANK

The day after.

- Thank your community and/or donors
- Announce progress made towards your goals for #GivingTuesday
- Explain how the funds will be used
- Tag and highlight specific donors