# Checklist for running a successful Giving Tuesday campaign

Giving Tuesday is a prime opportunity to excite your supporters and exceed your end-of-year fundraising goals. Check out these top tips for making Giving Day work for you.
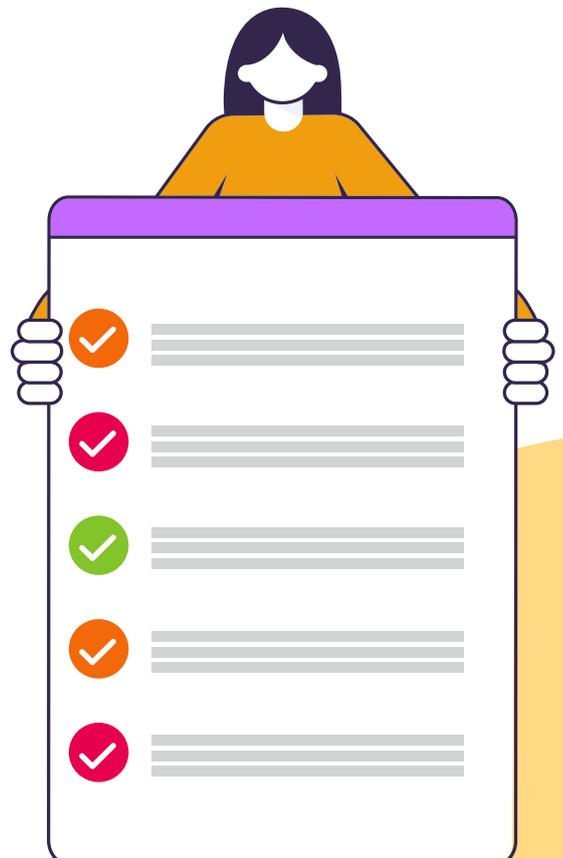
The basics of Giving Tuesday

The numbers behind Giving Tuesday

- **2020:** 35 million Americans gave **$2.47 billion** to causes they care about (notwithstanding a global pandemic).
- **2021:** donors increased 2020 giving by **102.52%**
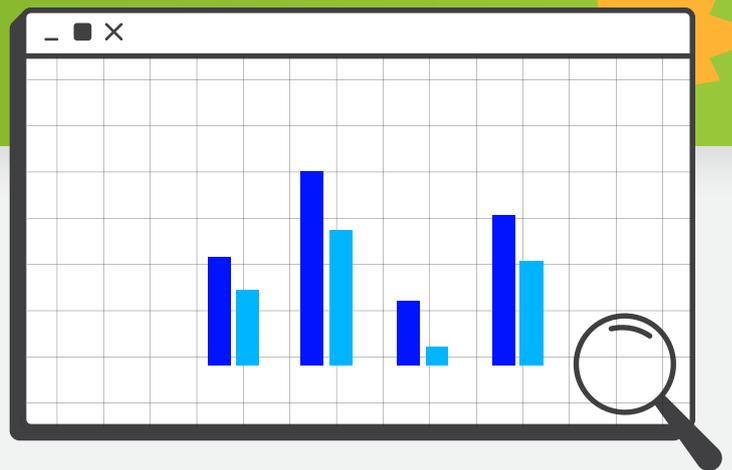
What is Giving Tuesday?

Giving Tuesday is a focused day of giving that takes place annually in the United States on the Tuesday after Thanksgiving. The official Giving Tuesday website describes the day as "a global generosity movement unleashing the power of radical generosity."

Your checklist

Don't forget to use the hashtag #GivingTuesday when publicizing your campaign on social media to draw maximum attention to your organization's participation in what's become one of the biggest giving events of the year!

How to create a Giving Tuesday campaign

Use your CRM and any other data your organization has gathered about donors and the results of previous campaigns to help you set realistic, accurate and attainable goals.

Create a visual representation of your progress on your fundraising website like a fundraising thermometer to allow donors to participate in the excitement of seeing the impact their gift makes on your fundraising total. Many digital fundraising tools incorporate widgets and in-built features that make this simple to set up.

If you simply don't have the time or necessary personnel to retrieve and process all the data you need from your CRM to execute a well-planned, data-backed campaign, don't stress! A digital fundraising tool, especially one powered by AI, can churn through data much faster than a human and help you decide who to target as well as the correct approach for each donor segment.

A digital fundraising platform can help you manage your entire Giving Tuesday campaign—from the awareness stage through donor nurture, making the actual day exciting, collecting the funds and thanking the donors at the end.

Empower everyone on the Giving Tuesday team to use their personal influence to draw in more donors. Create a link to your online donation page (either hosted on a designated fundraising platform or on your current website) and encourage everyone involved to share the link with their personal network.
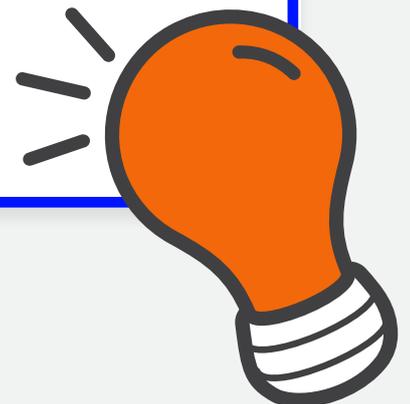
Whether you're trying to attract new donors or focusing on existing ones, make every donor feel special. Set up your website or giving platform to show the impact of every gift as tangibly as possible and, when a donation does come in, be prompt, personal and effusive with your thanks.

A digital fundraiser enablement tool that uses AI will drastically cut down on the labor and time needed to create a personalized and targeted appeal. Such a tool can identify which donors to approach, specify a suitable ask amount and some will even go so far as to draft your solicitation emails (incorporating relevant personal details) for you.

If you're raising money for a particular cause or fund, you can prepare video testimonials and impact stories in advance and then share the appropriate ones at the appropriate time. You can use a video creation and management solution to organize all your video content, so it's easy to access and promote on the right channels, as needed.

Make it easy to bring in matching gifts by embedding a matching gift database and company name search tool into your website and reminding donors that they can use it to check if their donations are eligible for matching by a sponsor.
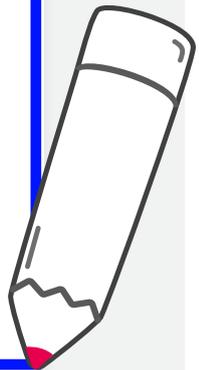
Following up after Giving Tuesday

While it was certainly a lot of work, it's important to remember that Giving Tuesday is just the beginning. Make sure your organization focuses on retention throughout the year-end giving season (and all year round)!

Don't forget to include all the necessary tax information if your note is doubling as a tax receipt!

gravyty

Conquer your Giving Tuesday

Learn how to fundraise smarter, not harder this Giving Tuesday with Gravyty's fundraising technology ecosystem.

Get a demo