

Making the Most of

#GIVINGTUESDAY™

Thursday, we give thanks... and Friday through Monday, we shop. Thankfully, there's #GivingTuesday. Make the most of this day of giving – not getting – and refocus your donors on giving thanks through giving back.

On the Tuesday after Thanksgiving, millions of people worldwide will celebrate #GivingTuesday to give back to their local communities. It's a global movement that **spotlights hometown helpers like your Mission and results in raising millions of dollars** for nonprofit organizations, as well as recruiting countless volunteers and supporting activities that change the lives of those you serve.

Build up the thrill of #GivingTuesday for your donors!

HERE'S HOW: Use the provided action items or choose your own from the following list to create a winning giving campaign.

BrewerDirect

WHAT MATTERS MOST





TIMELINE

SEPTEMBER

Save the date! Remind your donors of the upcoming opportunity to give. Post to your social media accounts to get #GivingTuesday on people's radars. Check out these sample reminders you can adapt to fit your Mission's style:

Are you joining the world to give? Be part of #GivingTuesday and support [Mission name] on November 28!

Don't miss it! #GivingTuesday is 11/28. How will you give? #GivingTuesday #[Mission's hashtag]



Thinking of hosting a #GivingTuesday-themed event? Remember, live events take time, planning and a lot of outreach. Ensure the gift of a helping hand and start advertising your need for volunteers across social media now.

OCTOBER

Consistency is key. Start posting regularly (2-3 times per week) on your social media to share more details about your #GivingTuesday campaign, reminding donors and continuing to reach out to volunteers if you plan to host a #GivingTuesday event at your Mission.

Go local. Pitch a press release about your #GivingTuesday campaign to local media. Check out a sample press release you can adapt to fit your needs at the end of this guide.

NOVEMBER

The month we've all been waiting for! Amp up your social media with a countdown as #GivingTuesday approaches. Consider pairing each reminder with a photo and caption-length story or quote from someone your Mission has helped. Show donors how their gifts impact lives and will continue to help people like those you choose to feature.



Thanksgiving or #GivingTuesday? Be sure to balance your Thanksgiving posts with #GivingTuesday posts. Move beyond merely turkey dinners to engage donors in giving back after giving thanks – but don't neglect your routine requests for support at Thanksgiving too.

The day after #GivingTuesday, don't let that drive to donate decline. Promote your donors' feel-good motivations (and future gifts) by giving your own thanks for their support.



If you hosted a #GivingTuesday event at the Mission, be sure to post photos from the event along with your thanks to participants!

DECEMBER

And it doesn't end there...

Use the momentum of #GivingTuesday to strengthen your Christmas and year-end giving campaigns. Report results from your #GivingTuesday campaign to let your donors know what their help has achieved and what is still needed to meet your year-end goal.

Remind donors that #GivingTuesday is only one day in a lifetime of opportunities they'll have to give! This is a good time to introduce your monthly giving club and need for in-kind gifts to those who participated in #GivingTuesday.

Consider including this sample copy in your thank you and follow-up communications with your #GivingTuesday donors:

What if your favorite holiday came more than once a year? You make it possible for #GivingTuesday to become #GivingMonthly for those we serve when you join our [Giving Club Name] monthly giving club and make the gifts of this season abound all year long!

On #GivingTuesday, we're grateful you thought about helping others by supporting organizations like [Mission name]. Beyond financial gifts, did you know there are more ways you can keep the #GivingTuesday spirit alive? Wrapped presents for children, hygiene kits, warm coats... these and other gifts are blessings our Mission guests always appreciate.



ACTION ITEMS

The number of ways you can engage donors this #GivingTuesday are limitless! Create your perfect #GivingTuesday timeline with these ideas – and let them inspire your own.

GROW SUPPORT ON SOCIAL MEDIA

Like any other holiday, #GivingTuesday involves socializing with those you love and care about. But the majority of this day's socializing is digital. **Engage new, younger donors with a social media campaign** – they're more likely to give when they see their friends have already joined in on the fun.



#UNselfie

"The UNselfie Movement," a campaign in which people take pictures of themselves and their favorite charitable cause, is spreading like wildfire around the Web. You can promote an #UNselfie campaign across your social media to encourage your donors to share how they are giving back to your Mission – and why their friends should join them in supporting you.

When they donate, give donors instructions on how to participate in this viral campaign:

*Invite your family and friends to join you in giving more this #GivingTuesday!
Post an #UNselfie holding a sign sharing why you gave to [Mission name or
#Mission hashtag] or how you are giving back today!*

Provide sample social media copy your donors can fill in when they post:

I'm giving to #[Mission's hashtag] on #GivingTuesday. How will you join me in giving back today?

CULTIVATE COMMUNITY INVOLVEMENT

Don't discount the value of a helping hand. **Engage volunteers for their priceless support.**



#GivingTuesday sales and events

Recruit bakers to make goodies for a bake sale hosted at their church, or provide space for a community yard sale or toy drive – with all proceeds and donations going to benefit your Mission. You could even send a staff member or two to the event to share more about the Mission and how to get involved with those who stop by.



Volunteer initiative

Organize opportunities for people to give their time to your Mission on #GivingTuesday. Host a work day for repairs, cleaning and other needed work.



And don't forget to say thank you! Celebrate those who've lent a helping hand to the Mission on your work day. Plan a midday break with goodies, light lunch or refreshing drinks to say thanks for all their hard work!

CREATE HYPE IN YOUR HOMETOWN

#GivingTuesday may be a global movement, but it starts at your front door. Involve your community to make it more than your giving campaign – make it **their** cause too.



Donations with purchase

Partner with local businesses to give consumers the option of adding a donation to their purchases on #GivingTuesday to support their local Mission.



Press release

Notify local media of how your Mission will be participating in #GivingTuesday and how people from the community can join you. You can edit the sample press release to meet your needs.



Download the press release found on Brewer Toolbox. It's easy to edit to share your Mission's good news!