



2021 Giving Tuesday Timeline

Reminder:

It is important that we all use our LOCAL graphics, LOCAL Giving Tuesday logos ([here](#)), and area code hashtags to stand out to local donors on November 30th from national organizations.

- How to name the campaigns when speaking to...
 - The whole region: **Giving Tuesday, powered by SHARE Omaha**
 - Eastern Nebraska: **#GivingTuesday402** – this campaign is presented by Core Bank
 - Southwest Iowa: **#GivingTuesday712** – this campaign is presented by TS Bank

FREE LOCAL GRAPHICS TO USE WITH SAMPLE LANGUAGE:

- Customizable Canva templates ([here](#))
- Ready-to-use downloads ([here, in the bottom Marketing Resources section](#))

October 25

- Carefully review all [Orientation](#) information
- Register by adding #GivingTuesday402 OR #GivingTuesday712 cause
- Create your internal Giving Tuesday team
- Determine your Giving Tuesday goals, strategy, message, call-to-action and execution plan
- Finalize campaign visuals
- Update your social media cover photos
- Update your website with your Giving Tuesday message
- Review and test your SHARE Omaha profile: make a donation, apply to volunteer, shop Amazon
- Update your staff email signatures. Include a link to a calendar invitation

November 1

- Post a save the date on your social channels; link to the official Facebook [#GivingTuesday402](#) or [#GivingTuesday712](#) event
- Announce your campaign to staff and volunteers
- Meet with ambassadors to share your campaign and recruit support for spreading your message
- If you plan to host an in-person event, virtual event, or volunteers, announce these plans
- Begin a weekly email to ambassadors making it easy to reshare your message
- Order any printed materials you may use
- Email past supporters to announce your campaign

November 8

- Send a weekly email to ambassadors making it easy to reshare your message
- Update your board about the progress of the campaign and your need for their support
- Continue to promote through social media, leading into your call-to-action with impactful stories
- Finalize your “day-of” plans for outreach and thanking
- Send your “day-of” plans (events, volunteers) to katie@shareomaha.org for possible media promotion

November 15

- Send a weekly email to ambassadors making it easy to reshare your message
- Continue to promote through social media, leading into your call-to-action with impactful stories
- Hang posters and update your nonprofit signage
- Send a direct mailer, if desired
- Begin to boost social media posts
- Promote early gifts using donation code GIVINGTUESDAY at SHAREomaha.org

November 23

- Begin a one-week countdown in your communications
- Check in with key partners to ensure they are prepared for final promotion
- Update katie@shareomaha.org on your progress
- Provide an update to your staff, board, ambassadors, and volunteers
- Heavy social media communication about the importance of Giving Tuesday to your organization

Giving Tuesday, November 30

- Send a final email, the day is here!
- Phone calls and texts to key supporters
- Heavy social media communication giving updates and thanking
- Phone calls to thank donors and volunteers
- Log in to your PayPal account to monitor gifts in real time
- Interact with other nonprofit social media accounts to encourage community-wide success
- Send photos and stories to katie@shareomaha.org

