

# #GivingTuesday Communication Templates

Appeals for Email, Social Media,  
and Text Messages

**GiveSmart**<sup>®</sup>  
by **communitybrands**



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GIVING  
TUESDAY

## What is #GivingTuesday?

#GivingTuesday is an international day of giving that takes place on the Tuesday after Thanksgiving. Since 2012, #GivingTuesday has taken hold as a charitable counterpoint to the consumerism of the holiday season.

#GivingTuesday is a day when individuals, communities, nonprofits, and businesses from around the world can come together and give back in a variety of ways. From helping a neighbor to donating meals and giving to causes—every act of generosity counts, no matter the size.

## Fundraising on #GivingTuesday?

If your nonprofit or school will be participating in #GivingTuesday, this guide will help you craft your messaging. We've included tips for setting up your campaign; best practices for promoting your involvement; and email, social media, and text communication templates.

### Did You Know?

- **\$2.7B donated** in the U.S. on #GivingTuesday in 2021
- **35 million** adults in the U.S. participated
- #GivingTuesday social media activity took place in **every country and territory on the planet**
- **Giving in 2021 grew 9%** over the prior year and **37%** over pre-pandemic levels

*Source: Giving Tuesday 2021 Impact Report*

## Setting Up Your Campaign

Ideally, your organization can create a dedicated #GivingTuesday campaign, event, or donation page to promote your participation and reassure donors they are giving directly to your #GivingTuesday campaign.

### 1. #GivingTuesday Donation Form

The simplest and fastest option to get started is setting up a form. Brand your donation page with both your organization's and #GivingTuesday's logos. If you are unable to create a new dedicated #GivingTuesday giving form, rebrand an existing form just for the day.

### 2. #GivingTuesday Event Page

Create a dedicated landing page for your #GivingTuesday campaign. An event page enables you to include pertinent information not only about your campaign but also about your organization, mission, and beneficiaries. It also can support multiple calls to action to capture donors, volunteers, registrants, and more.

Your #GivingTuesday Event Page can include impact metrics, a donor wall, a progress circle, and other detailed information about why you are participating. You can also include flexible giving options like recurring giving and text-to-donate to engage your donors in new ways. Be sure to include [how the funds raised will be used](#), powerful imagery, and videos to inspire your audience.

#### Pro Tip!

##### Work Smarter, Not Harder.

Recurring giving is an available, turnkey strategy, that doesn't require oodles of time and effort to plan and execute. Don't forget to turn it on as an option on all of your donation forms.

**Recurring giving donations can make up 10% of your incoming, unrestricted revenue.**





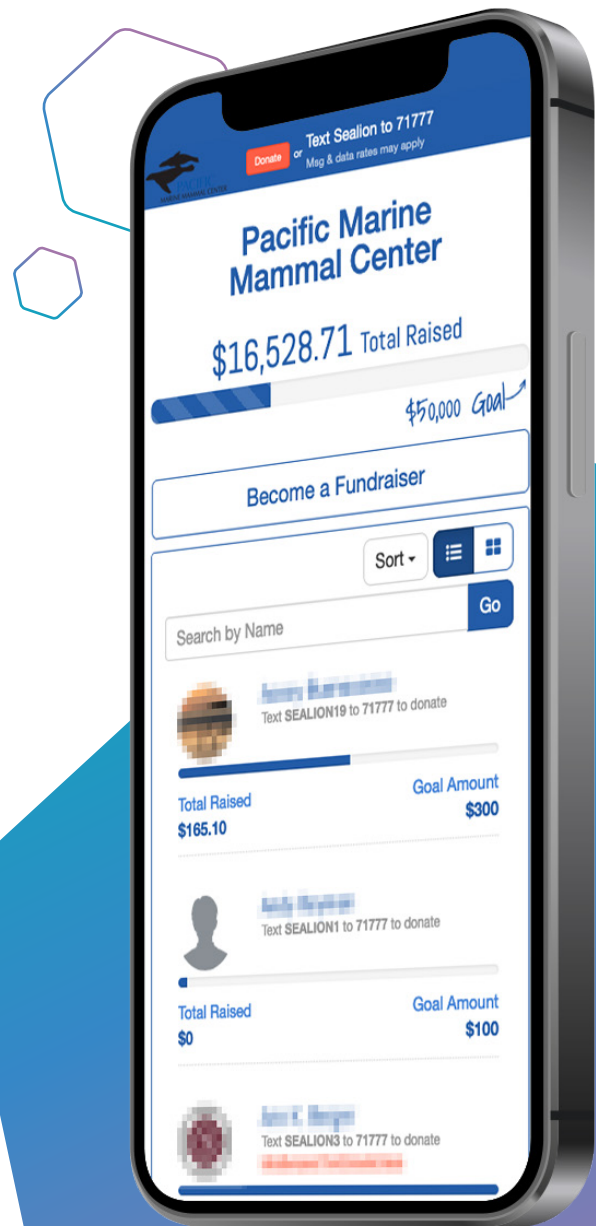
### 3. #GivingTuesday Peer-to-Peer Campaign

Use your nonprofit or school's passionate group of ambassadors to fundraise on your behalf and help spread the word with a peer-to-peer platform that provides seamless functionality and easy setup. With peer-to-peer fundraising software, you can include livestreaming, videos, optional fundraising goals, a donor wall, and organizational and campaign information.

When individuals and teams sign up to become fundraisers, GiveSmart automatically creates a customizable donation page for them to personalize and share. In addition, every fundraiser will get a unique keyword and short code to send to friends and family, enabling easy giving through text-to-donate.

### 4. #GivingTuesday Auction or Item Sale

Use the GiveSmart Events platform to host an auction or sale to further your #GivingTuesday initiatives. You can sell event tickets, raffle tickets, instant items, and put items up for a day-only silent auction.



#### Fun Fact!

GiveSmart research shows the **four most lucrative categories** (in terms of the number of bids per item) are:



Autographed  
Items



Travel and  
Experiences



Alcohol  
and Wine



Food

Keep these  
categories in  
mind as you  
gather your  
items!

## Promoting Your Participation

Don't hesitate to start promoting your #GivingTuesday campaign once you've decided to participate. Increase the frequency of your emails, social media posts, and text messages as you approach the big day.

Send multiple messages on #GivingTuesday to increase your visibility and motivate donors throughout the actual day.

*Remember, not every message on every platform will be seen!*

### Here are a few things to keep in mind as you go:

- ☐ Give campaign updates throughout the day and reminders on who the money raised will benefit
- ☐ Save time by pre-scheduling your emails, text messages, and social media messages
- ☐ Donors love hearing stories about the impact you are making! Always remember to include the link to your donation page or event page
- ☐ Display your keyword and short code over images and videos
- ☐ Provide all the ways to support your organization on #GivingTuesday beyond donating, including sharing your campaign, volunteering, signing up for a newsletter, etc.

### Email

- ☐ Use emails to send longer stories about your organization, beneficiaries, and campaign
- ☐ Showcase the impact of donating, no matter the size of the donation
- ☐ Include options on how to give, such as links to giving forms or text-to-donate
- ☐ Segment your support network by who gave to #GivingTuesday the prior year, gala attendees, golfers, peer-to-peer runners, and more. Personalize your communication to the highest impact groups

### Social Media

- ☐ Post on your current active social media channels, but don't worry about trying a new platform at this time
- ☐ Use the #GivingTuesday hashtag when promoting your campaign, and consider creating your own unique hashtag for the day as well
- ☐ If possible, have a dedicated volunteer manage your accounts on #GivingTuesday to tag and respond to the chatter about your organization

## Text Messages

- ☐ Send several text messages about your organization and its #GivingTuesday involvement before you text a donation ask
- ☐ Share updates on your fundraising progress and/or links to your progress to inspire giving
- ☐ Promote giving moments and share countdowns throughout the day

## Tell Your Story

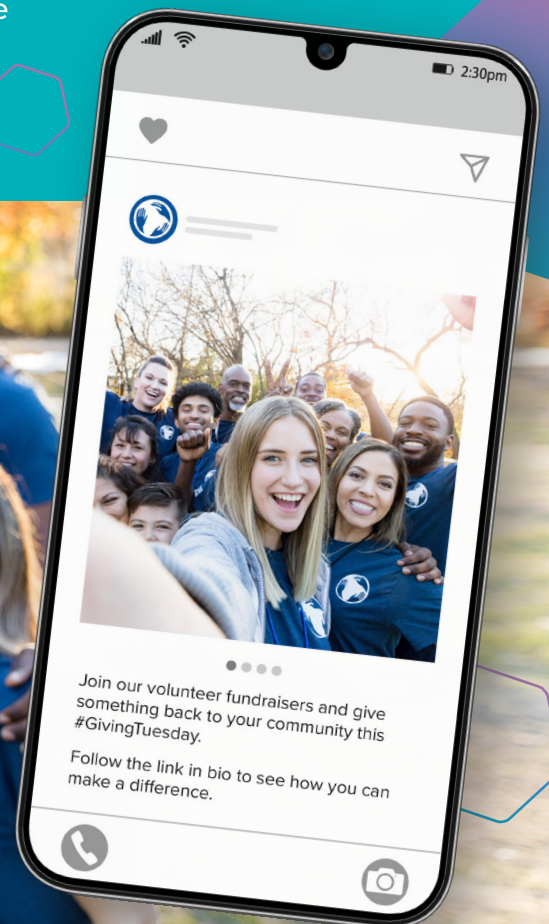
It is best practice to start sharing your messaging two to three weeks ahead of #GivingTuesday and should continue after the day is over.

Tell your story; include testimonials from your beneficiaries, volunteer videos, data about your mission's impact, and more!

Don't forget to vary your calls to action; ask people to become peer-to-peer fundraisers, donate a specific amount to cover a need, or encourage your supporters to share your posts on social media.

Make sure you prepare at least five to 10 social posts, emails, and text messages; consider having your high-level volunteers directly send those messages, too, so that the asks are coming from a peer rather than your organization.

Segment your support network; call, email, and personalize messaging so that your highest impact support groups feel like they are integral to your mission.





# Communication Templates

## Email

To help you craft your #GivingTuesday communications with ease, we have compiled prewritten, fill-in-the-blank email, text, and social media messages. Simply copy, paste, edit and include your organization's unique information and images!

### Email Template #1: Save the Date—Send in Advance of #GivingTuesday

**Subject Line:** Join Us for #GivingTuesday on [Date]

[Organization Name] is excited to be participating in #GivingTuesday. Will you join us?

[Insert Branded #GivingTuesday Logo]

#GivingTuesday is a day dedicated to generosity and giving. It occurs every year on the first Tuesday after Thanksgiving, Black Friday, and Cyber Monday. It's a day to acknowledge the power of giving, volunteerism, and simple acts of kindness.

Please join [Organization Name] on this day when our communities and businesses come together to support the greater good. You can share the good news of our campaign, sign up to be an ambassador, help your loved ones and neighbors, and even give if you can. Every donation and act of kindness counts!

Our fight to [brief mission statement] is more vital now than ever before. This campaign is one of the many ways you can make a difference. Please visit [link] for more information and how you can get involved.

We look forward to "seeing" you on #GivingTuesday. Together, we can make the world a better place for [beneficiaries] and everyone.

[Signature]





# Communication Templates

## Email

### Email Template #2: Send Before #GivingTuesday

**Subject Line:** How You Can Change Lives

**[Brief opening mission statement]**

That's why **[Organization Name]** is participating in #GivingTuesday this **[Date]**. #GivingTuesday is an annual global day of giving and generosity of all kinds, big and small, and we invite you to join us.

Please consider making a gift to **[Organization Name]** to help our community when they need it most. All donations are tax-deductible, and 100% of funds go directly to **[beneficiaries]**.

Your support is greatly appreciated. The **[type of need]** still remains, and **[Organization Name]** is here to continue the good fight! The **[beneficiaries]** are counting on us.

With gratitude,

**[Name]**

**[Title]**

**[Donation Button]**







## Communication Templates

### Email

#### Email Template #3: Send Day Before or on #GivingTuesday

**Subject Line:** Join Us Tomorrow/Today

**[Organization Name]** is participating in #GivingTuesday! It's a national day of generosity, and a day when you have the opportunity to positively impact **[beneficiary]** and provide **[type of needs]**.

With your help, **[Organization Name]** will be able to **[explain the impact of donor contributions]**.

Here are a few simple ways you can join us:

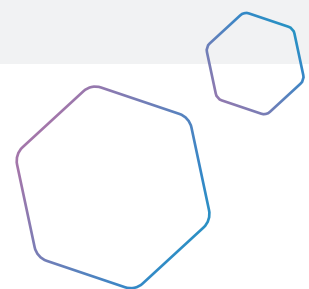
- Consider making a gift in honor of #GivingTuesday **[link to donation form/ Event Page]**
- Volunteer with us **[link to volunteer form]**
- Become a fundraiser **[link to sign up form]**
- Help us get the word out on social media by sharing, tagging, and liking our posts
- Share photos on your social platform about what our organization means to you
- Do something kind for another person, help a neighbor in need, or donate blood

Thanks to you, we will **[explain impact for beneficiaries]** when they need it most.

**[Donation Button]**

Sincerely,

**[Organization Name]**





## Communication Templates

### Email

#### Email Template #4: Send Day After #GivingTuesday as a Thank You

**Subject Line:** We couldn't do it without you.

On behalf of everyone with **[Organization Name]**, we sincerely thank you for contributing to this year's #GivingTuesday fundraiser.

Because of your generosity, we raised **[amount]** and will be able to **[describe how you will be able to impact beneficiaries]**. The impact of your kindness will be felt throughout the community.

Thank you again for making this #GivingTuesday a success for so many.

Sincerely,

**[Organization Name]**





# Communication Templates

## Social Media

### Pro Tip!

Every social media platform is different! Use these templates as a guide for your messages, but remember to re-format the messaging according to formatting guidelines or character limits.

### Social Media Template #1: Save the Date, Several Weeks Before #GivingTuesday

Save the Date! We invite you to join us on Tuesday, **[Date]** as we participate in #GivingTuesday, the online global generosity movement. It is a day of giving in any way that you can to help support **[beneficiaries]** and our fight to **[brief mission statement]**. Go to **[link]** for more info on all the ways you can get involved!

### Social Media Template #2: Week Before #GivingTuesday

We are grateful to have your support of **[Organization Name]**. It is because of our passionate, dedicated, and generous community that we can **[mission statement]** and can support **[beneficiaries]** when they need it most. Thank you! #GivingTuesday

### Social Media Template #3: Week Before #GivingTuesday

It is always the right time to come together and support the greater good. We appreciate our amazing community doing just that: helping to build and grow our mission with your unwavering support. This #GivingTuesday, **[Date]**, please consider continuing that support in any way you can. There are many ways you can join us and make the world a better place: **[link to more info/Event Page]**. We look forward to having you join us!



# Communication Templates

## Social Media

### Social Media Template #4: Day Before #GivingTuesday

As you prepare to open your hearts in support of worthy causes tomorrow, please consider making a tax-deductible donation to **[Organization Name]**. Your gift of any amount will enable us to **[mission]**. **[link to donation page and include keyword and short code on image]**. #GivingTuesday

### Social Media Template #5: Day of #GivingTuesday

It's here! Today is #GivingTuesday, the international day of giving. A day when you can make a difference for **[beneficiaries]** and help us respond to these ever-changing times. With your help, we will be able to **[explain the impact of donor contributions]** and support those most in need. To give any amount, visit **[link to your donation form and include keyword and short code on your image]**. Every donation is tax-deductible and helps make a difference!

### Social Media Template #6: Day of #GivingTuesday

You are our hero! Thanks to your support we continue to **[mission]**. Here are some of the ways you can change lives this #GivingTuesday and year-round:

- **Give:** A donation of any amount makes a difference
- **Share:** Comment, like, and share our posts to help spread awareness of our efforts
- **Volunteer:** No matter your schedule and availability, there are ways to join us and make an impact
- **Smile:** Share a smile, help a friend, give blood, or spread good cheer and kindness

Together we can make the world a better place, just like all heroes do.

### Social Media Template #7: Day After #GivingTuesday

Thank you to everyone who participated in our #GivingTuesday efforts in ANY way. We couldn't **[mission statement]** without your support!





## Communication Templates

### Text Message

#### Text Template #1: Week(s) Before #GivingTuesday

Our **[beneficiaries]** are counting on us. Learn about **[Organization Name]**'s continued efforts this #GivingTuesday: **[link]**

#### Text Template #2: Week(s) Before #GivingTuesday

**[Organization Name]**'s efforts to **[brief mission statement]** will never stop! Please support our fight this #GivingTuesday: **[link]**

#### Text Template #3: Week(s) Before #GivingTuesday

Will you help **[mission]**? Join **[Organization Name]** on #GivingTuesday and **[save/rescue/change] [mission]**

#### Text Template #4: Day of #GivingTuesday

Your gift to **[Organization Name]** is needed now more than ever. Contribute to the global day of giving now: **[link]**

#### Text Template #5: Day of #GivingTuesday

#GivingTuesday is here! Join **[Organization Name]** on this special day by giving, thanking, or helping others. **[Organization Name]** needs your help this #GivingTuesday to **[mission]**. **[link]**

#### Text Template #5: Day After #GivingTuesday

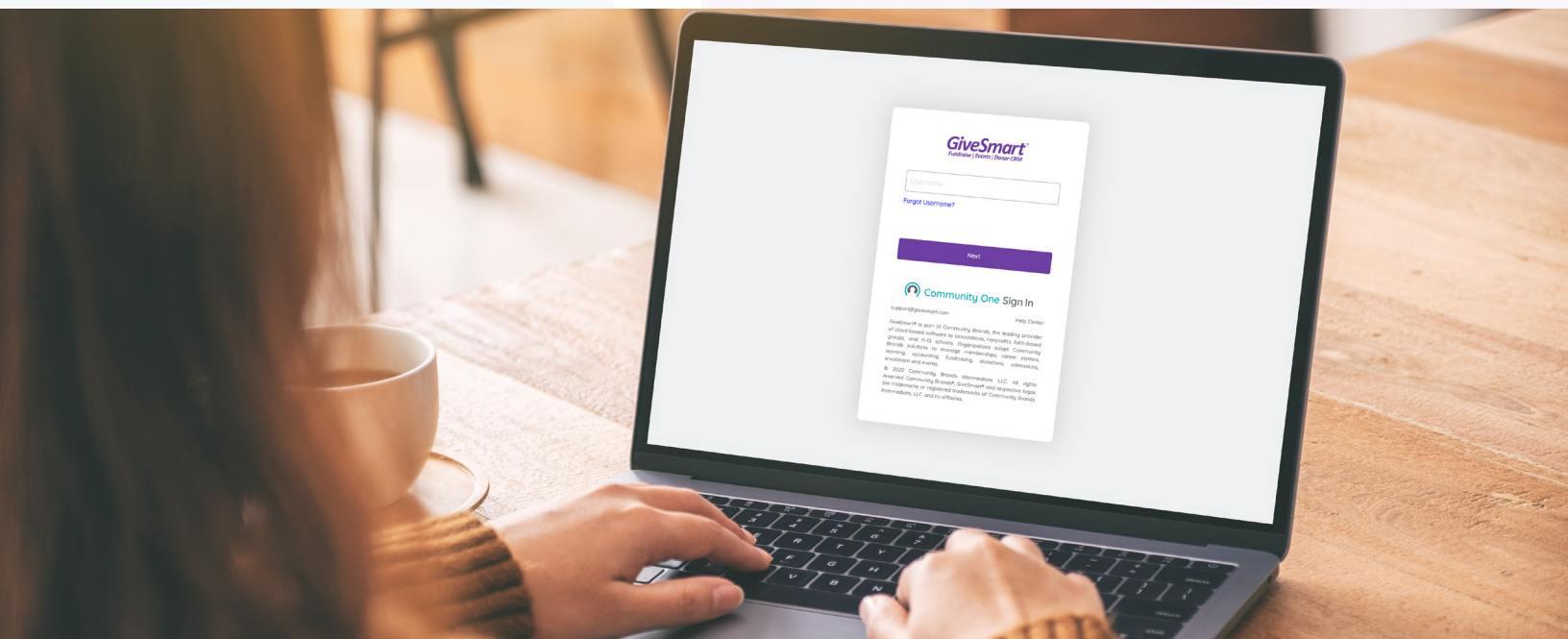
A sincere thank you from **[Organization Name]** for your participation this #GivingTuesday. Your kindness and generosity are greatly appreciated!

#GivingTuesday is a great way for nonprofits and schools to join their supporters, communities, and businesses to help those who need it most. If you choose to participate, in whatever way is right for you, we hope these messaging tips and templates help you more easily reach your supporters, support your beneficiaries, and grow your mission during your campaign.

## About GiveSmart

GiveSmart offers flexible, customizable fundraising, events, and donor management features to support your online fundraising all year round. Whether you host a distinguished, annual event or you are looking for a platform to support any fundraiser of yours, we are the solution to make your mission a movement.

To speak directly with a fundraising expert about GiveSmart's comprehensive fundraising and auction features, visit [givesmart.com/demo](https://givesmart.com/demo) or call **800-667-8075**.



# GiveSmart®