

GET READY FOR GIVING TUESDAY: STRATEGIES TO RAISE MORE

**Walk away with a plan to turn 24 hours into your
biggest fundraising day yet.**



WELCOME IN!

WE'RE EXCITED TO HAVE YOU JOIN TODAY'S WEBINAR

A few things for you:

- **Closed captioning is enabled.**
- **Please use the Q&A early and often – no need to wait until the end.**
- **Polls will be launched throughout the webinar. We appreciate your participation!**
- **All registrants will receive a link to the recording of the webinar early next week**

We hope you enjoy today's presentation!



OUR SPEAKERS



Melissa Merriam

Director, National Accounts
OneCause, a Bonterra company



Barbara O'Reilly

Principal,
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AGENDA

01 WHAT IS GIVING TUESDAY?

02 CAMPAIGN STRATEGIES

03 EXPERT INSIGHTS

04 KEY TAKEAWAYS

05 Q&A

WHAT IS GIVING TUESDAY?

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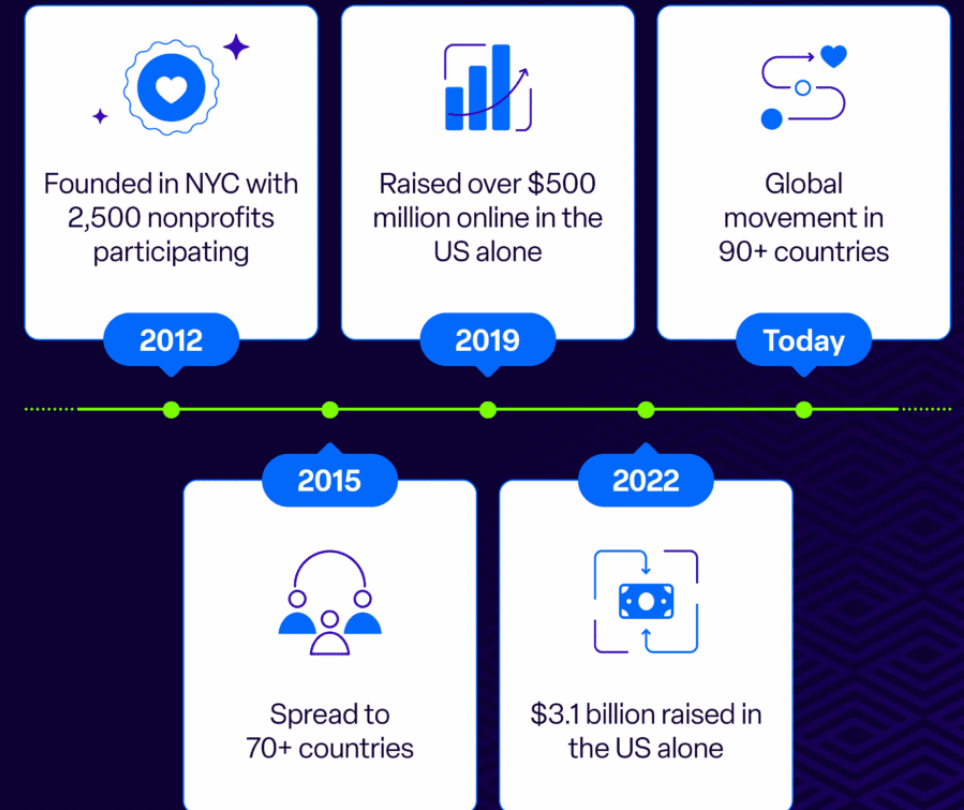
December 1, 2026 — the biggest 24-hour fundraising day of the year

- GivingTuesday is a 24-hour global movement that falls on the first Tuesday after Thanksgiving.
- Since 2012, it has grown into one of the most powerful fundraising opportunities of the year—raising over \$22.5 billion for nonprofits worldwide.

In 2025 alone, GivingTuesday generated a record-breaking \$4 billion in donations in the U.S.

Any nonprofit can participate—no registration required—making it an accessible, high-impact opportunity for organizations of every size.

The history of GivingTuesday



Source: GivingTuesday.org



WHY NONPROFITS CAN'T AFFORD TO WING IT

With only 24 hours to reach donors, disconnected outreach, last-minute planning, and generic messaging leave donations on the table. Nonprofits that prepare early—and plan strategically—raise significantly more.

Beyond the spike in donations for a wide range of causes, GivingTuesday campaigns come with plenty of benefits for nonprofit organizations, including:

- Access to new prospective donors searching the GivingTuesday hashtag
- Increased visibility for organizations of all sizes
- Natural momentum and motivation for giving
- Increased brand awareness and fundraising results
- Easy donor engagement and stewardship potential
- Opportunities to promote your other fundraising campaigns online



CAMPAIGN STRATEGIES

MULTICHANNEL CAMPAIGN STRATEGIES

Pick a few tactics that fit your org and audience.

► Easy

- SOCIAL MEDIA CAMPAIGNS WITH #GIVINGTUESDAY
- TEXT-TO-GIVE CAMPAIGNS

► More dedication

- PEER-TO-PEER FUNDRAISING
- MATCHING GIFTS

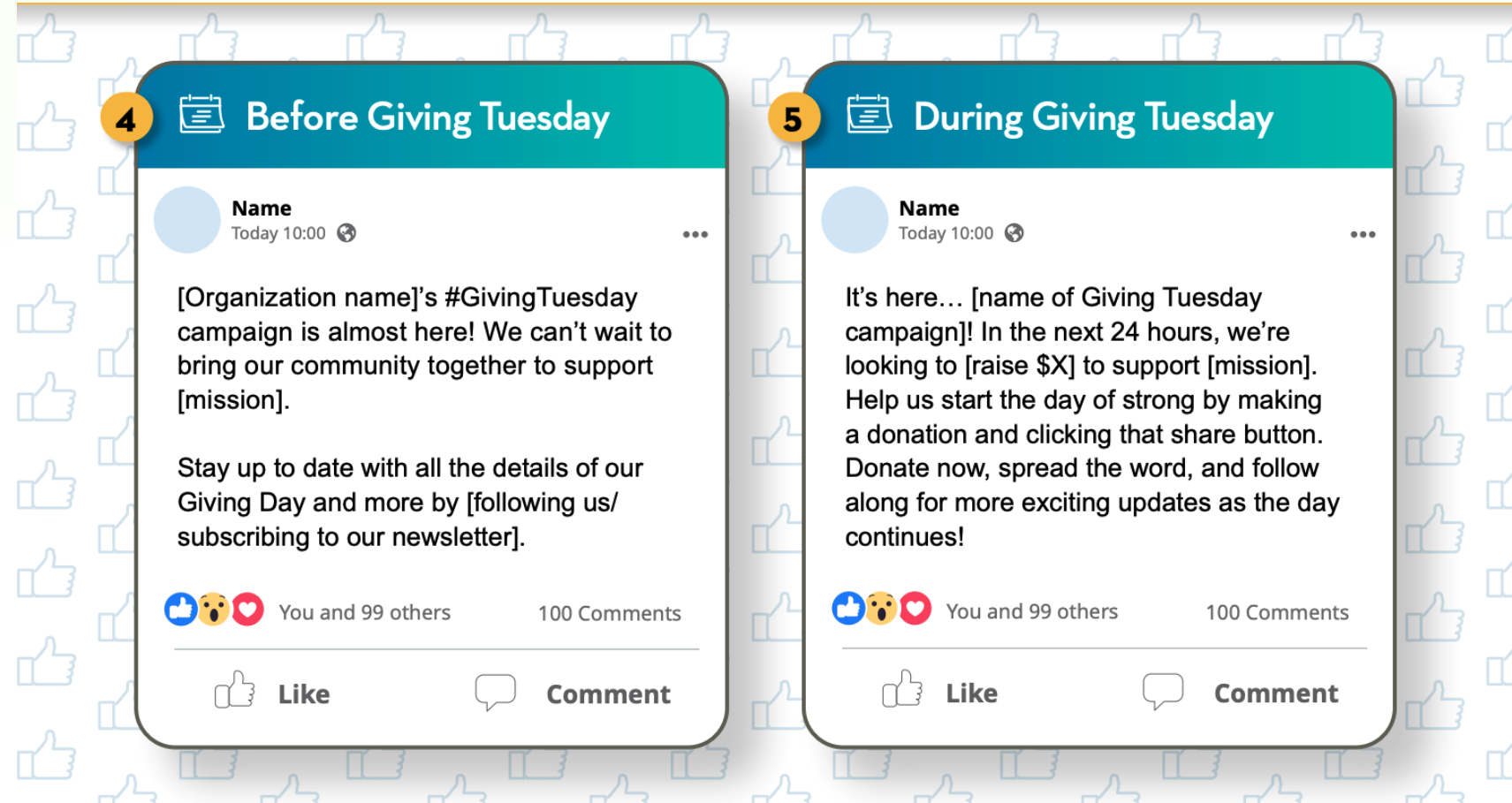
► High impact

- VIRTUAL EVENTS AND AUCTIONS
- IN-PERSON EVENTS AND AUCTIONS



OUTREACH TEMPLATES – SOCIAL MEDIA

- **Create a social media content plan** that outlines the messaging, visuals, videos, and hashtags you intend to use, along with the platforms you will be active on.
- **Use the #GivingTuesday hashtag** to boost your online presence and reach new audiences with your posts.
- **Incorporate countdown posts** and fundraising thermometers to build anticipation or gamification tactics to spur donations through healthy competition.
- **Use influencers to amplify your message** and increase your reach and engagement. Contact thought leaders who have a large following and ask them to share your message with their networks.
- **Engage with your audience in real time** by responding to comments, thanking donors, and sharing updates to keep the momentum going.



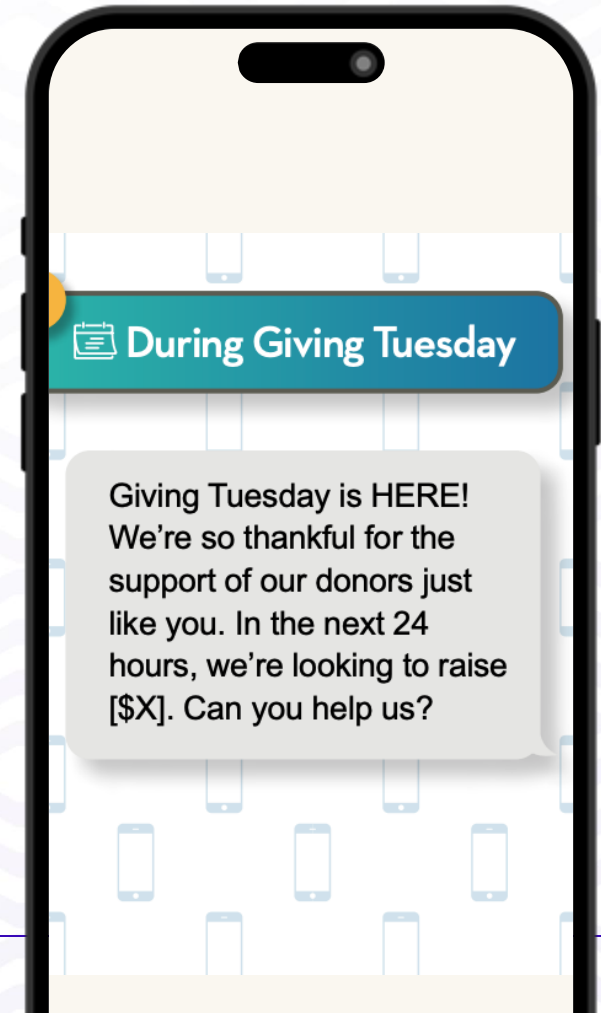
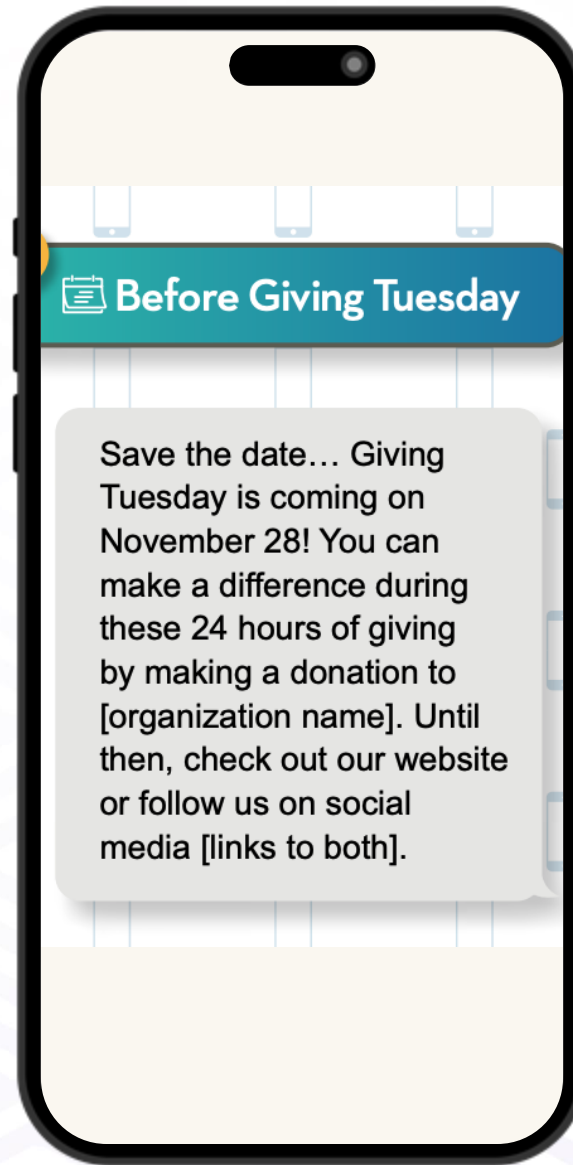
P2P

► **Peer-to-peer (P2P) fundraising** is an effective way to raise awareness for your organization and grow your community. Supporters can sign up to fundraise on your behalf by creating their own personal fundraising pages. This format helps you access your supporters' networks of family and friends, encouraging more individuals to give.



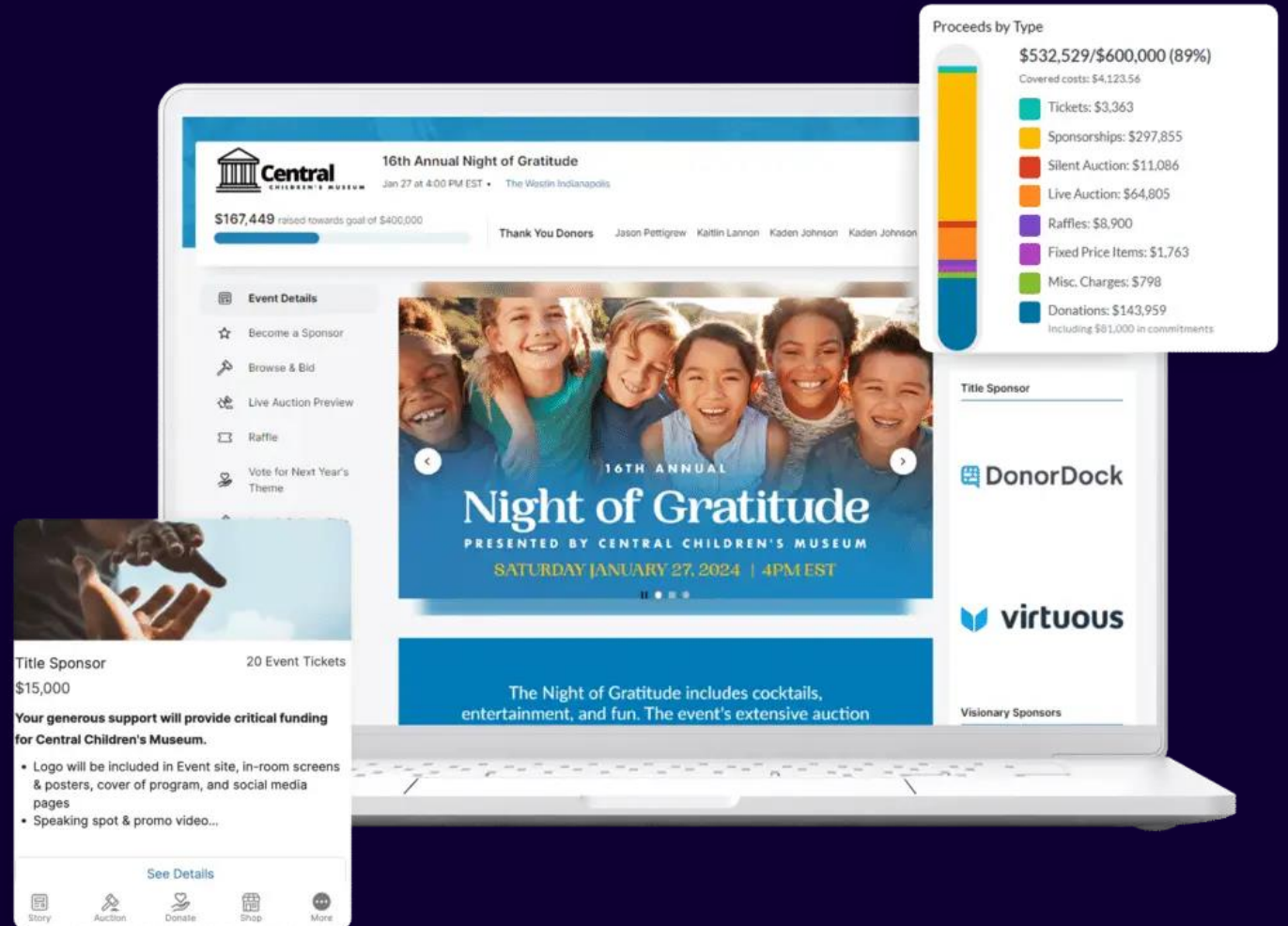
TEXT-TO-GIVE

- ▶ Text-to-Give is great for spur-of-the-moment donors or for people who stumble upon your social media posts while looking for ways to get involved on Giving Tuesday. By sharing your text-to-give phone number and keyword (like “DONATE”), anyone can give efficiently. All they need is a phone!
- ▶ Make it easy for donors to take action with clear, easy-to-follow calls to action (CTAs). In every text-to-give campaign post, provide specific instructions. Using a text-to-give platform for mobile giving can make donating more accessible, as long as your supporters know how to participate.



ONLINE EVENTS

Virtual events like online fundraisers are a natural extension of online GivingTuesday campaigns. They're an engaging way to bring people together from anywhere in the world, and they're easy for supporters to join, whether they find your campaign on social media or receive an invitation link via text or email. Events give supporters a chance to connect directly with your mission, regardless of where they're located.



PLANNING YOUR GIVING TUESDAY CAMPAIGN

6–8 WEEKS OUT: Set goals, recruit volunteers, choose your software stack, segment your donor list. Begin seeding social media.

2–4 WEEKS OUT: Build marketing assets, lock in a matching gift sponsor, finalize messaging

GIVING TUESDAY (DEC 1): Launch donation page, post on social, share impact stories, thank in real time

AFTER THE DAY: Send thank-you emails, analyze results, and carry momentum into year-end giving

EXPERT INSIGHTS

HOW AI CAN SUPERCHARGE YOUR GT CAMPAIGN

How we can use AI

➤ Writing social media posts

- ATTRACT ATTENTION WITH WORDS, IMAGES, AND VIDEOS

➤ Telling your story

➤ Brainstorming

➤ Historical Storytelling

Work smarter with AI-assisted content

AI is great for the “lower-value” time sinks: writing social posts that attract attention, pairing words with image/video ideas, drafting donor stories, and brainstorming campaign angles you haven’t considered.

➤ Try prompting:

- “Create a GivingTuesday email series for a food bank.”
- “Write a social post with a CTA for a P2P campaign.”
- “Give me a GT event planning template.”

AI can cut hours of prep down to minutes.

SET THE CONTEXT FOR YOUR DONORS

- Build your calendar campaign toward year end and Giving Tuesday
- Prepare all stakeholders and make it easy
- Make sure everyone has tools/resource kits etc.

SETTING UP FOR SUCCESS

- Pre-planning
- Keeping time and planning resources in mind
- Make it part of donor and board strategy
- Knowing how to prioritize and plan for EOY/Giving Tuesday

QUESTIONS & ANSWERS

Thank you for joining! Check your inbox early next week for the recording.

Questions? Drop them in the Q&A now.