

# Procrastinator's Guide - Boosting Generosity: A Quick Guide to Amplify GivingTuesday Impact



GivingTuesday is an opportunity for people around the world to come together to give back in all forms: acts of kindness, gifts of voice, time, talent, or treasure. Nonprofits and community organizations can leverage the energy of GivingTuesday to tell their stories, engage lifelong advocates, and build a movement for their causes – and that's way more powerful than just collecting donors.

GivingTuesday is right around the corner - TOMORROW! - but there's still time to plan a successful campaign! This guide provides simple tactics you can use to rally support for your campaign. It's not too late to activate your community and inspire more giving this year!

## DESIGN YOUR CAMPAIGN

Nonprofits, community organizers, grassroots groups, and mutual aid networks from all over the world have been using GivingTuesday as a galvanizing moment for their communities since 2012. From amplifying your mission to fundraising, rallying volunteers to building a movement for your cause, there are hundreds of different ways to participate in GivingTuesday. Here are some ideas:

- Fundraise for your organization.
- Fundraise for another organization.
- Create an opportunity for volunteers to get engaged in your mission.
- Host an event. For new supporters to learn about your mission and how to get involved.
- Collaborate with other organizations to host a clothing or supply drive, a holiday food drive for your community, or a festival for your community members to learn about local social good.
- Thank your supporters. Host a thank-a-thon or add to a virtual donor wall.
- Amplify others. Share the work of other nonprofits, activists, and community organizers.
- Generate buzz. Share how your organization is positively impacting your community.

No matter how you decide to participate, be sure to set clear goals like rallying a certain number of new donors or mobilizing a certain number of volunteers.

# REGISTRATION FOR GIVINGTUESDAY

There is no registration for GivingTuesday.

No matter how you're planning on participating on November 28, 2023, you'll simply direct your supporters to your website, a landing page, or your social channels. If you are fundraising for GivingTuesday, you can use any donation platform you like – most organizations use their website's donate button, crowdfunding, or peer-to-peer tools of their choosing.

## ACTIVATE YOUR COMMUNITY

The question we're asked most often by nonprofits is: "How do we reach new donors?" The answer is to mobilize your existing community to speak on your behalf. Social proof is extremely powerful. Think about things you can ask your audience to do that will help you tell your story. Here are some ideas:

- Tap your biggest fans to run peer-to-peer fundraisers for you. For smaller nonprofit organizations, this approach significantly streamlines the process of organizing a GivingTuesday campaign, as your most dedicated ambassadors take the lead. [Explore our guide to standing up a quick easy P2P campaign.](#)
- Ask your most passionate supporters to share why they're involved in your mission on their social media pages. People need to see themselves in order to get inspired to take action. Additionally, in a time when organic reach is down, this approach will help you reach more people.
- Collaborate to spread your message farther; the new Instagram Collaboration feature cross-posts content to two social media pages. Partner with local small businesses and media outlets and ask them to share your story.
- Use the hashtag #GivingTuesday – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your nonprofit!

## STRATEGIZE ON SOCIAL MEDIA

- Make sure your social pages show your organization in its best light. You're going to have lots of new people looking at your profile pages – can they easily discover your impact within the first few seconds of scrolling? Make sure you're posting often over the next couple of weeks about your organization and its impact using the hashtag #GivingTuesday. Pin an Instagram highlight story to the top of your profile so visitors can easily tell what your organization does.
- Create content that inspires people to get involved in your cause.
- Share stories that illustrate your impact; this might be from the viewpoint of the people you serve, that person's boss, their family...
- Educate your followers about the problem you're working on solving and they'll feel more invested and inspired to participate. This is also widely shared content.
- Focus on TikTok and Reels – these are the only two social media mechanisms that are specifically designed to show your content to people who do not already follow your page!
- Go live. Share behind the scenes at your nonprofit. Let your clients share their stories too.
- Be creative and start a challenge!
- Find more social media strategies and ideas in our [Complete Guide to GivingTuesday](#).

## USE A MULTI-CHANNEL APPROACH TO SPREAD THE WORD

- Announce that you're participating in GivingTuesday and build anticipation with a countdown to November 28!
- Pitch your local press. Use our [Sample Press Release](#) to share your campaign plans with local media. Journalists are clamoring for "feel-good stories" and GivingTuesday is a great opportunity to get some TV, radio, and local newspaper coverage.
- Email your supporters to let them know that GivingTuesday is coming and specific details about how they can get involved. (Sample below!)
- Send your supporters a calendar invite. Literally. Attach a calendar invite file to your email (or use a tool like [Add Event](#)). You should provide exact instructions for what you'd like them to do on GivingTuesday including a link to what it is you want them to do.
- Canvass the neighborhood with flyers. Don't forget a QR code.
- Go big on social media! Schedule in advance for tomorrow throughout the day.

## EMAIL TEMPLATES

Email and text messaging have some of the highest conversion rates. Be sure to send multiple emails, both in the lead up to Nov 28 and on the day. Focus your messaging on your impact story and use targeting and personalization to ensure that the right message is reaching the right person.

Here's one sample email. [Click here for others.](#)

Subject line: Together we can

Ready to [describe the impact a donor will have]?

[ORG] is [Describe in 2-3 lines the critical work your organization is doing in your community and how your nonprofit will be participating]. Today is GivingTuesday, a global day of giving — and together we can do even more to [insert how you're helping your cause/community]  
But we can't do this without you! Here's how you can help:

[Insert bullet points for how supporters can contribute, details about any special plans you have for today, including links to livestreams, donate pages, social media challenges, etc.]

Thank you for being a part of the [Organization] team. Together we can [insert your mission].

**FIND MORE RESOURCES AT**  
**[www.kynonprofits.org/learn/GivingTuesday](http://www.kynonprofits.org/learn/GivingTuesday)**