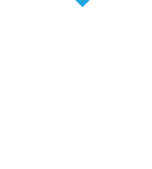


#GIVING TUESDAY

CHECKLIST

Build a Stronger Community: Plan, Engage, Inspire with this

#GivingTuesday Campaign Checklist!



Make a Plan

- Set your giving day goal.
- Assign your team members and their roles.
- Create your **campaign calendar** and timeline to organize your outreach (email schedule, social media posts, website updates, phone calls).
- List out your **multi-channel promotion and communication approach** using your digital engagement tools. With [Panorama's digital engagement tools](#), you can create segmentation lists to target email recipients based on who's donated, registered, or already received a mailing, and you can preview, test and pre-schedule email sends. Share your campaign goals and promote your event on social media and your organization website.
- Determine how you will keep track of the **response rates**, so you can plan how to measure your donor conversion success rate, monitor the effectiveness of your campaign messaging and thank and engage your supporters. Panorama's digital engagement tools also let you track email stats like opens, clicks, bounces, and unsubscribes, so you can better target and send messages to an engaged donor base.
- Develop your **campaign theme** and ensure it represents your organization's mission, brand, organization's story and giving day goals.
- Establish success metrics** that include more than a fundraising goal. For example: How many new donors did you acquire? Was your average donation higher than last year? How many donors signed up for recurring donations?



Choose Your Platform and Add Your Organizational Branding

- Choose a platform that **covers all your current and future needs to support your mission, giving days campaign and annual fundraising goals.**
- With [Panorama's all-in-one digital fundraising platform](#), you can create a campaign in minutes that lets you:
 - Easily create **unlimited, branded, online fundraising pages.**
 - Add your organizational branding and messaging so your supporters **trust and recognize your cause.**
 - Provide a seamless mobile experience and allow donors to give on the go with **mobile-responsive** pages.
 - Showcase the urgency of your campaign and encourage donations with a **real-time countdown display** and a campaign end date.
 - Allow your donors to give without ever leaving your campaign page with an interactive, embedded donation slide-out form.
 - Give donors the ability to **view the impact** of their donation instantly on a **real-time thermometer** and **donation listing.**
 - Share and promote** your campaign on **social media** with the click of a button.
 - Maximize donations with customized donation options including **donor covers the fee** opt-in which allows supporters to increase their impact by covering processing fees and ensuring 100% of their donation goes to your cause.
 - Turn on additional gift options including **recurring and monthly donations, company matching and tribute and memorial giving** so your donors funds can go even further.

Look for all these features to help you raise more for your mission!



Connect with All Your Supporters

- Engage your top teams, and **reach out to your entire network** including:
 - Volunteers.
 - Corporations.
 - Local businesses.
 - Board members.
 - Major donors who are strong supporters of your organization to provide a matching grant incentive.
 - Ask **top donors** to commit their support on **#GivingTuesday** by sharing on their social media or by sending an email. When you have top donors support others will be more inclined to follow.
 - Explain why **#GivingTuesday** matters and don't forget to **remind them how their donation helps further a mission** that is important to them and how it will help your organization.



Share Your Fundraising Goals

- Create targeted messaging** that puts donor dollars in real terms. If \$100 helps provide five meals to families in need, be sure to include that. **Donors love to see how far their own donation can go.**
- Donating can be an emotional activity. **Stories help people engage and understand how they can play a part in making a difference. Tell engaging stories** about how your #GivingTuesday campaign will support those who are close to your cause.
- Connect** with individuals your organization directly supports and ask them to share their own stories
- Post messages, stories, and inspirational content** on all your channels:
 - Blog
 - Campaign page
 - Organization's Website
 - Social media channels
 - Newsletters
 - Emails
- Use the **#GivingTuesday** hashtag and create a hashtag that makes sense for your organization and one that is easy for other supporters to find on social media. **Be sure to share the hashtag on all posts, emails, and website content!**



Connect with Supporters on #GivingTuesday

- #GivingTuesday** has the potential to **drive new visitors to your website**, so it is important to make sure your organization makes a good first impression. **Make sure your Campaign page is branded your way and matches your organization.**
- With [Panorama Campaigns](#), you can easily and quickly create **beautifully branded Campaign pages.** Powered by the **Panorama Event Builder**, our drag and drop content manager, it's simple to add in organizational images, logos, messaging, and colors without any coding or IT training needed!
- Don't forget to customize thank you messages and thank you pages**, by adding your own organization's touches and content. It's easy to make it personal with Panorama Campaigns!
- Ask your supporters to spread the word** throughout their circles of influence. Social Media sharing options in Panorama let your supporters share on multiple channels with the click of a button.
- Post multiple times a day and outside business hours** on your social media channels, send emails and share exciting milestones. If you know that you'll be really busy during this campaign, pre-schedule posts and emails.
- Update everyone throughout the day** on your fundraising progress. With Panorama there's no need to constantly download reports to check your progress. Your fundraising thermometer will update in real-time with each donation giving you and your supports instant feedback on your fundraising progress.
- Remind supporters of your overall goal.**
- Don't just ask for donations, use this day of giving to **spread awareness about your organization.**
- Help people understand the **unique way your nonprofit is serving the community.** Show them **how you make a difference** in their neighborhood and how their donation enables you to do even more.



Start Planning Your Year End Campaign

- Now that your successful **#GivingTuesday** campaign has ended, it's time to think about **what's next** for your nonprofit.
- Look at your goals, if you didn't hit your goal for **#GivingTuesday**, consider making that your **end-of-year goal** and plan to hit that number by December 31.
- If you reached your goal, consider setting a new goal for your **End of Year Campaign.**
- Giving Days and year-end giving campaigns are one of the ways nonprofits rally supporters around their cause. A giving day or year- end appeal can motivate your donors with a sense of urgency and create a buzz that inspires more awareness and donations.
- Creating another campaign so soon after **#GivingTuesday** may seem a bit daunting but with **unlimited campaigns from Panorama** it's easy to set-up a year end appeal or program specific campaign. And **Panorama's engagement tools let you segment your supporters so you can connect directly with donors** who weren't able to donate to your **#GivingTuesday** campaign.



Engage Donors Differently This Year

- Set up a Giving Tuesday **online auction** so supporters can get their holiday shopping started early all while contributing to a great cause.
- Coordinate with corporate partners about engaging their employees in a **workplace giving campaign** this Giving Season.
- Encourage supporters** to raise money on your behalf with an online **peer-to-peer event** for Giving Tuesday.

panorama[™]
by frontstream

The Panorama digital fundraising platform let's you create beautifully branded fundraising campaigns in minutes.

Perfect for engaging your supporters on **#GivingTuesday.**

Think beyond Giving Season - Panorama helps you plan awesome fundraising events all year long so you can raise more to do more good.

[Request a demo](#)