



2017 CAMPAIGN TIMELINE

2017 CAMPAIGN TIMELINE

So you've signed up for #GivingTuesday. You've downloaded the toolkit and logos, but where do you start? This timeline will help you plan for #GivingTuesday!

July-August

- **Ready, set, plan!** Have a staff meeting and select the team that will work on your #GivingTuesday campaign. Assign roles and start floating ideas for how your organization can get involved. If you need inspiration, check out our ideas and case studies to see what other organizations have done in the past.
- **Collaborate.** More and more organizations are working together to have a greater impact on #GivingTuesday. Talk to your current partners or reach out to organizations who work in your city or on a similar cause and see if together, you can do more.
- **Set a goal.** Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- **Join a webinar.** The #GivingTuesday team and our many partners are sharing ideas and tips through webinars over the summer. Visit www.givingtuesday.org/events to register for the next webinar and hear what other organizations are planning.
- **Find a match.** We've seen a lot of success around matching campaigns. Start early and reach out to an organization to see if they would like to work with you on a matching campaign for #GivingTuesday.

September

- **Announce.** Share your plan and goal in a press release or with a staff or community launch party, and start spreading the word about your plans for #GivingTuesday on social media.
- **Share your story.** Write a blog post about your campaign and share it on the #GivingTuesday website.
- **Send a save the date.** Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has November 28th marked on their calendar.
- **Have fun on social.** Some organizations create their own #GivingTuesday hashtag to talk about their campaign (#GivingZooDay, #GivingShoesDay, #GivingTuesdayJHU). Others customize our logo and graphics to match their brand colors. We love this creativity and September is the perfect time to start using these materials to spread the word about your campaign.
- **Talk to your mayor and local officials about proclaiming November 28 #GivingTuesday.** Use our Mayoral Proclamation Toolkit to get started.

October

- **Build a drumbeat.** Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- **See if your city is planning a civic campaign.** In 2016, over 80 cities and states came together to create their own local #GivingTuesday movements. Check out [our map](#) of the USA to see if there is a movement in your neighborhood. If so, reach out and see how you can get involved.

#GIVINGTUESDAY™

2017 COMMUNICATIONS TOOLKIT

- **Pitch your local press.** Use our Sample Press Release to share your campaign plans with your local media. We see a lot of coverage for #GivingTuesday — now is the perfect time to reach out and see how you can promote your story.
- **The week of October 30, send a “1 Month to Go” email, newsletter and social media messages** to make sure your board, staff, and community knows that we are in the final countdown for #GivingTuesday!
- **If you are planning an in-person event or celebration on November 28, send out invitations!**
- **Finalize your evaluation strategy.** Tracking activity and evaluating your campaign is a great way to learn more about how your organization engages its community. Find a team member to oversee this evaluation and use the resources on the #GivingTuesday website to determine how you will track, measure and share the results from your campaign.

November

- **Go big on social media!** There’s less than a month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans.
- **Continue pitching the press.** Share your story to get your team and community excited.
- **November 28 — #GivingTuesday!**
- **November 29 —** Send out thank you messages and start collecting and sharing results.

December

- **Report results from your campaign.** Email the #GivingTuesday team at info@givingtuesday.org with any interesting findings or announcements we can share.
- **Say thank you to your staff, donors, volunteers, partners, faculty and community.**
- **Continue to use the momentum from #GivingTuesday to boost your end-of-year or holiday campaign.**

#GIVINGTUESDAY™

2017 COMMUNICATIONS TOOLKIT