



# INSPIRARE NOTES ON GIVINGTUESDAY

As we approach the holiday season, the spirit of generosity shines bright on GivingTuesday—a global movement dedicated to charitable giving and community support. This year, on December 3rd, nonprofits have a unique opportunity to rally their supporters and drive meaningful contributions.

In this guide, you'll find practical strategies and actionable tips for leveraging social media, email campaigns, and paid advertising to maximize your outreach on GivingTuesday. Whether you're looking to engage new supporters or strengthen relationships with existing ones, these insights will help you enhance your impact and create lasting change in your community.

Ready to dive in?

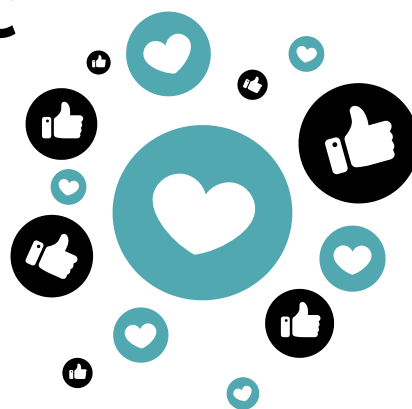
## SOCIAL MEDIA POSTS FOR GIVINGTUESDAY

Social media is your nonprofit's best tool for GivingTuesday. With the right platform-specific strategies, countdowns, and updates, you can keep supporters engaged throughout the day. Follow these five steps to maximize impact, make your posts pop, and turn followers into donors.



### 1 PLATFORM-SPECIFIC STRATEGIES

Use Facebook and Instagram for visual storytelling, LinkedIn for professional connections, and Twitter/X for real-time updates.



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## COUNTDOWN TO GIVINGTUESDAY

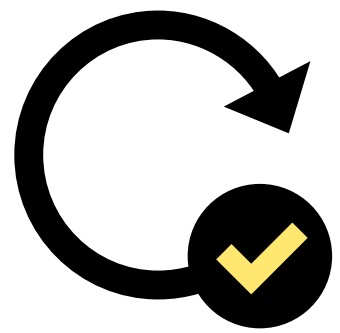


- Start a countdown 7-10 days before, with daily posts highlighting why donations matter. Share impact stories that illustrate how previous GivingTuesday funds were used.
- Early Tuesday morning, post a call to action with a compelling image or video explaining the importance of the day. Include the GivingTuesday hashtag (#GivingTuesday) to increase discoverability.

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## HOUR-BY-HOUR UPDATES

Share milestones and mini-goals to create urgency and encourage late joiners to participate. Be sure to thank donors throughout the day!

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## MATCH CHALLENGES AND DONOR SPOTLIGHTS



If you have a donation match, highlight it prominently and often. Also, consider featuring real-time donor names or anonymous shout-outs to encourage engagement.

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## END-OF-DAY WRAP-UP

As GivingTuesday ends, post a final thank you with the results achieved. Highlight how much closer you are to your overall mission and what the donations will allow your nonprofit to do.



# EMAIL CAMPAIGNS FOR GIVINGTUESDAY



According to the 2023 Nonprofit Tech for Good Report, 48% of donors say email is their preferred method for receiving nonprofit updates and appeals. From teasers to thank-yous, email marketing will keep supporters in the loop and motivated to donate on GivingTuesday. Learn how to structure your appeals to drive donations and create meaningful connections.

## EMAILS 1 & 2:

Send one or two emails the week before GivingTuesday announcing your participation and the impact potential of donations.

## EMAIL 3:

The day before, send a reminder email about GivingTuesday starting soon (with a donation link ready for early supporters).

## EMAIL 4:

Early on GivingTuesday, send a high-energy email encouraging recipients to be among the first to donate. Include a matching gift announcement if available.

## EMAIL 5:

Show progress (e.g., "We're 50% there!") with a midday update and gently remind supporters of the remaining hours.

## EMAIL 6:

As the evening approaches, send a "last chance" email emphasizing the urgency and impact.

## EMAIL 7:

Within a day or two after GivingTuesday, send a heartfelt thank-you email, including results and specific ways the funds will be used.

## QUICK TIPS

- Use clear and urgent CTAs like "Join the Movement" or "Be a GivingTuesday Hero" to encourage immediate action.
- Personalization and impact-based storytelling resonate exceptionally well for GivingTuesday, so integrate stories of individuals or communities directly impacted by donations in your messaging.

# PAID ADVERTISING FOR GIVINGTUESDAY

Want to reach a broader audience? Paid ads are the tool for you. By strategically timing ads and crafting compelling messages, you can draw attention, encourage donations, and increase visibility on the big day. Follow these three tips to create an effective ad strategy for GivingTuesday.

## 1. DETERMINE TIMING AND BUDGET

- Run teaser ads a week before GivingTuesday and optimize for reach or engagement to raise awareness of your mission and goals with your audience.
- On the day itself, shift to high-budget ads focused on conversions (e.g., Facebook and Instagram donation ads) to maximize visibility and impact.

## 2. WRITE ENGAGING AD CONTENT

- If a matching grant is available, make that your central message. Messages like "Double Your Impact for One Day Only!" perform well amongst donors.
- Showcase visuals and stories from previous GivingTuesdays to demonstrate impact.

## 3. CHOOSE THE RIGHT AUDIENCES AT THE RIGHT TIME

- Target previous donors, email subscribers, and website visitors first to bring in known supporters early.
- Once you've engaged core supporters, use lookalike audiences to reach similar individuals likely to resonate with your mission.
- Lastly, use retargeting for those who engaged with initial ads but have yet to donate, reminding them of the day's importance and the limited-time match (if applicable).





**We hope this guide has equipped you with the tools to make the most of GivingTuesday.**

As December 3rd nears, remember that the power of collective generosity can create a profound impact in your community. You can maximize your outreach and inspire meaningful contributions by implementing the strategies outlined in this guide—whether through social media engagement, targeted email campaigns, or effective paid advertising.

**If you need additional support with your messaging, don't hesitate to contact Inspirare Communications. We're here to help you craft the perfect campaign for GivingTuesday!**

**Write us at  
[contact@inspirarecom.com](mailto:contact@inspirarecom.com)**

**[inspirarecom.com](http://inspirarecom.com)**

