GIVINGTUESDAY

DonorSnap Webinar: GivingTuesday 101



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Today's Agenda

- What is GivingTuesday?
- Getting started on your campaigns
  - Website, Social, Email
- DonorSnap tools to help
- Tips for Success/Inspiration
- Goal for today: Inspire action

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What is GivingTuesday

- A global day of generosity
- Takes place the Tuesday After Thanksgiving in the US
    - This year it is December 1, 2026
- Anyone can participate
- Nonprofits vary in their approach



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GivingTuesday 1st Steps

- Decide on what kind of campaign
  - Part of the year-end campaign
  - Own separate campaign
  - Monetary vs. not
  - Set up your appeals/campaigns in DonorSnap
- Establish a goal (share)
- Start planning your content
  - What story can you weave around your goal?
  - Messaging should remain consistent
    - Web, Email, Social, & Events



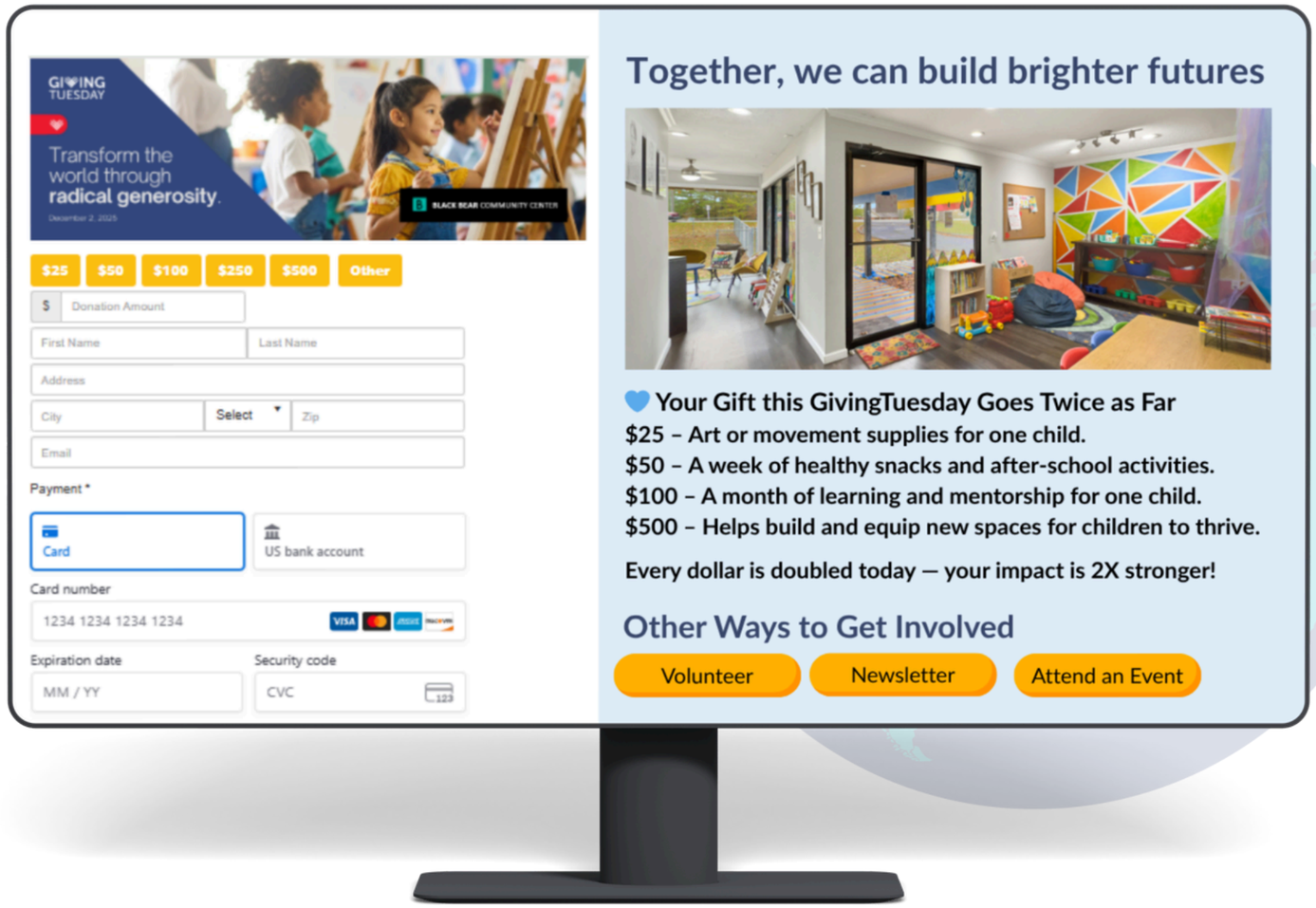
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Your Website

- This is where most people will land on GivingTuesday
- Optimize your donation page
  - Create a unique one for GivingTuesday
- Include other ways to get involved
- Create a customized donation form

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Your Website



- Who you are/what you do
- Donation form (bonus points if it is GT Optimized)
- What dollar amounts do
- Other ways to get involved

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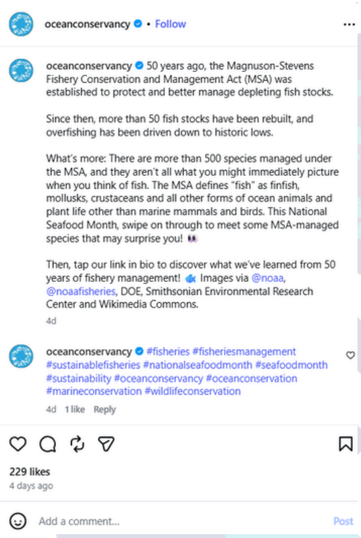
Social Media

- Content that will reach new people
  - Video - reels/TikTok best way to reach new suppporters
  - Carousels vs single images
  - Start now!
- Ask your supporters to engage with your content/share
- Focus on *experiential rather than transactional* content
- Use Hashtags
  - #GivingTuesday
  - #GivingTuesday2026

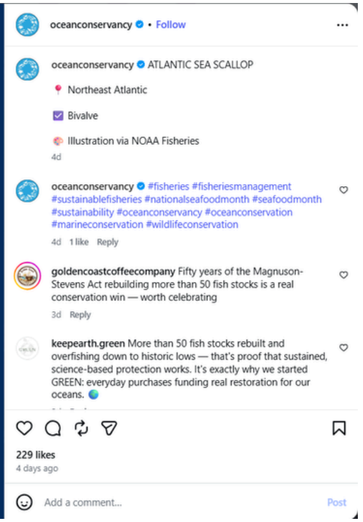
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Social Media

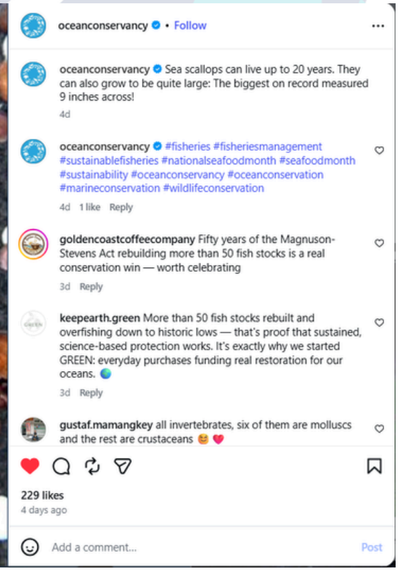










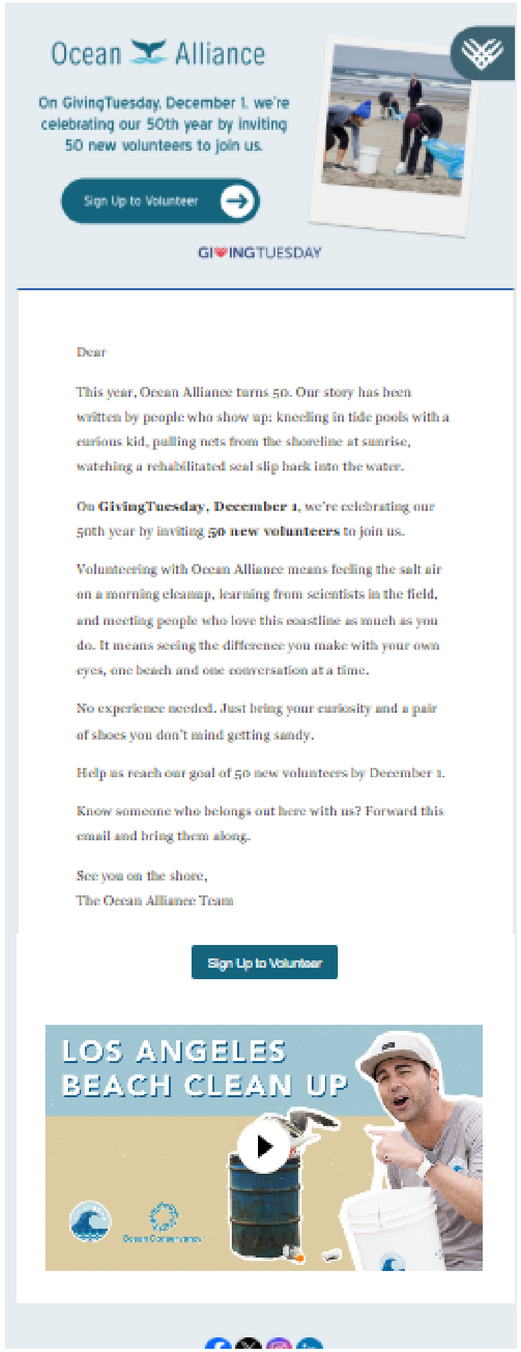


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Email

- Clean up your mailing list - spam reports can hurt you
- Always include a link to your donation page
- Email day-of to share progress
- Have a strong follow-up plan for new donors
    - Welcome Email Series through ATM

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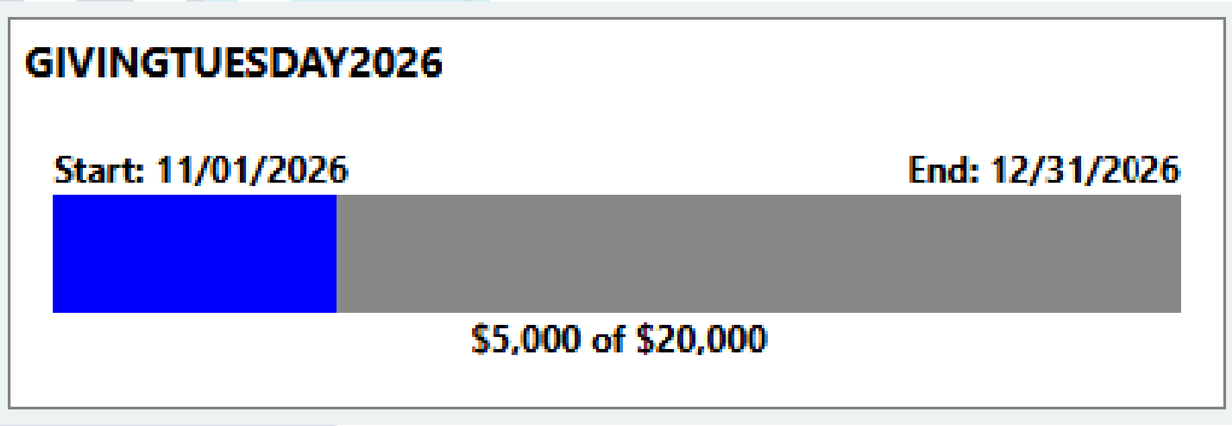
Custom header

Volunteering with Ocean Alliance means feeling the salt air on a morning cleanup, learning from scientists in the field, and meeting people who love this coastline as much as you do. It means seeing the difference you make with your own eyes, one beach and one conversation at a time.

Experiential messaging

Tools in DonorSnap

- Dataminer Platinum (segment your lists)
  - Donors who gave last year on GT
  - Lapsed GT donors
  - Longtime donors
- Mass Email
- **New Campaign Studio**
- Campaign/appeal set up
- Goal tracking



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GivingTuesday Tips

- Don’t be afraid to have fun - experiment
- Have a strong retention plan
  - The biggest value in the day is the relationships you build
- Best Practice: Community Collaboration
  - GivingTuesday is all about collective effort
  - Other nonprofits in your area (cross-promote one another)
  - For-profit organizations
    - (ex: pet store/animal shelter)
    - Matching gift program



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GivingTuesday Collab Example

- Green Drinks Example
  - Partner w/ local conservation orgs
  - Open to public at brewery
  - Bring fun material guests can take home with them
    - Flyers with QR code to sign up for newsletter etc.
- Coffee for a cause
  - same idea but in coffee shop



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Check List

- Clean up your mailing lists/make a new one
- Set up campaigns/appeals in DonorSnap
- Set up goals on dashboard
- Start creating social media/email content
- Set up your GivingTuesday thank you letter
    - Batch Code



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Resources

- GivingTuesday Website
- Canva Templates
- Design for a Cause Templates
- Blog: GivingTuesday Social Media Tips for Nonprofits
- Blog: GivingTuesday 2026 Checklist for Nonprofits
- Blog: 25 Creative GivingTuesday Ideas

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Resources DonorSnap Help

Matching Gifts

Online Forms

Goals and Dashboard Apps

Campaign Studio

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Questions?



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