CharityEngine

FREE TEMPLATE PACK

Giving Tuesday 2026 Template Pack

Every timeline, email, social post, and text template from the Giving Tuesday 2026 Playbook, in one file you can work from with your team.

GIVING TUESDAY	START PLANNING	YEAR-END PUSH
Tuesday, Dec 1, 2026	**October 21**	**Dec 29 – 31**

What's inside

1. **Timeline & week-by-week plan**
   October 21 through January, plus a five-week catch-up plan
2. **Final countdown & day-of schedule**
   Thanksgiving week to Cyber Monday, hour by hour on December 1
3. **7-email sequence**
   Copy-ready emails with subject lines, preview text, and CTAs
4. **20 subject lines**
   Grouped by campaign moment, with an A/B test pair
5. **12 social media posts**
   Before, during, and after Giving Tuesday
6. **6 text message templates**
   Short, compliant SMS copy for key moments
7. **Matching-gift kit**
   Sponsor ask, rules to agree, and donor-facing language
8. **Checklist & scorecard**
   A final review for your team and what to measure

How to use these templates

- Replace every [bracketed placeholder] with accurate details before sending.
- Only include a matching offer once your sponsor has confirmed it in writing.
- Remove people who have already given from the remaining donation appeals.

PLAN

Giving Tuesday 2026 Timeline

Start with a clear goal, a compelling story, and a plan for December 1. This calendar begins October 21 and carries you through year-end, with time to prepare, test, launch, and follow up.

Dates in 2026	Focus	What to Get Done
October 21 – November 1	Strategy and setup	Set your goals, choose your story, and review last year's donors. Start building your donation page and campaign messages.
November 2 – 15	Build and warm up	Finalize your donation page, audience segments, and tracking links. Send a save-the-date email, recruit ambassadors, and invite text sign-ups.
November 16 – 25	Pre-launch	Invite early gifts from close supporters, distribute sharing materials, assign responsibilities, and test and schedule communications.
November 26 – 30	Countdown	Send a Thanksgiving thank-you, equip your champions, and share your November 30 reminder.
December 1	Giving Tuesday	Launch, monitor gifts, share progress, and send deadline reminders.
December 2 – 3	Thank	Thank every donor within 48 hours and share confirmed results.
December 4 – 15	Build relationships	Share an impact update and invite one-time donors to give monthly.
December 16 – 31	Year-end	Tailor appeals to each donor group and prepare your December 29–31 push.
January 2027	Retain and review	Welcome new sustainers, cultivate second gifts, and review what worked (and what didn't).

Starting late? A five-week catch-up plan

Starting the week of October 26? Give each week one main job:

Week	Main job
Week 1	Set your goals, choose your story, and approach a matching sponsor.
Week 2	Build your donation page and draft your messages.
Week 3	Announce the campaign and recruit supporters to share it.
Week 4	Invite early gifts, test everything, and assign responsibilities.
Week 5	Follow the countdown below and prepare donor follow-up.

With less time, focus on a clear ask, a working donation page, a manageable communication schedule, and a thank-you plan. The elaborate video production can wait.

PLAN

The Final Countdown and Day-Of Schedule

Thanksgiving week to Cyber Monday, then Giving Tuesday itself. Adjust times for your audience and assign someone to monitor donations, questions, and technical issues, including evening coverage.

Thanksgiving week to Cyber Monday

Day	What to do
Tue, Nov 24	Confirm your goal, message, and everyone's responsibilities.
Wed, Nov 25	Finalize communications and resend ambassador materials.
Thu, Nov 26	Send a Thanksgiving thank-you without an ask.
Fri, Nov 27	Remind champions what to share and schedule weekend posts.
Sat, Nov 28	Share an impact story or short video.
Sun, Nov 29	Test forms, links, receipts, and tracking again.
Mon, Nov 30	Send your “Tomorrow is Giving Tuesday” reminder and confirm the launch schedule.

Giving Tuesday, December 1

Time	What to do
7 – 8 a.m.	Check the donation page, payments, match, and public goal.
8 – 9 a.m.	Send the launch appeal, publish kickoff posts, and activate ambassadors.
10 – 11 a.m.	Thank early donors and remove them from remaining donation appeals.
Noon – 1 p.m.	Share accurate progress and any scheduled matching power hour.
3 – 4 p.m.	Review results and give ambassadors an update to share.
6 – 8 p.m.	Send the evening appeal and, where appropriate, an opted-in text reminder.
Before your deadline	Share a final update and monitor the donation process.

After Giving Tuesday, make the next 30 days count

- Thank donors within 48 hours and share confirmed results.
- Follow with an impact update and a monthly giving invitation for one-time donors within two weeks.
- Recognize those gifts in your remaining year-end outreach. New donors, monthly supporters, and people who haven't given should hear different messages.

EMAIL

Your Giving Tuesday Email Schedule

Plan your emails around a clear sequence: introduce the campaign, invite early gifts, launch, share progress, and thank donors. Treat this seven-email schedule as a starting point and adjust it for your audience.

Email	Suggested send date	Purpose
Save the date	Tuesday, November 10	Introduce the goal and confirmed match; invite text sign-ups.
Give early	Tuesday, November 24	Invite close supporters and past Giving Tuesday donors to help get things started.
Tomorrow	Monday, November 30	Remind supporters what their gifts will help accomplish.
Launch	December 1, around 8 a.m.	Make your main ask and explain the matching offer.
Progress	December 1, around 1 p.m.	Share an accurate update and any scheduled matching power hour.
Last call	December 1, around 7–8 p.m.	Explain what's still needed before the real deadline.
Thank you	Wednesday, December 2	Share confirmed results, thank donors, and offer a monthly giving invitation.

Choose send times based on your supporters' time zones and your own past results. Existing monthly donors should receive a message that recognizes their ongoing support, with an optional invitation to increase it.

Email templates

Email 1. Save the Date

Send	November 10
Subject line	December 1. One day to help [specific outcome].
Preview text	Here's what we're planning for Giving Tuesday.

Hi [First name],

On December 1, we're asking our community to help [specific outcome].

Here's why it matters: [Two sentences explaining the need and who or what will benefit.]

Our Giving Tuesday goal is [amount], which will help us [credible description of what the funding supports]. And [Sponsor] has committed to matching eligible gifts [match terms], up to [limit].

We'll share more as the day gets closer. For now, will you put December 1 on your calendar?

If you'd like a reminder by text, you can sign up below. We'll send [accurate description of the messages subscribers can expect].

Thank you for being part of this work. We're glad we can count you in our community.

[Name]
[Title, Organization]

Get a Giving Tuesday Text Reminder [Text opt-in link]

Email 2. Give Early

Send	November 24
Subject line	Want to help us get Giving Tuesday started?
Preview text	Your early gift can help [specific outcome].

Hi [First name],

Giving Tuesday is a week away, but you don't have to wait to help [specific outcome].

[Brief story or example showing why the work matters now.]

We're working toward [goal] by December 1. Because you've [supported this work before / volunteered with us / been part of our community], we wanted to invite you to help get the campaign started.

Your gift today will count toward our Giving Tuesday goal. [If confirmed: Early gifts also qualify for our dollar-for-dollar match from Sponsor, up to the campaign's total matching limit of amount.]

Would you consider giving [appropriate suggested amount] today?

Thank you for helping us begin this campaign with support already behind it. We'll keep you posted on what we accomplish together.

[Name]
[Title, Organization]

Make an Early Giving Tuesday Gift [Donation link]

Email 3. Tomorrow Is Giving Tuesday

Send	November 30
Subject line	Tomorrow, your gift can go twice as far
Preview text	Our Giving Tuesday match starts at [time and time zone].

Hi [First name],

Tomorrow is Giving Tuesday, and we're asking you to help [specific outcome].

[Brief explanation of the need.] Our goal is to raise [amount] so we can [what the funding will help accomplish].

[Sponsor] will match eligible donations dollar for dollar, up to [total matching limit], from [start time] until [deadline and time zone]. That means your [example gift amount] gift will bring in another [matching amount] for this work while matching funds remain.

You can read the story and matching details at the link below. Tomorrow, we'll send a reminder when the campaign begins.

Thank you for considering a gift. We know you have choices about where to give, and we're grateful this work matters to you.

[Name]
[Title, Organization]

See What Your Gift Can Help Do [Campaign page link]

Email 4. Giving Tuesday Starts Now

Send	December 1, around 8 a.m.
Subject line	[First name], will you help [specific outcome] today?
Preview text	Your Giving Tuesday gift will be matched, up to [limit].

Hi [First name],

Today, you can help [specific outcome]. And thanks to [Sponsor], your gift can go twice as far.

[Two or three sentences telling a specific, consented story or explaining the need.]

We're raising [goal] this Giving Tuesday to help [what the funding supports]. Would you consider a gift of [appropriate suggested amount]?

Eligible gifts will be matched dollar for dollar until [deadline and time zone], up to a total sponsor contribution of [matching limit]. Your [example amount] donation would bring in another [matching amount] while those funds remain.

You can also choose a monthly gift on the donation page to support this work throughout the year. [Explain accurately whether and how monthly gifts qualify for the match.]

Thank you for helping [mission-focused outcome].

[Name]
[Title, Organization]

Give This Giving Tuesday [Donation link]

Email 5. Here's Where We Stand

Send	December 1, around 1 p.m.
Subject line	We're [percentage] % there. Can you help?
Preview text	Here's what's still needed for [specific outcome].

Hi [First name],

As of [time and time zone], our community has contributed [confirmed amount] toward our [goal] Giving Tuesday goal.

That support will help [specific work]. Thank you to everyone who has given, shared the campaign, or encouraged someone else to participate.

We still need [remaining amount] to reach the goal. If you haven't given yet, would you consider [appropriate suggested amount]?

[If a confirmed power hour is about to begin: From start time to end time and time zone, Sponsor will match eligible gifts at match rate, up to power-hour limit.]

[Otherwise, state the current matching offer and remaining availability accurately.]

Your gift will help [concrete explanation of the work still needing support]. We'll share another update this evening.

[Name]
[Title, Organization]

Help Us Reach the Goal [Donation link]

Email 6. Last Call

Send	December 1, around 7–8 p.m.
Subject line	Before [deadline], there's still time to help
Preview text	We're [remaining amount] away from our Giving Tuesday goal.

Hi [First name],

Before Giving Tuesday ends, I wanted to share one more update.

As of [time and time zone], we've raised [confirmed amount] toward [goal]. We're grateful for every person who has helped us get this far.

We still need [remaining amount] to help [specific outcome]. If you've been meaning to give, there's time before our campaign closes at [deadline and time zone].

[If matching funds remain: Sponsor still has remaining matching amount available and will match eligible gifts dollar for dollar until that deadline or until the funds are used.]

Would you help us finish the day with a gift of [appropriate suggested amount]?

Thank you for reading, considering, and caring about [mission or community]. We'll let you know how the day ends.

[Name]
[Title, Organization]

Give Before [Deadline] [Donation link]

Email 7. Thank You

Send	December 2
Subject line	You showed up for [community or cause]. Thank you.
Preview text	Here's what your Giving Tuesday support will help make possible.

Hi [First name],

Thank you for being part of Giving Tuesday at [Organization].

As of [time/date], our community has contributed [confirmed total]. [If applicable: We're still reconciling gifts and sponsor commitments and will share the final total when it's ready.]

Your support will help [specific explanation of what the funding makes possible]. We're grateful to everyone who gave, shared the campaign, volunteered, or helped spread the word. [Sponsor acknowledgment, if appropriate.]

Over the next [timeframe], we'll show you how this work is moving forward. You deserve to hear what happened after you clicked Donate.

If you'd like to make ongoing support part of your giving, a monthly gift of [amount] helps us [credible description of ongoing work]. You can learn more below.

Thank you again. We're glad you're part of this community.

[Name]
[Title, Organization]

Become a Monthly Supporter (optional) [Monthly giving link]

For existing monthly donors, replace the monthly invitation with a specific thank-you for their ongoing support.

EMAIL

20 Giving Tuesday Email Subject Lines

Choose a subject line that fits the message underneath it. If you promise a match, a deadline, or a progress update, the email needs to deliver.

SAVE THE DATE AND EARLY GIVING

1. December 1. A chance to help [specific outcome].
2. Giving Tuesday is coming. Here's our plan.
3. [First name], want to help us get started?
4. Your Giving Tuesday gift doesn't have to wait.

TOMORROW AND LAUNCH DAY

5. Tomorrow, we're showing up for [community or cause].
6. One day. One goal. Will you join us?
7. [First name], will you help [specific outcome] today?
8. Giving Tuesday starts now. Let's get to work.

MATCHING GIFTS

9. Your gift can go twice as far today.
10. [Sponsor] is matching gifts. Will yours be next?
11. Double your gift for [cause] today.
12. 💛 Double your gift for [cause] today.

PROGRESS AND LAST CALL

13. We're [percentage]% there. Can you help?
14. Here's what you've helped make possible today.
15. [Remaining amount] to go before [deadline].
16. Still meaning to give? There's time.
17. Our Giving Tuesday match ends at [time].

THANK-YOU AND FOLLOW-UP

18. You showed up. Thank you.
19. Here's what happened on Giving Tuesday.
20. What comes after your Giving Tuesday gift?

Subject lines 11 and 12 give you an emoji/no-emoji pair to test. Keep the rest of the email the same so you can learn something useful from the result. Use a fallback greeting if your first name field is empty, and only use matching language while the offer is available.

Email best practices

- [ ] **Recognize the relationship.** Thank monthly donors for their ongoing support. Remind past donors what they helped accomplish, and give new subscribers enough context to understand the ask.
- [ ] **Stop asking once someone gives.** Remove donors from remaining one-time appeals and send thanks and updates instead.
- [ ] **Give each email one main job.** Make the donation link easy to find. The annual report and event invitation can have their own email.
- [ ] **Test on your phone.** Check the subject line, preview text, email, and donation process. The message should make sense even when images don't load.
- [ ] **Keep updates honest.** Confirm totals and matching availability before scheduled messages go out.
- [ ] **Test one change at a time.** Try two subject lines with comparable groups, then look at clicks and donations. Save the results for next year.
- [ ] **Check your sending setup.** Confirm with your email provider that authentication and unsubscribe handling meet current Gmail and Yahoo requirements. Honor unsubscribe requests promptly.

SOCIAL

Giving Tuesday Social Media Posts

Use the same story, goal, and matching offer as your emails. You don't need to be everywhere. Focus on the channels where your supporters already spend time, and leave room to answer questions and thank people.

Before Giving Tuesday

1. Save the date

FACEBOOK, INSTAGRAM, OR LINKEDIN

December 1 is Giving Tuesday, and we're working toward [specific outcome].

Our goal is to raise [amount] to help [what the funding supports]. Over the next few weeks, we'll introduce you to the work and show you how to take part.

Put December 1 on your calendar. We'd love to have you with us.

[Campaign link]

#GivingTuesday #GivingTuesday2026

2. Show why the work matters

FACEBOOK, INSTAGRAM, OR LINKEDIN

[Brief, consented story about a person, place, animal, or project connected to your mission.]

This is why we're raising [goal] this Giving Tuesday. Your support will help [specific outcome].

We'll share how to give on December 1. For now, take a moment to [watch this video / read the story / see the work].

[Story or campaign link]

#GivingTuesday

3. Introduce the matching sponsor

FACEBOOK OR LINKEDIN

We have some good news for Giving Tuesday.

[Sponsor] will match eligible gifts [match rate], up to [total matching limit], from [start] through [deadline and time zone].

That means a gift of [example amount] will bring in another [matching amount] for [specific work] while matching funds remain.

Thank you, [Sponsor], for helping our community go further.

[Campaign link with full terms]

#GivingTuesday2026

4. Invite supporters to share their reason

INSTAGRAM, FACEBOOK, OR LINKEDIN

Why does [cause or organization] matter to you?

Ahead of Giving Tuesday, we'd love to hear your answer. Share a few words in the comments, or post your own story and tag us at [handle].

If you'd like to invite someone else to help, here's our campaign: [link].

Thank you for helping more people understand this work.

#GivingTuesday #[CampaignHashtag]

5. Tomorrow's the day

FACEBOOK, INSTAGRAM, OR LINKEDIN

Tomorrow, we're asking our community to help [specific outcome].

Our Giving Tuesday goal is [amount]. [If confirmed: Sponsor will match eligible gifts dollar for dollar, up to total matching limit.]

We've got the page ready and the team ready. Now we need you.

See what we're working toward: [campaign link]

#GivingTuesday #GivingTuesday2026

On Giving Tuesday

6. Launch the campaign

FACEBOOK, INSTAGRAM, OR LINKEDIN

Giving Tuesday is here!

Today, your gift can help [specific outcome]. We're raising [goal] to support [brief explanation of the work].

[If confirmed: Eligible donations will be matched by Sponsor at match rate until deadline and time zone, up to total matching limit.]

Will you join us?

Give here: [donation link]

#GivingTuesday #GivingTuesday2026

7. Make the match clear

FACEBOOK, INSTAGRAM STORIES, OR LINKEDIN

Your [example amount] gift. Another [matching amount] from [Sponsor]. More support for [specific work].

Our Giving Tuesday match is live until [deadline and time zone], or until the [matching limit] in sponsor funds is used.

If you've been thinking about giving, this is a good time.

[Donation link]

#GivingTuesday

8. Share real progress

FACEBOOK, INSTAGRAM STORIES, OR LINKEDIN

We're halfway there!

As of [time and time zone], our community has raised [confirmed amount] toward our [goal] Giving Tuesday goal.

Thank you to everyone who has given and shared. We still need [remaining amount] to help [specific outcome].

Can you help us get there?

[Donation link]

#GivingTuesday

9. Put the story back at the center

INSTAGRAM OR FACEBOOK, WITH A PHOTO OR SHORT VIDEO

[Name or description, shared with permission] reminds us why this work matters.

[Two or three sentences about the story and the work your organization does.]

Your Giving Tuesday gift helps us [specific outcome]. If you haven't had a chance to give, you can do that here: [donation link].

Thank you for being part of it.

#GivingTuesday

10. Announce a matching power hour

INSTAGRAM STORIES OR FACEBOOK

For the next [duration], [Sponsor] will contribute [matching amount] for every [donation amount] given to [campaign].

The offer runs from [start time] to [end time and time zone], up to a total sponsor contribution of [limit].

Your gift will help [specific outcome]. Ready?

[Donation link]

#GivingTuesday

11. Send a final reminder

FACEBOOK, INSTAGRAM STORIES, OR LINKEDIN

There's still time to help [specific outcome] this Giving Tuesday.

As of [time], we're [remaining amount] away from our [goal] goal. Our campaign closes at [deadline and time zone].

[If accurate: Matching funds are still available.]

If you've been meaning to give, here's the link: [donation link].

Thank you to everyone who has helped today.

#GivingTuesday

After Giving Tuesday

12. Thank supporters and show what comes next

FACEBOOK, INSTAGRAM, OR LINKEDIN

You showed up for [community or cause]. Thank you.

Together, you contributed [confirmed total] this Giving Tuesday to help [specific outcome]. [If needed: We're still confirming the final total and will share an update.]

To everyone who gave, volunteered, shared, or encouraged someone else to participate: we're grateful.

[Optional sponsor acknowledgment.]

Next, we'll share [specific update] so you can see what your support is helping make possible.

12b. Follow-up version to use a week later

FACEBOOK, INSTAGRAM, OR LINKEDIN

Last week, you helped raise [confirmed total]. Here's what's happened since: [specific, verified progress].

[Explain the next step in the work.]

Thank you for helping us get here. We'll keep you posted.

[Impact update link]

Make the posts easy to use

- On Instagram, point readers to your campaign link in the bio or use a Stories link sticker. On Facebook and LinkedIn, include the direct link. Add tracking tags so you can see which posts bring people to your page.
- Use alt text for images and captions for videos. Tag your sponsor with permission, and include #GivingTuesday, #GivingTuesday2026, and your campaign hashtag where relevant.
- If you offer a Facebook fundraiser, first confirm how gifts are processed, what donor information you'll receive, and whether those gifts qualify for your match.
- Keep an eye on scheduled posts. “We're halfway there!” needs updating if you reached the goal an hour ago.

TEXT

Giving Tuesday Text Message Templates

Identify your organization, give supporters one clear reason to act, and make the next step easy. Send texts only to people who have agreed to receive your fundraising texts, and plan no more than two or three on Giving Tuesday.

1. Thanksgiving Thank-You

[Org]: Thank you for being part of our community. You help make [work] possible. Happy Thanksgiving! Reply STOP to opt out.

2. Tomorrow's Reminder

[Org]: Giving Tuesday is tomorrow! Help us [outcome]. See the plan: [link]. Reply STOP to opt out.

3. Giving Tuesday Launch

[Org]: It's Giving Tuesday! Help [outcome]. Gifts matched $1 for $1 up to [cap] until [time, zone]: [link]. STOP to opt out.

4. Matching Power Hour

[Org]: Match hour! Gifts matched $1 for $1 until [time, zone], up to [cap]. Help [outcome]: [link]. STOP to opt out.

5. Last Call

[Org]: Giving Tuesday ends at [time, zone]. Help us reach [goal] for [outcome]. Give: [link]. Reply STOP to opt out.

6. Thank You

[Org]: Thank you! Our community raised [total] for [work] this Giving Tuesday. More soon on what happens next. Reply STOP to opt out.

Before you press send

- Keep the finished message under 160 characters if you want a single standard SMS. Your organization's name, link, and other details will change the count. Emoji and some special characters can also reduce the single-message limit.
- Only use the matching templates while a confirmed offer is available. If the terms won't fit clearly, shorten the rest of the message and link to the full details.
- Have your texting provider confirm the consent, opt-out, and sending-hour requirements that apply to your program, including TCPA and applicable state rules. Honor opt-outs promptly and schedule messages for recipients' local time.
- If supporters can reply, assign someone to answer. A question about giving deserves a response, and a personal thank-you can be a welcome follow-up.

MATCHING GIFTS

Matching-Gift Campaign Kit

Secure a matching sponsor, agree on the rules, and explain the offer wherever you ask for donations. Track eligible gifts as they arrive so you know how much matching money remains.

1. Ask a sponsor for something specific

Start with board members, longtime donors, foundations, and businesses that know your work. Several smaller commitments can form one matching fund.

> "Would you consider providing a $5,000 matching gift for Giving Tuesday? We'd use your commitment to match donations dollar for dollar and help raise $10,000 for [specific work]."

2. Agree on the rules before announcing the match

Confirm these details in writing:

- [ ] **Rate:** Will the sponsor contribute $1 for every $1 donated, or another amount?
- [ ] **Limit:** What is the sponsor's maximum contribution?
- [ ] **Timing:** When does the offer begin and end, including the time zone?
- [ ] **Eligibility:** Do early gifts, checks, DAF grants, or monthly donations qualify?
- [ ] **Final contribution:** What happens if you raise less or more than the matching limit?

For monthly donations, specify whether the sponsor matches the first payment or an agreed value based on the commitment.

3. Explain the offer consistently

Use the same terms in your emails, texts, social posts, and donation page:

> "Your Giving Tuesday gift will be matched dollar for dollar by [Sponsor], up to a total of [matching limit]. Give by [time and time zone] on December 1 to help [specific outcome]."

4. Add an employer-matching reminder

An employer match is separate from your sponsor's offer. Add this to the confirmation page or thank-you email:

> "Your employer may match your donation, too. Check your workplace giving program to see whether your gift qualifies."

Monthly giving language

On the confirmation page

> "Thank you for helping [specific outcome]. Would you like to support this work every month? Learn about giving [amount] monthly."

Within two weeks, to one-time donors

> "Your Giving Tuesday gift helped [verified result]. That work continues throughout the year. Would you consider becoming a monthly supporter with a gift of [amount]?"

A messaging update for 2026

> "Your qualifying cash gift may be deductible even if you don't itemize. Ask your tax advisor about the rules for 2026."

Have your organization's tax advisor review the wording before using it, particularly if you also promote DAF giving. Avoid promising that every donor or every gift qualifies.

REVIEW

Giving Tuesday Best-Practices Checklist

Confirm that your message, donation process, matching offer, and follow-up are ready. Use this for a final review with your team.

- [ ] **Set your goals.** Include dollars raised, donor participation, and new monthly supporters. Owner / due
- [ ] **Choose one clear story or need.** Explain what gifts will help accomplish. Owner / due
- [ ] **Confirm the match in writing.** Document the rate, limit, eligible gifts, deadline, and sponsor commitment. Owner / due
- [ ] **Check your donation page.** Make sure the story, goal, and matching terms agree with your appeals. Owner / due
- [ ] **Make monthly giving visible.** Clearly state the amount and payment frequency. Owner / due
- [ ] **Test a complete donation.** Check mobile and desktop, payment options, confirmation pages, and receipts. Owner / due
- [ ] **Prepare messages for different supporters.** Recognize monthly donors, past donors, and people who are new to your organization. Owner / due
- [ ] **Schedule your communications.** Include email, social, and opted-in text messages, with accurate links and deadlines. Owner / due
- [ ] **Equip your champions.** Give staff, board members, and ambassadors ready-to-share copy and images. Owner / due
- [ ] **Assign day-of responsibilities.** Cover progress updates, donor questions, technical problems, and evening monitoring. Owner / due
- [ ] **Stop donation appeals once someone gives.** Replace them with thanks and relevant updates. Owner / due
- [ ] **Prepare your thank-you messages.** Assign personal follow-up for first-time donors and larger gifts. Owner / due
- [ ] **Plan what happens next.** Schedule results, an impact update, a monthly giving invitation, and tailored year-end outreach. Owner / due
- [ ] **Set up your scorecard.** Agree on what you'll measure and how you'll count gifts and matching funds. Owner / due
- [ ] **Put a January review on the calendar.** Save the lessons while everyone still remembers them. Owner / due

Anything unchecked needs an owner and a deadline. Better to find it now than when your launch email is already in someone's inbox.

Campaign scorecard

Compare results with your own history and record how you calculated each measure.

Measure	What to track	Result
Revenue	Donations received, with sponsor matching funds and outstanding commitments identified separately.	
Donors	The number of unique people who gave, rather than the number of transactions.	
New donors	How many people made their first gift to your organization.	
Average gift	Donation revenue divided by the number of gifts, keeping sponsor contributions separate.	
Monthly sign-ups	New monthly supporters and the monthly revenue they committed. Report payments received separately from projected annual revenue.	
Results by channel and device	Gifts and revenue from email, text, social, and other channels, plus donation-page completion rates on mobile and desktop.	
Cost per dollar raised	Campaign costs divided by campaign revenue. Note whether your costs include staff time.	

CharityEngine

Win Giving Tuesday and keep the donors

CharityEngine brings your donor records, campaign tools, and payments together so you can run Giving Tuesday and follow up without piecing together what happened across separate systems.

Before the campaign

Build donation forms with monthly options, digital wallets, and DAFpay. Prepare email, text-to-give, and peer-to-peer campaigns around the same donor records, and set up matching sponsors, limits, and timeframes.

During the campaign

See who has given and tailor the next message accordingly. CharityEngine Copilot helps you build segments and pull reports by asking for what you need.

After Giving Tuesday

SustainerIQ combines AI-powered payment recovery, automatic card updates, and a donor portal. CharityEngine guarantees collection of at least 90% of pledged recurring donations.

See how CharityEngine turns Giving Tuesday donors into monthly sustainers.

Book a demo

Try the SustainerIQ ROI calculator

Want the full playbook?

This pack contains the templates. The Giving Tuesday 2026 Playbook on the CharityEngine blog covers the 12 campaign ideas with real examples, 2025 results and benchmarks, and FAQs.