

## Nonprofit Calendar for #GivingTuesday 2025

Print this checklist to make sure your nonprofit is on track for a successful day!

### October 1 to October 31

- Segment your database.
- Assign each segment a message and an outreach method.
- Post on socials using the #GivingTuesday hashtag.
- Plan an event for the actual day.
- Review logistics and make a plan for each element.
- Research local partnerships.
- Plan a peer-to-peer campaign.
- Review creative fundraising ideas and choose one or two.
- Send your save-the-date email or direct mail.

### November 1

- Create a regular cadence of social media posts, emails, direct mail, SMS.
- Start a countdown on your website and engagement channels.
- Consider adding matching-gifts functionality to your website.
- Create a toolkit for campaigns and ambassadors.
- Focus on the impact of donations.

### November 13

- Promote events
- Contact local media
- Continue all your methods of outreach and donor communication.
- Circulate invitations or sign-up sheets for volunteers.
- Donate to yourself on your computer and phone to test your donation page and payment processing.

### November 13 to November 26

- Ensure you're using the #GivingTuesday hashtag on social media
- Schedule Thanksgiving weekend content now
- Build excitement about your campaign.
- Prepare for the event you're planning. What will you need?
- Create content addressing Black Friday and Cyber Monday.
- Check in with ambassadors and P2P campaign participants.

### November 27

- Relax! Tell everyone you're grateful for them and eat turkey.
- Consider a gratitude email without any ask to build goodwill.
- Or hop on social media and keep the conversation going.

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November 28: Black Friday!

- Stay active on email and social media.
- Promote your nonprofit and tease Cyber Monday promos

November 25 and 26

- Create “One more day!” posts.
- Email all supporters
- Add a “forward this to a friend” line and a one-click social share.

December 1 Cyber Monday!

- Send a morning email: “Skip the cart, fill a heart ❤️”
- Continue to use the # GivingTuesday hashtag
- Put a banner on your homepage: “Donate in 30 seconds!”
- This isn’t about fundraising, it’s about using simplicity, humor, and urgency so you’re top of mind tomorrow.

December 2 🎉 Giving Tuesday

- Send two emails to supporters.
- Thank donors immediately.
- Show your progress in real time.
- Be an octopus: go live, call donors, thank them. Personally touch all engagement efforts.