

7 ways

to make the most out of

Giving

Tuesday



#1

Make it easy
for people to

Give &

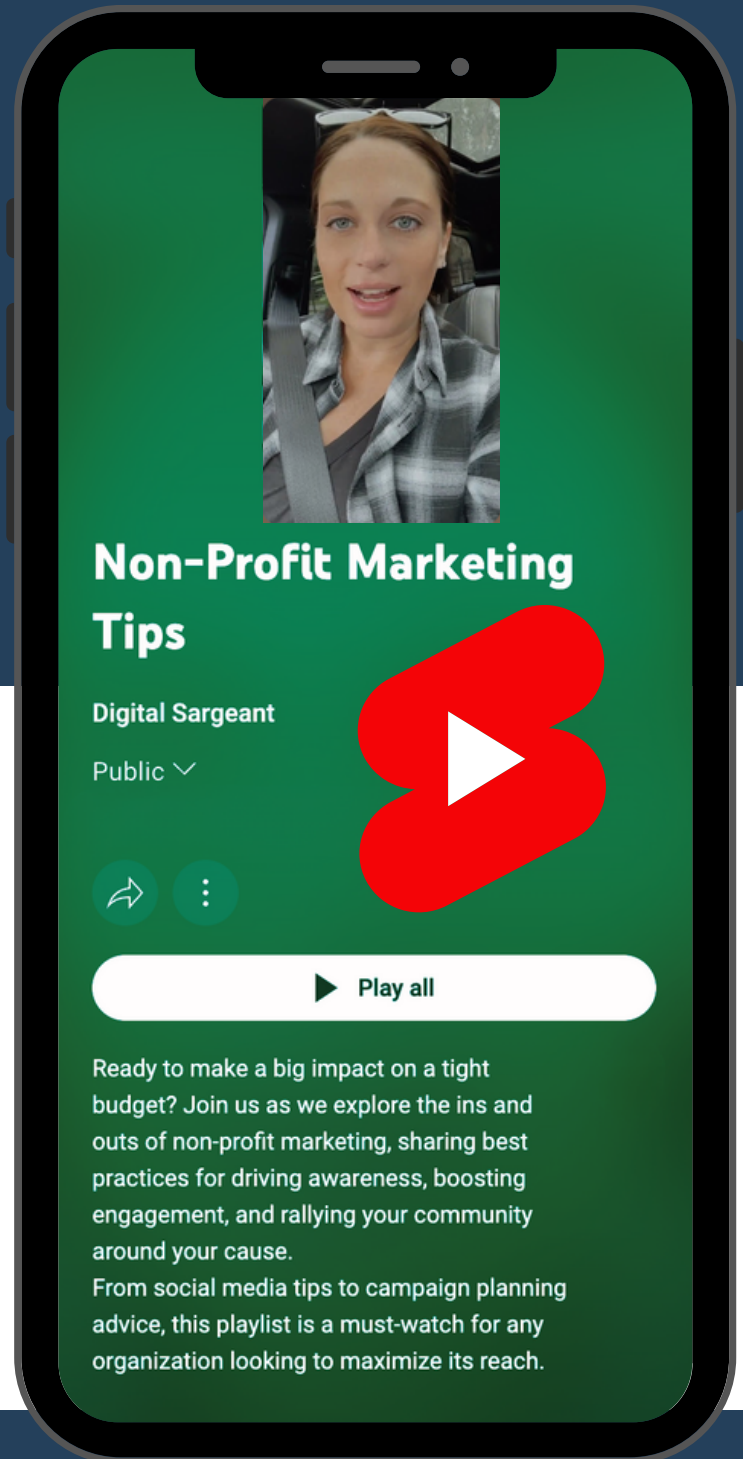
Donate

Eliminate any sort of friction for people to give.

I've also found that relying on Facebook for funds may not be the best thing to do because Facebook may not match your funds or tie your funds up for months on end.

Creating other ways for people to give on your website, cash apps, etc, will reduce the pressure of relying on one outlet!

Check out the
playlist on YouTube!



#2

Get creative
with your

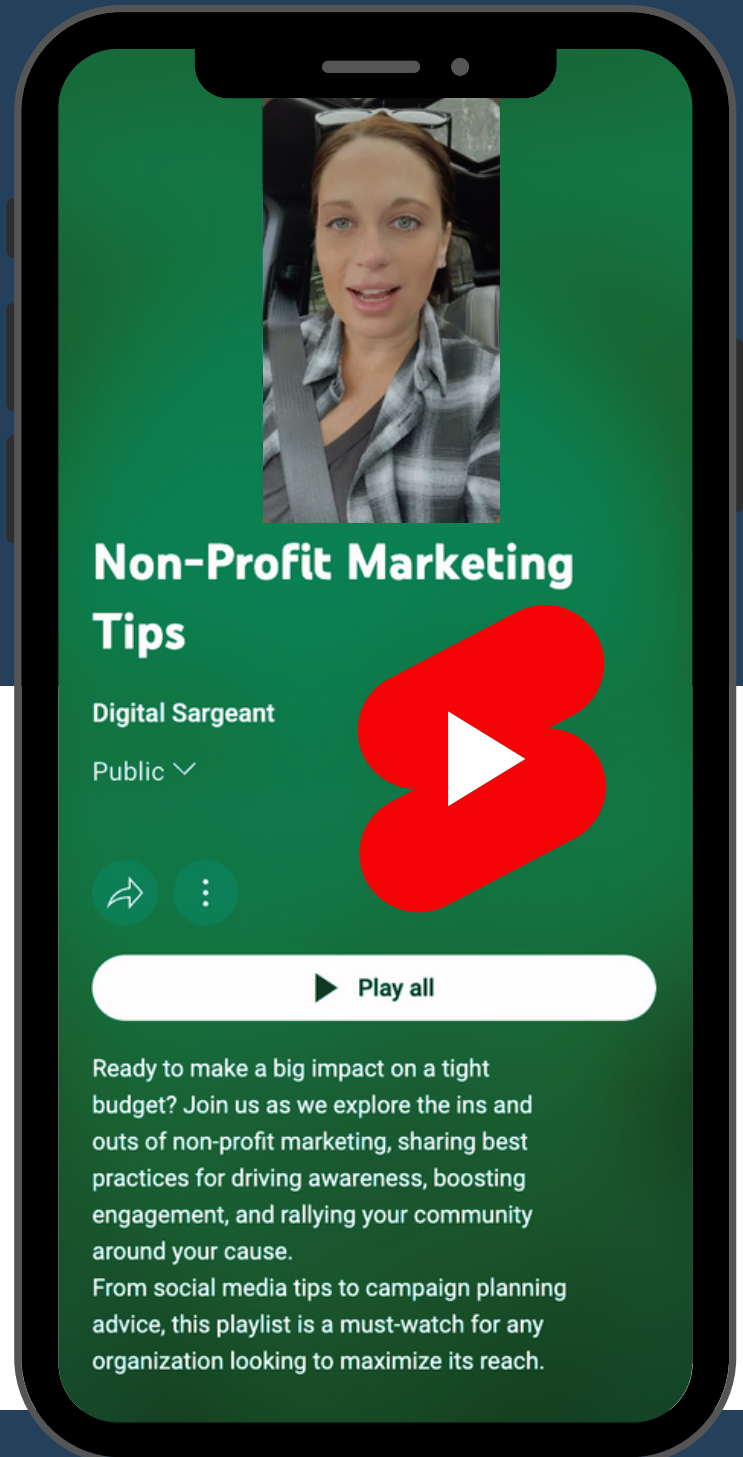
donation

requests

Check out the
playlist on YouTube!

Such as creating Amazon lists, a donation request list, and/or, create a volunteer pledge form.

The volunteer pledge form will give people the opportunity to give back without having to use their financial resources and it will be a great way for you to create more relationships in the future with them!



#3

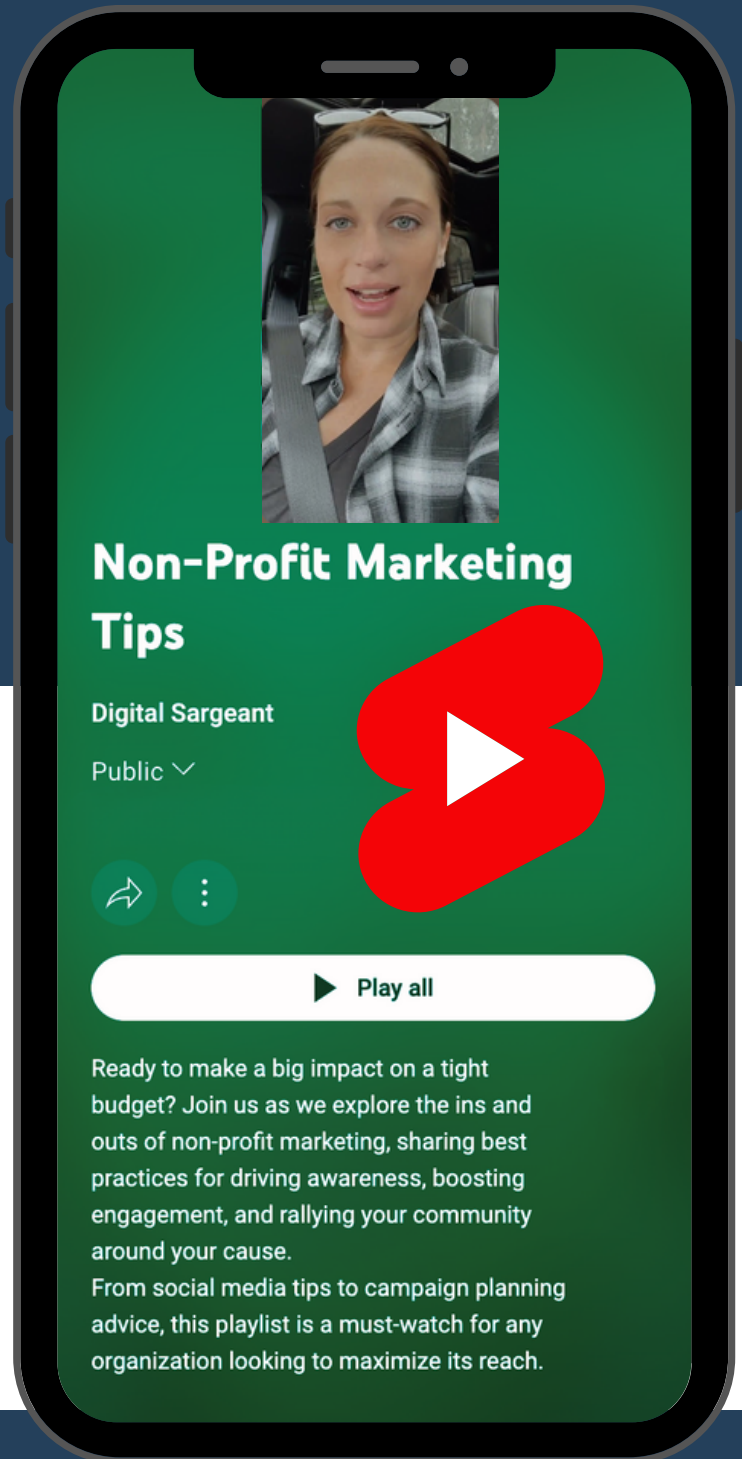
Create a social media content strategy that includes

history &

impact statements

Content that shows your audience how your non-profit has made a difference in the community and then cycle that content leading up to Giving Tuesday and throughout the year!

Check out the playlist on YouTube!



#4

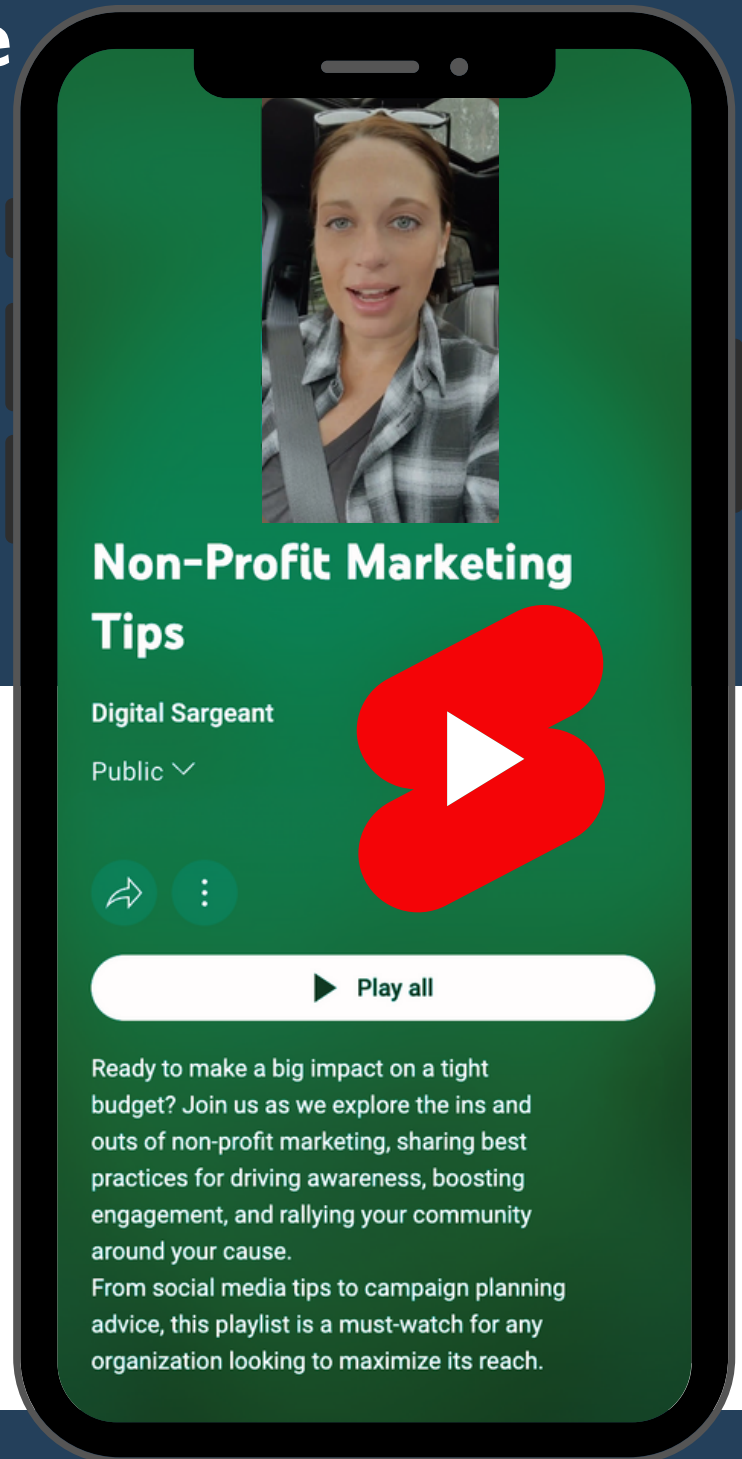
create user-generated content so that people

can hear from someone else

other than 'you'

This will be an excellent way for your audience to hear firsthand how your non-profit impacted lives. Ideally, creating five pieces of UGC leading up to Giving Tuesday would be a great goal so that you can cycle through that content now and leading up to Giving Tuesday.

Check out the playlist on YouTube!



#5

Turn your fans into

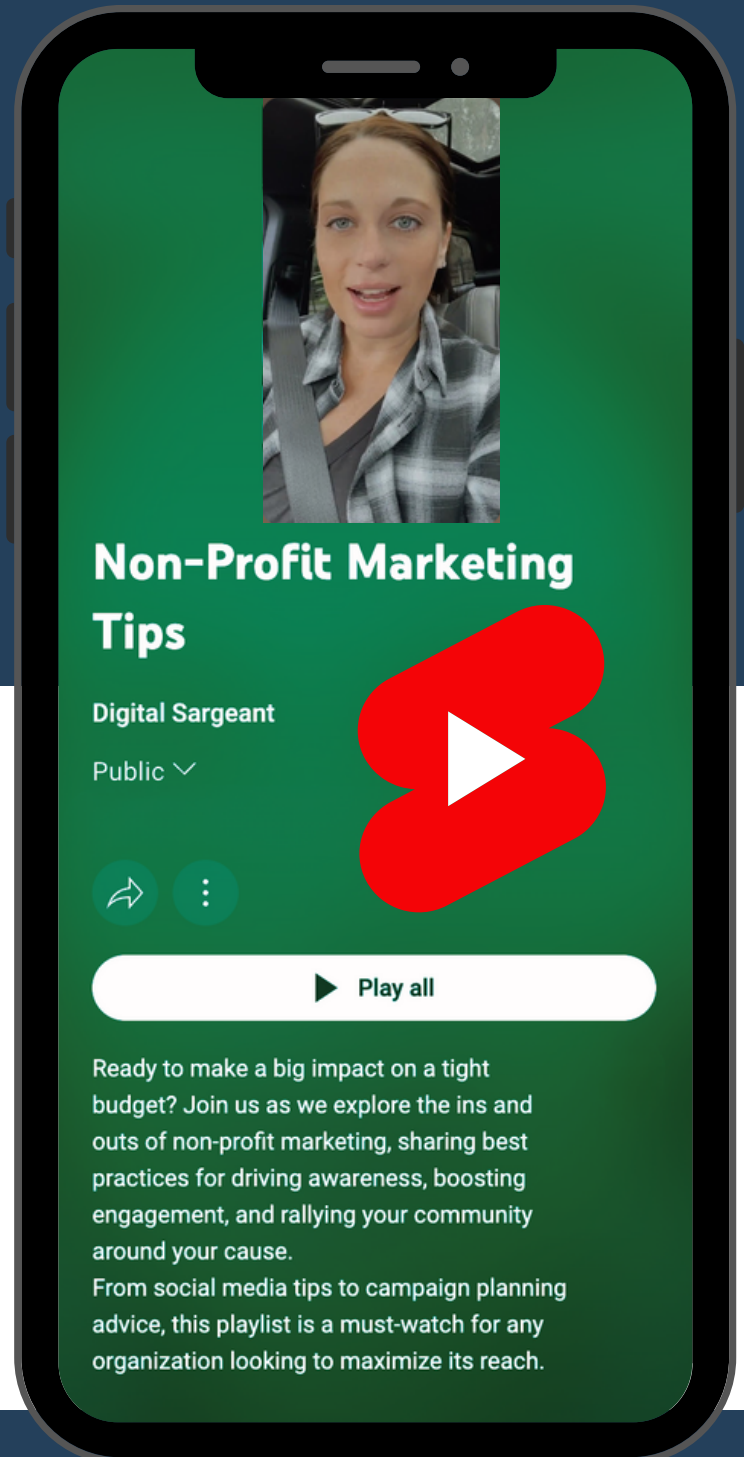
walking

billboards

Check out the playlist on YouTube!

A few ways to do this could be by giving them social media content for their profile or banner images, and encouraging them to wear your branding materials every Tuesday until Giving Tuesday.

Give them a chance to create a conversation about your non-profit and ways to promote it by simply being a walking billboard!



#6

Contact Local Media Companies for

FREE

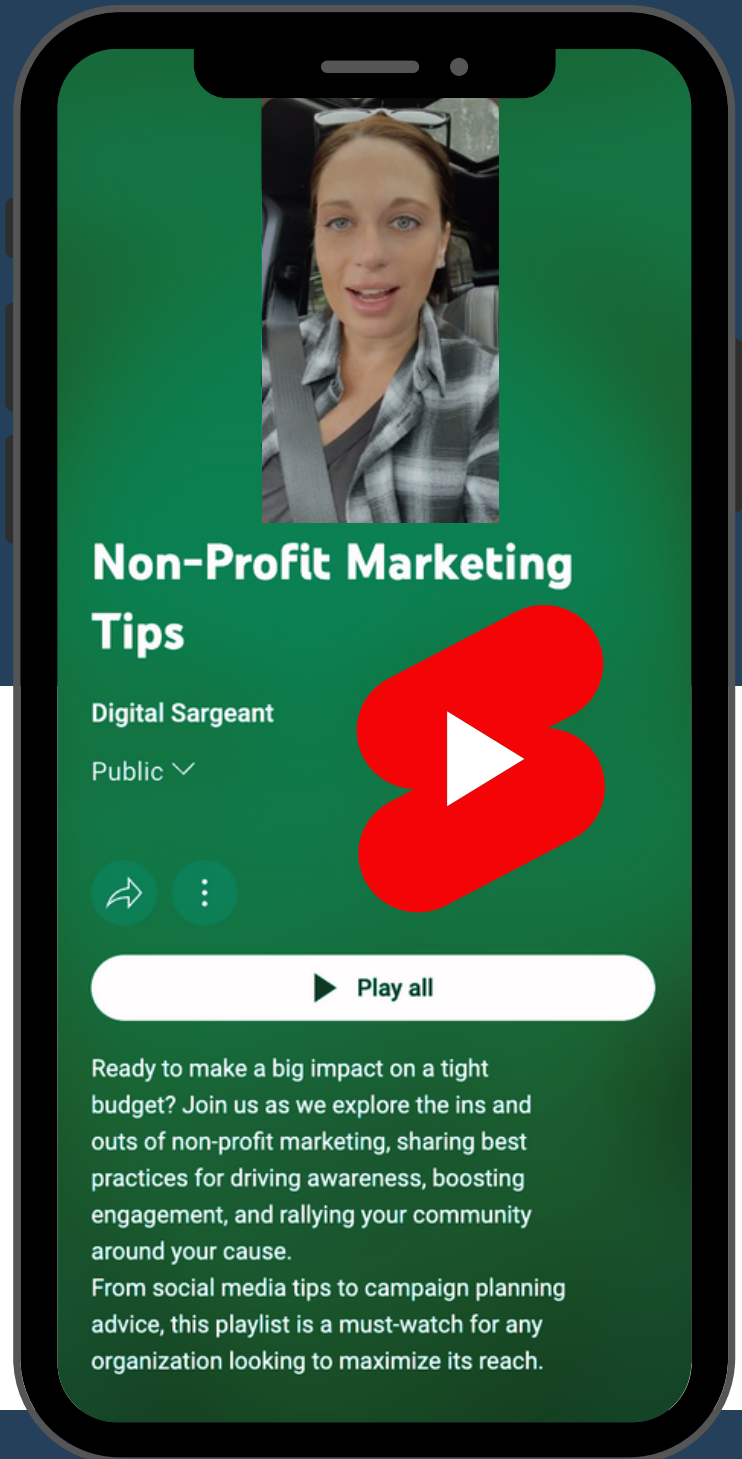
AD SPACE

Local newspapers, clippers, magazines, outdoor media, local TV stations, etc to see if they give any free media space to non-profits if someone doesn't purchase the media space.

You'd be surprised what may be available to you and your non-profit.

Consider creating a one-sheet that explains what your non-profit does in the community and how you've changed lives!

Check out the playlist on YouTube!



#7

Engage with your audience NOW via

email marketing

outreach engagement on social media &

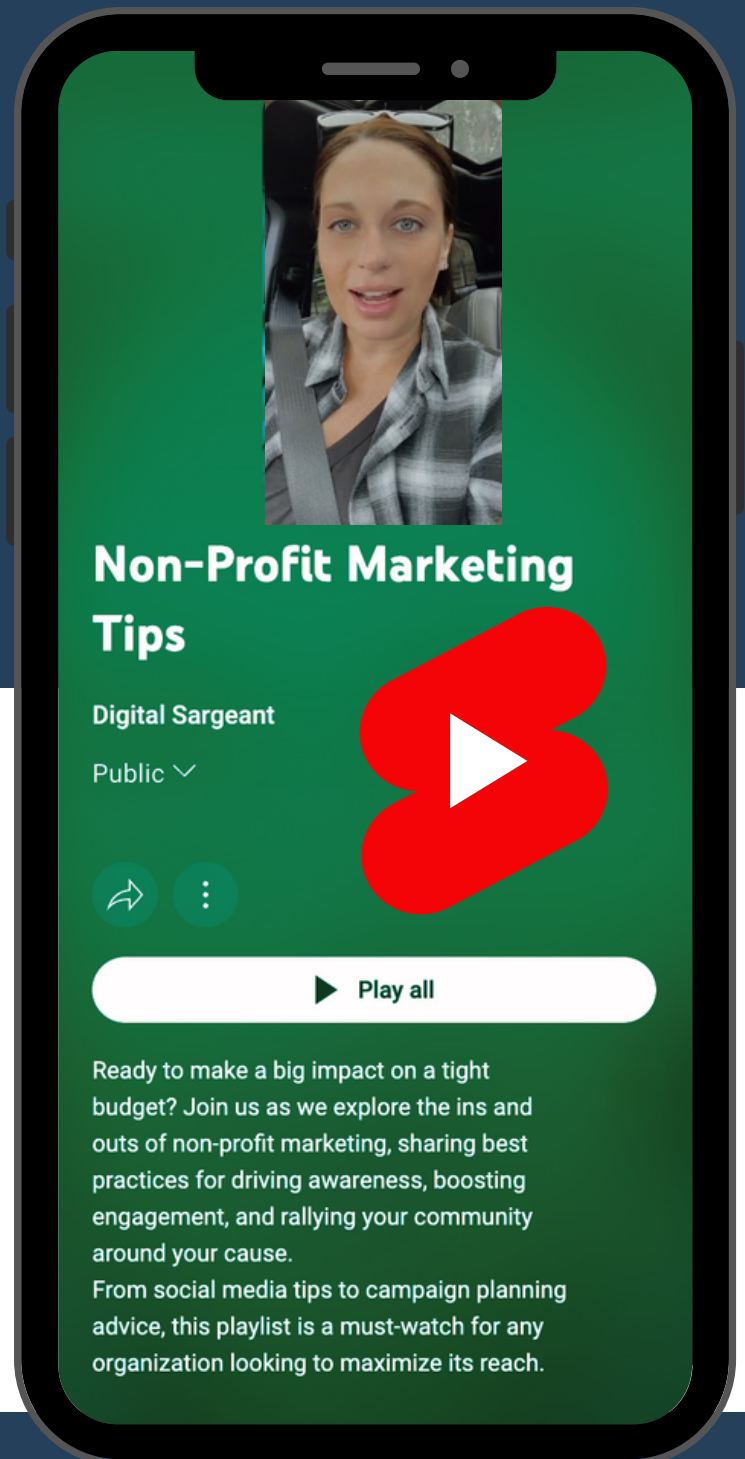
start creating new relationships

It's so awkward when you don't hear from someone for a long period of time, and then they ask for something.

The same concept goes for Giving Tuesday.

Use this time NOW and throughout the year to nurture and build relationships with your audience AND your ideal target audience.

Check out the playlist on YouTube!



bonus

Check out the playlist on YouTube!

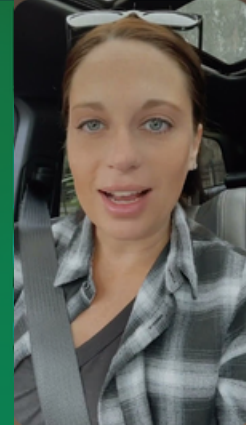
ask for reviews about your non profit on

social media, Google &

highlight them on your content / website

There is no reason why a non-profit can't have reviews on Google, Facebook, or Nextdoor like any other B2B or B2C business.

Diversifying where you get those reviews will be helpful as well because not everyone uses the same channel (ie: Facebook, Nextdoor), but Google will always be your prime real estate for getting reviews for your non-profit!



Non-Profit Marketing Tips

Digital Sargeant

Public



▶ Play all

Ready to make a big impact on a tight budget? Join us as we explore the ins and outs of non-profit marketing, sharing best practices for driving awareness, boosting engagement, and rallying your community around your cause.

From social media tips to campaign planning advice, this playlist is a must-watch for any organization looking to maximize its reach.