

COUNTDOWN

#GiveCatholic for #GivingTuesday

Your community won't turn out to support your organization on #GiveCatholic for #GivingTuesday if you don't ask them to, and the week leading up to the giving day is the most important time for getting the word out. In the final days, it's your job to keep your #GiveCatholic for #GivingTuesday campaign top of mind and move supporters to get involved.

TUESDAY (ONE WEEK OUT)

Message: Heads up—we are participating in #GiveCatholic for #GivingTuesday.

Website: Feature #GiveCatholic for #GivingTuesday messaging and logos on your homepage and include calls to action that prompt potential supporters to learn more or donate. Anyone who visits your site should know you are participating in the giving day.

Email: Send an email to your constituents to announce that you will be fundraising next week and need their support. Tell them about your campaign goals and the impact you plan to make. The donate button on your page is now active. You can even give donors the option to give now.

Social Media: Post fresh content to your media platforms. Visuals and #GiveCatholic for #GivingTuesday graphics are eye-catching and easy to share which makes them great for engagement.

THURSDAY (THANKSGIVING)

Message: Happy Thanksgiving! Remember to give back on Tuesday.

Social Media: Post an inspirational message, fun holiday message or graphic to draw the connection to *#GiveCatholic for #GivingTuesday*. This is also a great time to send out a stewardship email saying thank you to your supporters.

(BLACK) FRIDAY

Email: Send a quick reminder email to your supporters telling them *#GiveCatholic for #GivingTuesday* is coming up.

Social Media: Consider counting down the days to *#GiveCatholic for #GivingTuesday*. Create a new graphic each day or offer a new reason to give. Use hashtags related to Black Friday to reach more people.

SATURDAY

Message: *#GiveCatholic for #GivingTuesday* is getting close! Get excited!

Social Media: Continue to count down the days or post new *#GiveCatholic for #GivingTuesday* content.

SUNDAY

Message: *#GiveCatholic for #GivingTuesday* is your chance to make a difference. Help us reach our goal for this important cause.

Social Media: Continue to count down the days or post new *#GiveCatholic for #GivingTuesday* content. Show supporters where their donations go and the impact they make.

MONDAY

Message: *#GiveCatholic for #GivingTuesday* is tomorrow. Don't forget to give!

Social Media: Continue to count down the days or post new *#GiveCatholic for #GivingTuesday* content. Show supporters where their donations go and the impact they make.

TUESDAY (GIVING TUESDAY)

Social Media: Call out *#GiveCatholic for #GivingTuesday* donors and encourage others to join in. Remember to use hashtags, so you show up in conversations about the giving day.

This year, donors can share their *#GiveCatholic for #GivingTuesday* gift on social media. They, and future donors, will also be able to track how much their initial gift grows as a result. Be sure retweet, repost and share as many posts as possible.