

Grant Writing
ESTABLISH 501C3 STATUS



BOARD DEVELOPMENT

PROGRAM DEVELOPMENT

**INNOVATIVE FUND RAISING
STRATEGIES**

**Giving Tuesday Campaign
Skinny Plan**
www.gatewaygrantwriting.com
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Gateway Grant Writing

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Giving Tuesday Campaign

Skinny Plan

"A fundraising campaign without marketing is a fund wishing campaign!"

Step 1: Create a Fundraising Team-FT

Create a Marketing Team-MT

Step 2: Determine Fundraising Goal/Purpose/Theme-FT

Tips:

Make sure the website donation button is in place and working.

Automatic "thank you" should go out w/every donation

Register your organization on GiveBox Nonprofit fundraising platform

<https://x.com/mygivebox?lang=en>

Earn/Update Candid GuideStar Seal

<https://www.guidestar.org/UpdateNonprofitProfile>

"It is OK to build your bike as you ride!"

Step 3: Tuesday, October 28th: Post: "Save the Date"-MT

Step 4: Monday, November 3rd: Launch Day (Email and Post)-MT

Tips:

Need a sample letter (click below Giving Tuesday Toolkit)

<https://www.givingtuesday.org/givingtuesday-toolkit-for-nonprofits/>

No Donor list: Ask your Board/10 friends of your organization to email 25-50 people the letter.

(Come back around and capture emails.)

"People have to hear the message 7 times before they act!"

Step 5: Email Campaign

(every other Tuesday until Giving Tuesday)-FT/MT

Tips:

Thurs., November 13th is Philanthropy Day

Email Blast Donor List

Step 6: Promote your Giving Tuesday campaign!-MT

Tips:

Use social media

Social Media Post: Monday/Wednesday/Friday or Tuesday/Thursday/Saturday

(MT members should "Like," comment, and share post)

Step 7: Host a LIVE event on Giving Tuesday December 2nd-FT

Step 8: Email Blast Thank you letter/Post Thank You-MT

Email Blast Thank you to donor list December 3rd

"Start where you are!"