

THE PRAXIS PROJECT

#GIVING



TINGTUESDAY

A QUICK GUIDE FOR

grassroots

ORGS & ORGANIZERS

Basebuilding organizers and grassroots organizations work to transform structures and social systems such as housing, education, healthcare, and food access, that deeply shape community health outcomes and drive health and racial inequities. Critically, these organizers need the funds and support to continue to do their crucial work on the ground advancing justice and liberation sustainably and effectively; however, frontline organizations are often overlooked during days of giving.

Giving Tuesday is the Tuesday after Black Friday and Cyber Monday, organizations across the globe call on their friends, their extended networks, allies and beyond to reclaim the beginning of the holiday shopping frenzy. The purpose is to refocus on the gift of giving and donating to organizations and causes they believe in and want to uplift. This is a quick guide for grassroots organizations looking to participate in Giving Tuesday on how to launch an impactful campaign to support frontline work.





what to expect



PLANNING & INFRASTRUCTURE

Identify your goals, ensure sure your donation pages and links are functioning, and identify your key communication channels.



PROMOTION & BUILD MOMENTUM

Let your friends and network know how to support on #GivingTuesday. Use social media, emails, and organic networks to mobilize your audience!



GIVING TUESDAY—TELL YOUR STORY

Share your organization's impact stories and keep your network updated!



SEND A THANK YOU

Follow up with a thank you. A donation could be the start of someone introducing themselves to your organization, keep them engaged!



planning & infrastructure

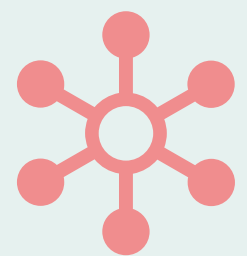
Make sure the basics are ready for your #GivingTuesday plan. This may look different for each organization. The most important thing is that you have somewhere to collect donations, a way to communicate with your friends and network to keep them updated on how to support your work, and of course, thank them.



DONATION WEBPAGE

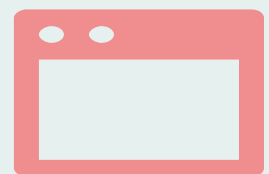
Have your customized link ready for everyone to share!

Pro-tip: Having set donation amount buttons (\$10, \$20, etc) makes people more inclined to donate!



IDENTIFY CHANNELS

Decide which communication channels (email, Twitter, Instagram, etc) to use to promote your campaign and connect with your networks! Consider the reach of each channel and which demographics they cater to.



BRANDED & UPDATED WEBSITE

Whenever you drive traffic to your website, it's a good idea to ensure it is updated. Check your high-traffic pages and make sure they are current before #GivingTuesday.



DECIDE ON A GOAL & THEME

Hoping to fund an expansion of one of your initiatives? Looking to recruit more monthly donors to sustain your frontline work? Having a specific goal will help you focus your campaign. It may also be helpful to choose a theme that encapsulates the spirit of your campaign to help guide your messaging!



promotion & build momentum

Once you've hammered out the logistics and infrastructure, it's time to start mobilizing your network for your campaign!



SOCIAL MEDIA & WEBSITE

- ✦ **Brand it:** Use a graphics tool (like Canva's free version) to add the Giving Tuesday logo in your pictures, brand your platforms, and share them with everyone in your network.
- ✦ **Create a social media toolkit:** Consider creating sample tweets, Facebook posts, and images for supporters to boost your campaign.
- ✦ **Schedule posts** to build momentum! Do a countdown to your goals and why you are asking your community for support. **Pro-tip:** Use Facebook's scheduling tools and Hootsuite's free version to schedule tweets!
- ✦ **Use #GivingTuesday but also create your own unique hashtag** related to your theme to track those supporting you! (Ex. #BeyondTheMoment)
- ✦ **Make it engaging!** Announce that you will be choosing donors at random for a prize or announce matching partners.



EMAIL

- ✦ **Send lead up emails** weeks before #GivingTuesday, as well as final reminder/announcement emails a day before.
- ✦ **Tailor emails** to different members and donor sizes. If you have recurring donors, ask them to upgrade their gift or support you by sharing your fundraiser. You can also ask folks in your community to create their own fundraising page for you through Facebook.
- ✦ In your email, ask everyone in your network to update their personal social media profiles at the same time. Ex. "Join our network of supporters and update your profile on Tuesday at 9am to help us launch our end-of-year campaign on #GivingTuesday."
- ✦ If you have one, share your social media toolkit with them as well.



#givingTuesday—tell your story!

POWERFUL IMPACT STORIES

- ✦ Highlight your organization's transformative frontline work and share stories about the direct impact it has in your communities. Describe how specific programs and initiatives are creating tangible change over time and why it matters.
- ✦ Keep it people-focused! Draw on testimonials and quotes from community members and people in your network who have been impacted by what you do.
- ✦ Invite your community to share their own story about how your programs has impacted their lives.

COMPELLING IMAGERY

- ✦ Look into your organization's photo stashes and share art/pictures from actions, meetings, and celebrations! Show folks who and what their donation is supporting.
- ✦ Ask your community to engage by sharing their own photos that support your cause.

CAMPAIGN UPDATES & LAST PUSHES

- ✦ Give updates when you meet your goals (ex. update at 25, 50, and 100%). Continue sharing stories!
- ✦ Send a last chance email in the afternoon to give them an update on how you are doing so far and how they can take you even further or closer to your goal.



send a *thank you*

Make sure to have an immediate thank you message throughout your platforms after a donation is processed. But more importantly follow it by a more detailed thank you at the end of #GivingTuesday. For some, this may have been the first time they donated to your organization or at all so encourage them to stay engaged beyond donations and hashtags.

- ✦ Share a final update on social media and let them know how they helped you reach your goals.
- ✦ Send a similar thank you e-mail. What impact will they help you make?
- ✦ Later on, send them a great impact story to show what their support helped grow.
- ✦ Encourage them to stay connected with you and send them other opportunities to support you.

the praxis project

The Praxis Project is a values-driven, national nonprofit organization that seeks to improve justice and equity through partnerships to build community power. Praxis believes strongly that organized communities are critical partners in the struggle to create just and equitable communities. **Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.**

Visit our website, www.thepraxisproject.org, to learn more about our initiatives and explore our multimedia resources.



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