

28

**GIVING TUESDAY
SOCIAL MEDIA
TEMPLATES**

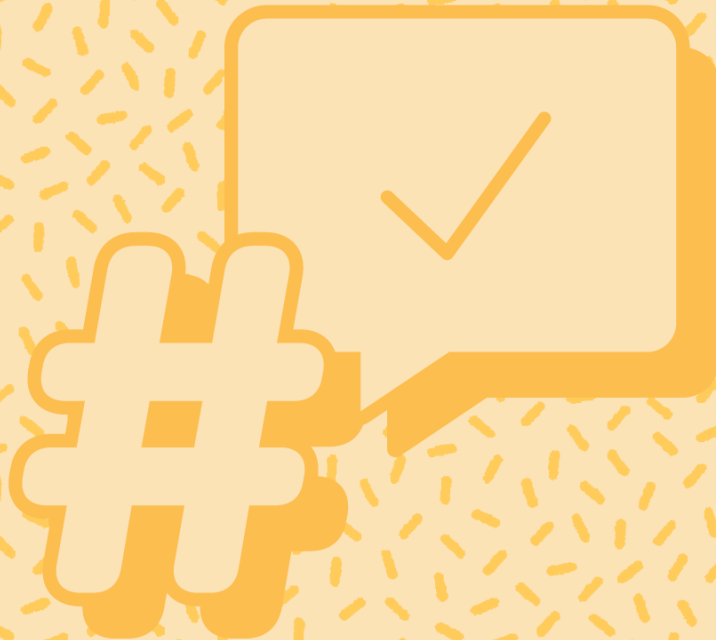


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Introduction

In 2018, Giving Tuesday raised \$400 million online in the U.S. from 3.6 million total gifts.

What's more, it had 14.2 billion social media impressions.¹

It's essential for your organization to have a plan in place that leverages social media channels to capture your audience's attention and boost gifts.

We created 28 social media templates to help you build or re-ine your Giving Tuesday social media plan this year—14 for Facebook and 14 for Twitter. Use these to engage your audience, tell your story, and drive people back to your campaign page.

Let's get started!

¹ Giving Tuesday, <https://www.givingtuesday.org/>

1 | Pre-Giving Tuesday Templates

These social media templates are designed to help you stay on top of your communications leading up to Giving Tuesday. Use this timeline as a launch pad to plan out your communications, build excitement among your supporters, and let them know how they can be a part of the action.

One Month Prior

- **When:** One month before Giving Tuesday
- **What:** Educate your social networks about Giving Tuesday, what it means, and how you'll play a part this year. Also, ask people to stay tuned for what you've got coming down the pipeline.

FACEBOOK



The Book Club
1:30pm

There's [#BlackFriday](#) and [#CyberMonday](#)...and then there's [#GivingTuesday](#), an international day of giving! This year, we can't wait to link arms with you so we can provide education to more children.

Read about our impact from [#GivingTuesday](#) last year, thanks to dedicated supporters like you. We're cooking up something exciting for this year—stay tuned! [Link to Blog Post](#)

 Like  Comment

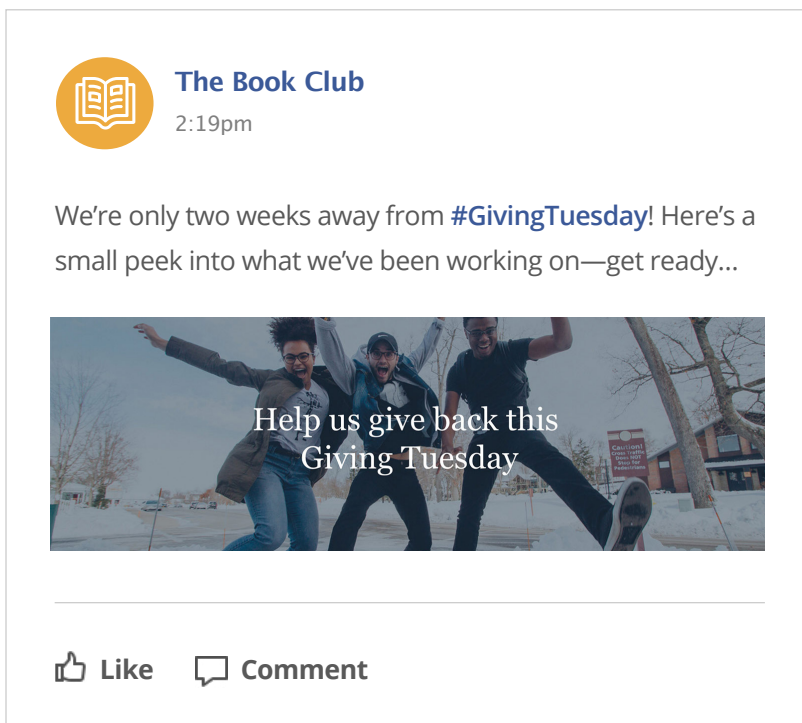
TWITTER



Two Weeks Prior

- **When:** Two weeks before Giving Tuesday
- **What:** Remind people that you're only two weeks away from Giving Tuesday. This is a good time to start fueling the hype around your campaign launch.

FACEBOOK



TWITTER



"Campaign Is Live" Announcement

- **When:** 2 to 5 days before Giving Tuesday
- **What:** Let supporters know they can get involved now and kick off your success. This could also be an opportunity to tease planned incentives or matching gift periods set up for Giving Tuesday.

FACEBOOK




The Book Club
7:31am

#GivingTuesday, here we come! This year, we want to raise \$50,000 to give 500 children the gift of education. Donate to kick us off strong, and tell your family, friends, and coworkers—and get ready for some fun surprises day-of

😊 🎉 [Link to Campaign](#)

👍 Like 💬 Comment

TWITTER



The Book Club @thebookclub • 7:31am

Our #GivingTuesday campaign has launched! Donate now, spread the word, and prepare for a day of fun and surprises [-Link to Campaign-]

💬 6 ↻ 1 ❤️ 5 ✉️

The Day Before Giving Tuesday

- **When:** The day before Giving Tuesday—afternoon and evening work best
- **What:** Giving Tuesday is tomorrow, and your supporters need to get ready. Elevate the urgency and importance behind the campaign and encourage the giving spirit.

FACEBOOK



The Book Club
5:17pm

#GivingTuesday is tomorrow! If you want more out of this special time of year, extend the holiday spirit and give back to those who can't shop, feast, or be with their family. Donate now to help us kick off **#GivingTuesday** strong!



 Like  Comment

TWITTER



The Book Club @thebookclub • 5:17pm

After [#BlackFriday](#) and [#CyberMonday](#), it's time to give back. [#GivingTuesday](#) is TOMORROW. Won't you join us? [-Link to Campaign-]



2 | Day-of Giving Tuesday Templates

When Giving Tuesday arrives, your social media strategy has to capitalize on the fervor of the day. Drive as many people as you can back to your campaign page.

Given how fast social media moves, it's important to send new messages out every hour to your audiences so you don't get forgotten in all the noise. If you're worried about overwhelming your audience, just remember there's no such thing as too many social media messages on Giving Tuesday.

Get creative with how you leverage the urgency, hype, and community feeling to bring people back to your campaign. Also, keep in mind that these templates follow a suggested framework for the day. Feel free to adapt them to your organization as you best see fit.

First Message



- **When:** Early in the morning
- **What:** Let the world know what your fundraising goal is, and provide a call to action that drives people back to your campaign page.

FACEBOOK




The Book Club
6:28am

#GivingTuesday is HERE! We're off to a roaring start, and it's only 9 a.m. With fundraising superheroes like you on our side we'll reach our \$50,000 goal in no time! [Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 6:28am


#GivingTuesday is finally here! Donate now and help us reach our \$50K goal to give 500 kids the gift of education [\[-Link to Campaign-\]](#)

 9  2  8 

Second Message



- **When:** An hour after your first announcement
- **What:** Use this message to emphasize the charitable feeling of the day.

FACEBOOK




The Book Club
7:24am

#GivingTuesday was started as the charitable counterpart to #BlackFriday and #CyberMonday, but it's become so much more. After treating yourself, share the gift of education with others today! [Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 7:24am

Americans spend about \$5 on coffee a day. Today, consider giving up your cup to fund access to education instead. [[Link to Campaign](#)]

 3  4  11 

Third Message

- **When:** An hour later
- **What:** Give an update on how much has been raised so far. Also use this as an opportunity to get into the nitty gritty of your story. Tell the impact you're trying to make on the world with your campaign this year. Why should people give? What's special about what you're doing?

FACEBOOK



The Book Club
8:30am

With everyone's help last year, we raised \$30,000 on [#GivingTuesday](#) to give scholarships to 300 students. We also provided three classrooms with their own tablets! Help us make a bigger impact this year—we can't do it without you! [Link to Campaign](#)


 Like  Comment

TWITTER



The Book Club @thebookclub • 8:30am

Last year we funded 300 scholarships with our [#GivingTuesday](#) campaign. Help us make even bigger impact this year: [\[-Link to Campaign-\]](#)

 8  2  10 

Fourth Message



- **When:** Any time of the day you deem relevant
- **What:** If you have something big to reveal about your campaign, like a matching gift period or surprise incentives, now's the time to do it. Let people know that you're matching gifts for the next two hours, or let them know that if they donate a certain amount in the next two hours they receive an exclusive incentive.

FACEBOOK




The Book Club
11:12am

A generous donor has agreed to **match \$5,000** in gifts!
Everything you donate for the next two hours will be **DOUBLED**—now's your chance to make twice the impact!
[Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 11:12am

ALERT! Thanks to a generous donor, all donations will be matched for the next two hours! Your gift doubles instantly [[Link to Campaign](#)]

 2  6  15 

Fifth Message

- **When:** When you're halfway to your goal, whatever time of day
- **What:** This is a progress update for your audience to let them know that you're making serious headway. Show people that your campaign is on its way to the finish line. Likewise, this can excite and reengage donors to come back and give again.

FACEBOOK




The Book Club
12:17pm

You guys are AMAZING! We're already halfway to our fundraising goal! While we've made serious progress, that doesn't mean we plan on stopping anytime soon. There's still time for you to jump onboard and push us to the finish line! [Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 12:17pm


We're halfway to our [#GivingTuesday](#) fundraising goal! Don't worry, there's still plenty of time for you to donate: [\[-Link to Campaign-\]](#)

 1  10  24 

Sixth Message



- **When:** On the hourly cadence, mixing in where appropriate given the other messages and their post times
- **What:** Use social proof to encourage people to jump on the charitable bandwagon. Show how many people have gotten involved, how many new donors you've brought on, or how much money people have contributed. Whatever the focus of your campaign, showcase how the community is rallying around your cause. Now, it's everyone else's turn to step up and get involved.

FACEBOOK




The Book Club
1:31pm

We've raised \$30,000 from 73 generous donors so far today! Don't you think it's time you joined in and helped give a scholarship to a child in need? In fact, donate \$50 and get an exclusive T-shirt, just for you 😊 [Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 1:31pm

We're so grateful to the 73 people who've given today. Who will be the next 73 to change the world? #GivingTuesday [-Link to Campaign-]

 3  1  3 

Seventh Message

- **When:** Late in the day
- **What:** As the last call, this should be sent late in the day to all of your audiences. Consider this message the last thing they see before they sleep.

FACEBOOK




The Book Club
4:35pm

Phew! It's been one heck of a day, but it's not over yet. We're still \$2,000 away from our \$50,000 goal. If you haven't already, please consider supporting our mission so no child goes without an education. Happy [#GivingTuesday](#), and thank you for being you! [Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 4:35pm

The sun is low, but our [#GivingTuesday](#) campaign is still going strong! If you haven't already, you can donate now: [[Link to Campaign](#)]

 2  6  5 

3 | Post-Giving Tuesday Templates

After Giving Tuesday is over, you need to sustain the momentum generated from your campaign. You've activated entire communities of people to support your organization, so keep the conversation going.

Thank everyone for their support, and while you should use email to continue nurturing donors, continue pairing it with social media messages that keep your organization top of mind. This is especially the case if you use Giving Tuesday to kick off a year-end giving push.

The Day After

- **When:** The day after Giving Tuesday
- **What:** This is your opportunity to thank everybody for their support. Make sure to say thank you and pair it with impact statistics. Cling to the "you" language here: "you made this possible," "you helped build this," or "you're part of the team."

FACEBOOK



The Book Club

6:02am

WOW. Our fundraising goal for [#GivingTuesday](#) was \$50,000 and with your help, we were able to bring in just over \$75,000! More than 1,500 individuals went out of their way to give the gift of hope and education to 600 children this year. From the bottom of our hearts, THANK YOU!



 Like  Comment

TWITTER



The Book Club @thebookclub • 6:02am

Over 1,500 of you helped us change the lives of 600 children! You're the real change-makers. Thank you so much!



10 3 7

Three Days After


- **When:** Three days after
- **What:** Use these messages to tag some of your top supporters on social media and publicly acknowledge their efforts. You could also acknowledge some of the new donors you're happy to welcome into your organization.

FACEBOOK



The Book Club
10:31am

After reviewing the numbers from our wildly successful #GivingTuesday, we wanted to recognize some of our top donors. [@Ryan](#), [@Aly](#), [@Brenda](#), and [@Sam](#) went above and beyond the call of duty donating to our cause—thank you so much!

 Like  Comment

TWITTER



The Book Club @thebookclub • 10:31am


Thank you to some of our top #GivingTuesday supporters [@Ryan](#), [@Aly](#), [@Brenda](#), and [@Sam](#)! They helped us raise more than we thought possible!

 6  5  19 

One Week After



- **When:** One week after
- **What:** Re-engage the people that supported you on Giving Tuesday. It's a good bet that someone who supported your Giving Tuesday effort will be receptive to support again, especially as the holidays come around the corner.

FACEBOOK




The Book Club
9:13am

A week ago, with your help, we set a personal fundraising record on [#GivingTuesday](#). With the holidays around the corner, we're now set up to crush our \$100K holiday fundraising goal! We wanted to extend an invitation to you, our dedicated supporters, to help us make an even bigger impact. [Link to Campaign](#)





 Like  Comment

TWITTER



The Book Club @thebookclub • 9:13am

We raised a record amount on [#GivingTuesday](#). Now we'll crush our \$100K holiday fundraising goal! Will you give again?

 3  2  5 

4 | Pro Tips

Because every organization's voice and style on social media is unique, we wanted to leave you with a section of best practices and pro tips to help fine-tune your strategy. We sat down with Classy's social media expert and account managers, and here's what they have to say to help you make your Giving Tuesday social media outreach successful.

Meet Your Supporters Where They Are

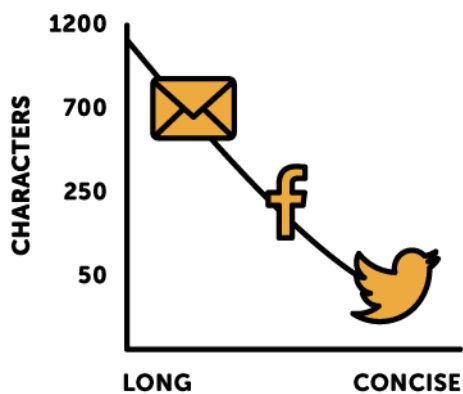
At the end of the day, you know your audience best. If they only use Twitter, that means you might not need to leverage other networks like LinkedIn much. It's important that you have a following on whatever social media platform you choose to use on Giving Tuesday—this is the wrong time of year to start building a presence on a new channel.

Cadence and Timing

Our templates are suggestions for how you might organize your own efforts leading up to, and on, Giving Tuesday. Our in-house pros recommend sending as many as three tweets an hour. Further, according to our customer success managers, the most popular giving period tends to be from noon to 7 p.m. You can also take advantage of free tools, like Buffer, to schedule all of your social media posts days or weeks in advance. Buffer also has an analytics engine built into their platform you can use to monitor the engagement and performance of tweets.

**MOST
POPULAR
GIVING
PERIODS**
12 P.M. - 7 P.M.





Repurpose Content

If you don't have a lot of time to write social media copy, you can always repurpose some of the content from other places, like any of your Giving Tuesday emails. Condense that into a succinct Facebook post, and then condense your Facebook post further into a tweet.

Get Everyone Involved

Remind everyone at your organization to share, like, and promote your Giving Tuesday messages to their networks. This is also a great way to get your board members involved with your organization and campaign—it's an easy ask that doesn't require much effort.

Images

Always include images in your posts where applicable. This is especially relevant to Twitter, where you are limited to 280 characters. In fact, tweets with images receive 150 percent more retweets than ones without images. And when dealing with Facebook, posts with images get 2.3 times more engagement than posts without.²

Link Back

Make sure you always link back to your Giving Tuesday campaign in every message. The whole point of these posts is to drive people back to your campaign to donate and support. Not to mention, if they repost one of your messages you want to make sure other people can get back

² HubSpot, "45 Visual Content Marketing Statistics You Should Know in 2019." <https://blog.hubspot.com/marketing/visual-content-marketing-strategy>

to your campaign. It's also a best practice to shorten all links with a platform like Bitly. Not only does this make your post look cleaner, it allows you to track total clicks, referrals, and date and time of engagement.

Tagging

When relevant, tag your organization's friends, followers, partners, supporters, donors, and constituents. This works well when you want to call out the people sponsoring your matching gift campaign, or publicly acknowledge a major donor. This can also help spread your social media posts, and your Giving Tuesday campaign, to new audiences.

Live Broadcasts

Facebook and Twitter both offer ways for you to stream a live broadcast to your audiences for no charge. Notify everyone that you're going live at a specific time, you want to hear from them, and you'll be doing something fun and interactive. For example, your staff members can publicly acknowledge donors on a livestream as support for the campaign rolls in, in real time.

Instagram

If you have the time, you can expand your social media messaging into the realm of Instagram with high-quality images, the proper Giving Tuesday hashtags, and Instagram stories.



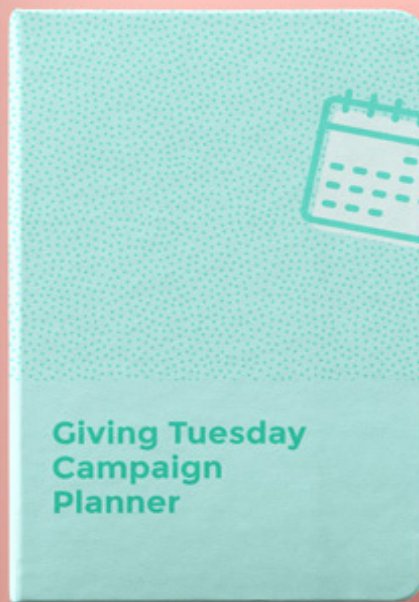
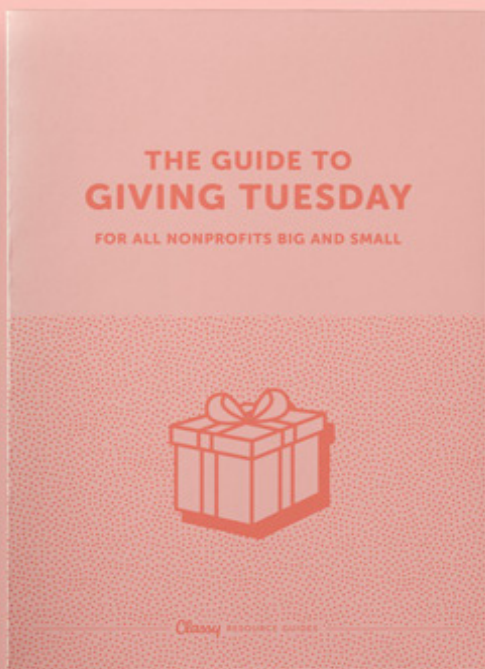
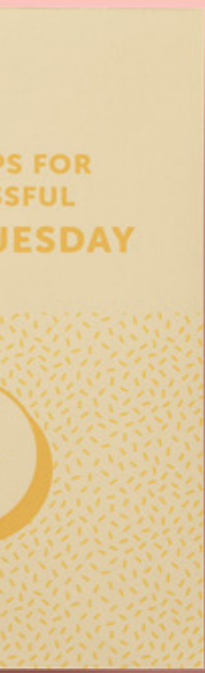
Have Fun

This might sound obvious, but remember to have a fun time with your social media adventure on Giving Tuesday. If you're stiff with your messaging, people will feel it and respond similarly. If you can be loose and fun, while still getting a sense of hype and urgency across, people will likely be more receptive to your messages.

Conclusion

Throughout all of the Giving Tuesday hype, remember that you shouldn't be afraid to make as many asks as you want or need. This is the biggest giving day in the year, but it only lasts for 24 hours—make the most of them.

If you can hit people from all angles with a wide variety of interesting content on social media, your chances of driving more donations skyrocket. Have no fear, you can't break the internet on Giving Tuesday. You can only get more people to join in supporting your mission. Good luck!



Classy

Social media, check.
Now get everything else.

Download the assets you need to make
this your best Giving Tuesday yet.

[Grab your resources →](#)