

GiveTuesday Marketing Kit

GiveTuesday Checklist

Preparation Before GiveTuesday

- ☐ Pray and align your campaign with God's mission and your organization's vision
- ☐ Set a clear fundraising goal (dollars, number of families served, missionaries supported, etc.)
- ☐ Choose a central story and person to highlight — a face to the mission
- ☐ Create a campaign theme (such as "Send Light," "Hope in Action," "Fuel the Mission")
- ☐ Assign team roles: prayer support, communications, email, design, donor follow-up
- ☐ Write a content and communications calendar
- ☐ Gather photos, videos, and testimonies
- ☐ Build or update the GivingTuesday landing page and donation form
- ☐ Test the donation page, forms, mobile view, speed, and receipts
- ☐ Segment email lists (new supporters, past donors, church members, monthly partners)
- ☐ Prepare thank-you emails/video for immediate follow-up
- ☐ Ensure prayer teams are praying before and during the campaign

During GiveTuesday

- ☐ Send morning email and first social media post
- ☐ Share one powerful testimonial or impact story
- ☐ Announce goal and live progress updates
- ☐ Celebrate every donation — publicly thank supporters where appropriate
- ☐ Respond to comments and messages on social media

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- ☐ Share afternoon reminder post or live video
- ☐ Share final evening update before the campaign ends
- ☐ Encourage last-hour gifts with urgency and mission clarity

After GiveTuesday

- ☐ Send results email with total raised and specific impact
- ☐ Share gratitude posts on social media
- ☐ Send a personal thank-you video or message to donors
- ☐ Begin donor nurturing email series
- ☐ Invite one-time donors to become monthly supporters or prayer partners
- ☐ Host a brief internal debrief: what worked, what to improve
- ☐ Record testimonies and outcomes for next year's campaign

Email Sequence

Email 1 – Sent the Day Before GiveTuesday

Subject: A quick note about tomorrow

Preview line: Tomorrow is one of the most impactful days of the year for our ministry

Hi [Name],

Tomorrow is GivingTuesday — a day when people across the world choose generosity with purpose. For us at [Organization Name], it is an opportunity to share the mission God has called us to and invite others to join in the work.

I want to ask you to consider three ways you can be involved tomorrow:

1. Consider giving a special gift toward our mission to [insert mission and goal].
2. Share tomorrow's email or this message with someone close to you who loves seeing the Gospel in action.

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3. Engage with us on social media. Your shares and comments help us reach more people with this mission.

Your partnership has already helped us [briefly state impact]. We are deeply grateful.

With your help, we believe we can [describe the goal of the campaign and its Kingdom impact].

Thank you for standing with us. Together, we are advancing the Gospel and changing lives.

Sincerely,
[Your Name]
[Title]
[Contact Information]

P.S. If you already plan to give, you do not have to wait. You can give early here: [Donation Link]

Email 2 – Morning of GivingTuesday

Subject: Today is GivingTuesday — here's how you can make an impact

Preview line: Three ways to make a difference today

[Full version will be completed in the next section if you'd like me to continue.]

Email 2 – Morning of GivingTuesday

Subject: Today is GivingTuesday — here's how you can make an impact

Preview line: Three ways to help spread hope today

Hi [Name],

Today is GivingTuesday — a day where believers around the world put love into action through generosity.

At [Organization Name], we are believing God to use today to impact [who you serve — families, missionaries, children, etc.]. Your support helps us [state impact: “feed families,” “send Bibles,” “support missionaries,” etc.].

Here are three ways you can take part today:

1. **Give a gift today**

Every donation — large or small — moves this mission forward. Give here: [Donation Link]

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2. Share the mission

Forward this email or share our posts on social media. Your voice could inspire someone else to give.

3. Pray with us

Pray that God would use today to change lives and open more doors for the Gospel.

Your generosity is more than a donation — it is a partnership in God's work.

Thank you for standing with us.

With gratitude,
[Your Name]

Email 3 – Afternoon of GivingTuesday

Subject: We're halfway there — will you help us reach the goal?

Preview line: A quick update and how you can help

Hi [Name],

We wanted to give you a quick update. Because of generous supporters like you, we have raised **[X% or \$ amount]** toward our GivingTuesday goal of **[total goal]**.

Your support is helping us [state specific impact: "supply meals," "equip pastors," "support missionaries," etc.].

If you have not had a chance to give yet, there is still time. Your gift today will help us reach the finish line and make a lasting impact.

Give today: [Donation Link]

Thank you for every prayer, share, and gift. Let's finish strong together.

Sincerely,
[Your Name]

Email 4 – After GivingTuesday (Results + Gratitude)

Subject: God moved yesterday — here's what happened

Preview line: Thank you for being part of this

Hi [Name],

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Because of your generosity and the faithfulness of so many supporters, this year's GivingTuesday was a significant success.

Here are the results:

- **Total raised:** [Amount]
- **Number of donors:** [Number]
- **Impact:** [Example: "120 families received food and Bibles" or "4 missionaries fully supported"]

Your gift is already at work. Lives are being changed, hope is being restored, and the Gospel is being shared.

But this is only the beginning. In the coming weeks, we will share stories of the people and communities impacted because of your generosity.

Thank you for believing in this mission, for giving sacrificially, and for living out the heart of Christ.

With sincere gratitude,
[Your Name]

P.S. If you would like to continue supporting this mission on a monthly basis, you can become a partner here: [Monthly Donation Link]

Landing Page

Header Section

Headline:

Be Part of What God Is Doing This GivingTuesday

Subheadline:

Your gift helps bring hope, healing, and the Gospel to [who you serve – families, missions, communities, children, etc.].

Call to Action (Primary Button):

Give Now

The Problem and Why It Matters

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People around the world are facing real needs — physical, emotional, and spiritual. Many are praying for hope. Others are waiting for someone to show up. This GivingTuesday, we are stepping in to meet those needs in Jesus' name.

Your generosity helps us:

- [Example] Provide meals and prayer to families in crisis
- [Example] Equip missionaries serving in unreached communities
- [Example] Support vulnerable children with education and discipleship

The Story (Impact Testimony)

Example Format:

"Last year, I was struggling to feed my children. Then someone from the church knocked on my door with groceries and prayed with me. That moment reminded me that God still sees us."

— Maria, single mother

Stories like this are possible because people like you chose to give.

The Goal

This GivingTuesday, our goal is to raise **[\$amount]** to support:

- [Project 1: Example – 200 food packages for families]
- [Project 2: Example – Send 100 Bibles to new believers]
- [Project 3: Example – Support 3 missionaries in the field]

Call to Action Button:

Donate to the Mission

Section 4 — What Your Gift Does

Your Gift	Provides
\$25	A week of meals for a family + prayer and support
\$50	Two Bibles, discipleship materials, and delivery to remote areas
\$100	Support for a missionary for one week
\$250	Full month of outreach to 10 families

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Custom Directly applied to the mission where needed most

Why Give Through This Ministry?

- We are committed to sharing the Gospel clearly and compassionately
- Gifts go directly to meet physical and spiritual needs
- We provide full transparency and follow-up on impact
- We partner with local churches and missionaries already on the field
- Lives are being changed — and you can be part of it

3-Step Plan

Step 1: Give a Gift

You choose a one-time or monthly donation.

Step 2: Meet a Need

Your gift provides food, resources, and the message of Christ.

Step 3: Change a Story

A life is impacted — a story is rewritten because someone cared.

Call to Action Button:

Give Now

Matching Gifts (Optional)

If a donor is matching:

Every gift up to [\$amount] will be matched dollar-for-dollar thanks to the generosity of [name/business]. This means your donation will have twice the impact.

Final Call to Action

This GivingTuesday, be the answer to someone's prayer. Your generosity can change a life and point someone to Christ.

Donate Now Button

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Social Media Posts

Posts Before GivingTuesday

Post 1 – Two Weeks Before

Headline: GivingTuesday is Almost Here

On November [date], believers around the world will unite to give toward causes that matter to the heart of God. This year, we are stepping out in faith to support [who/what]. Your gift will help us [impact statement]. Mark the date and join us as we share hope and the Gospel where it is needed most.

Hashtags: #GivingTuesday #FaithInAction #ShareTheGospel

Post 2 – One Week Before

Headline: This is More Than a Fundraiser

GivingTuesday is not about money. It is about answering prayer, meeting needs, and living out the Gospel. Our goal is to raise [amount or goal], which will help us [project details]. Will you stand with us in prayer and generosity?

Hashtags: #GiveHope #ChurchInAction #MissionFocused

Post 3 – Story Highlight (3 days before)

Headline: A Story Worth Sharing

[Insert brief testimony: name changed if needed, 2–3 sentences, real and human.]

This is why we are giving on GivingTuesday. One life at a time, God is moving. And together, we can reach more.

Join us on [date].

Hashtags: #StoriesOfHope #GivingTuesday

Posts On GivingTuesday

Morning Post

Today is GivingTuesday. This is the day we come together to give, serve, and make a difference in Jesus' name.

Your gift today helps us [impact].

Donate here: [link]

Hashtags: #GivingTuesday #FaithInAction #SupportTheMission

Midday Post – Progress Update

We are partway to our goal of [goal amount or number]. Thank you to everyone who has given and prayed. If you have not given yet, there is still time to make a difference.

Give here: [link]

Hashtags: #TogetherWeGive #ChurchTogether

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Evening Post – Final Push

Only a few hours left. Your gift can help us reach our goal and impact lives for Christ. Whether it is \$20 or \$200, every gift helps tell someone, “God has not forgotten you.”

Donate at: [link]

Posts After GivingTuesday

Post 1 – Day After

Thank you. Because of your generosity, we raised [amount] and supported [impact summary]. You helped us show the love of Christ in tangible ways. More stories and updates are coming soon.

Hashtags: #ThankYou #GodIsFaithful #GivingTuesday

Post 2 – Testimony or Impact Story

Here is one life touched because someone like you gave.

[Short story/testimony and photo if available.]

Your giving is more than a donation. It is an answer to prayer.

Hashtags: #RealImpact #FaithInAction #StoriesOfHope

Post 3 – Invitation to Ongoing Support

GivingTuesday may be over, but the mission continues. If you would like to stay involved through monthly giving or prayer updates, visit: [link]

Hashtags: #BeyondGivingTuesday #MissionPartners