

It's not too late! A Plan for Procrastinators.

We all know the feeling...that important item on your to-do list that just keeps getting postponed. The sock drawer gets cleaned, the bookshelf gets organized and the dog gets walked, all before we dive into that project that is approaching its deadline.

Well we've reached the final countdown to #GivingTuesday and procrastinators across the country are getting focused.

Here are five last-minute strategies for those who are just getting started.

1. Define your campaign by setting a goal. What do you want to accomplish on #GivingTuesday?

- If you want to raise funds, how much and for what?
- If you want to inspire new donors, how many?
- If you want to build social followers, how many and on what platform(s)?
- If you want to host a volunteer activity, plan the activity and define how many volunteers are you seeking.

2. Gather key assets. Pull together the photos, video and moving story that will inspire supporters to help you reach your goal.

3. Plan 3 emails.

- Send the first email next week and, in the spirit of Thanksgiving, thank recipients for their past support. Let them know that what their past contributions have made possible. Make them aware that your organization is participating on #GivingTuesday, and what you are working to accomplish.
- Send an email on Monday, 11/30, highlighting your inspiring story with strong visual/video. **Have a single, crystal clear call to action! Don't distract readers with newsletter content that has lots of subjects. Keep it simple: Share your story and let readers know how to help you reach your goal.**
- On #GivingTuesday, send an email that is very close to Monday's email, but with a "today's the day!" emphasis. Some organizations send an email in the morning and again around dinner time.

4. Make the most of social media. Amplify your message in as many channels as possible. Arm your board, staff, clients and key supporters with messages and visuals to share about your campaign.

5. Host a #GivingTuesday party/war-room. Reaching your goal can be a team-bonding experience! The image above has the key roles and strategies for making #GivingTuesday a day to remember.

11. Plan the big day. Make it fun!

Your checklist

- Assign roles: Social Media, Press Outreach, Donor Outreach/Support, Tech Support
- Have a party room where staff can gather
- Plan outreach across all channels: phone, email, text, social
- Food to keep energy high
- T-shirts to build team spirit
- Track and share progress
- Report in to #GivingTuesday
- Celebrate reaching your goal

#GIVINGTUESDAY™