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7 Last-Minute Tips for

Giving Tuesday

Giving Tuesday veterans and organizers recommend that nonprofits start planning for the giving day a few months in advance. However, nonprofits that want to participate but haven’t developed a plan for doing so should not lose hope.

Here are a few tips and ideas to help your nonprofit jump in with two weeks left until the big day:

** Set a realistic goal.** Knowing that your organization is racing against the clock, it’s important to set an achievable goal so that your constituents will see you as successful on the day itself, says Caitlin Murdoch, an associate consultant with Campbell & Company, who is leading the firm’s Giving Tuesday effort.

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** Explain what the day is.** “While Giving Tuesday is in its fourth year, there may still be people on your mailing list who haven’t heard of it,” says Farra Trompeter, vice president of Big Duck, a communications firm that works with nonprofits. Consider explaining the Black Friday and Cyber Monday references to put the day in context before asking your constituents to give to your organization on that Tuesday. Make sure your Giving Tuesday emails include links to all of your nonprofit’s social-media platforms so that people are able to click on them and see what you’re doing, says Ms. Murdoch.

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** Select the most compelling stories to tell.** Prioritize your time now to help you cut through the online noise later. Find the most compelling stories of your nonprofit’s impact over the past year and prepare to share them on the big day, says Rob Wu, chief executive of the nonprofit crowdfunding site CauseVox. He suggests taking an 80-20 approach, in which 20 percent of your messages have more of a sales-pitch call to action, and 80 percent of content consists of educational, inspirational, and entertaining posts about the issues your group addresses. Once supporters are primed with those stories, they’re more likely to respond to your call to action.

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** Create a unique hashtag and start posting now.** It may be too late to get something in the mail at this point, so focus on email and social-media postings. Use emails, status updates, and tweets to inform followers of your plans pretty regularly over the next few weeks to prime the pump. Make sure you’re being consistent and using the same hashtag on all of your social-media platforms as well as all emails you send out, says Ms. Murdoch.

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** Create a day-of plan.** To stay organized, decide who will write, approve, and send messages on Giving Tuesday, as well as who will be in charge of each platform and who will update constituents on progress toward the goal. At a minimum, send one message out in the morning making the ask and then, possibly the next day, let people know how you did, Ms. Trompeter suggests.

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** Just start. “**If you decide to go for it, you can get something up and running just within a few days,” says Mr. Wu. “The important thing it to just get started. Throw your hat into the Giving Tuesday ring just so that you can capture some of the audience and mindshare.”

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