

The Giving Tuesday 2026 countdown checklist

7 WEEKS OUT (WEEK OF OCTOBER 12)

☐ Build your team

- Assign owners for email, social, donor relations, and tech support
- Make a list of board members, staff, and volunteers to recruit as ambassadors
- Draft your match ask and identify two or three potential matching donors or corporate partners

6 WEEKS OUT (WEEK OF OCTOBER 19)

☐ Secure your match

- Confirm your matching gift, the amount, and whether the donor is willing to share why they're giving
- Map out your email and social calendar from now through December 3
- Gather photos, videos, and stories from past donations

5 WEEKS OUT (WEEK OF OCTOBER 26)

☐ Set up your tools

- Build your donation form and campaign page
- Turn on Apple Pay, Google Pay, and other mobile options
- Add the recurring giving option to checkout
- Set up peer-to-peer pages for your ambassadors

4 WEEKS OUT (WEEK OF NOVEMBER 2)

☐ Test everything

- Make a real test donation on mobile and desktop
- Check logos, colors, impact statements, and tax receipts
- Soft launch with your board and inner circle and ask for feedback

3 WEEKS OUT (WEEK OF NOVEMBER 9)

☐ Start the buzz

- Tease the campaign in your newsletter and on social
- Give each ambassador a tracking link and a message template
- Challenge ambassadors to each recruit one or two donors before launch day

2 WEEKS OUT (WEEK OF NOVEMBER 16)

☐ Lock in early gifts

- Secure pacesetting gifts so your progress bar isn't at zero on launch morning
- Publish your first impact story
- Write and schedule all launch-day and final-hours emails

1 WEEK OUT (WEEK OF NOVEMBER 23)

☐ Final prep

- Send your "save the date" reminder before Thanksgiving
- Add countdown timers to your website, emails, and social banners
- Draft thank-you messages in advance so they're ready to personalize
- Confirm who is posting live updates on the day and when

LAUNCH DAY (DECEMBER 1)

☐ Giving Tuesday

- Send your launch email in the morning
- Announce when the match goes live
- Post milestone updates, shout-outs, and behind-the-scenes clips throughout the day
- Push your strongest update and final countdown in the late afternoon and evening
- Send the final-hours email with the exact amount left to reach your goal

DAYS AFTER (DECEMBER 2 TO 3)

☐ Post Giving Tuesday

- Send personalized thank-yous within 48 hours
- Call or meet with major donors
- Announce your grand total
- Invite one-time donors to become monthly supporters
- Schedule impact updates for the coming weeks