

betterworld

# Giving Tuesday quick guide

Powered by BetterWorld: The all-in-one fundraising solution

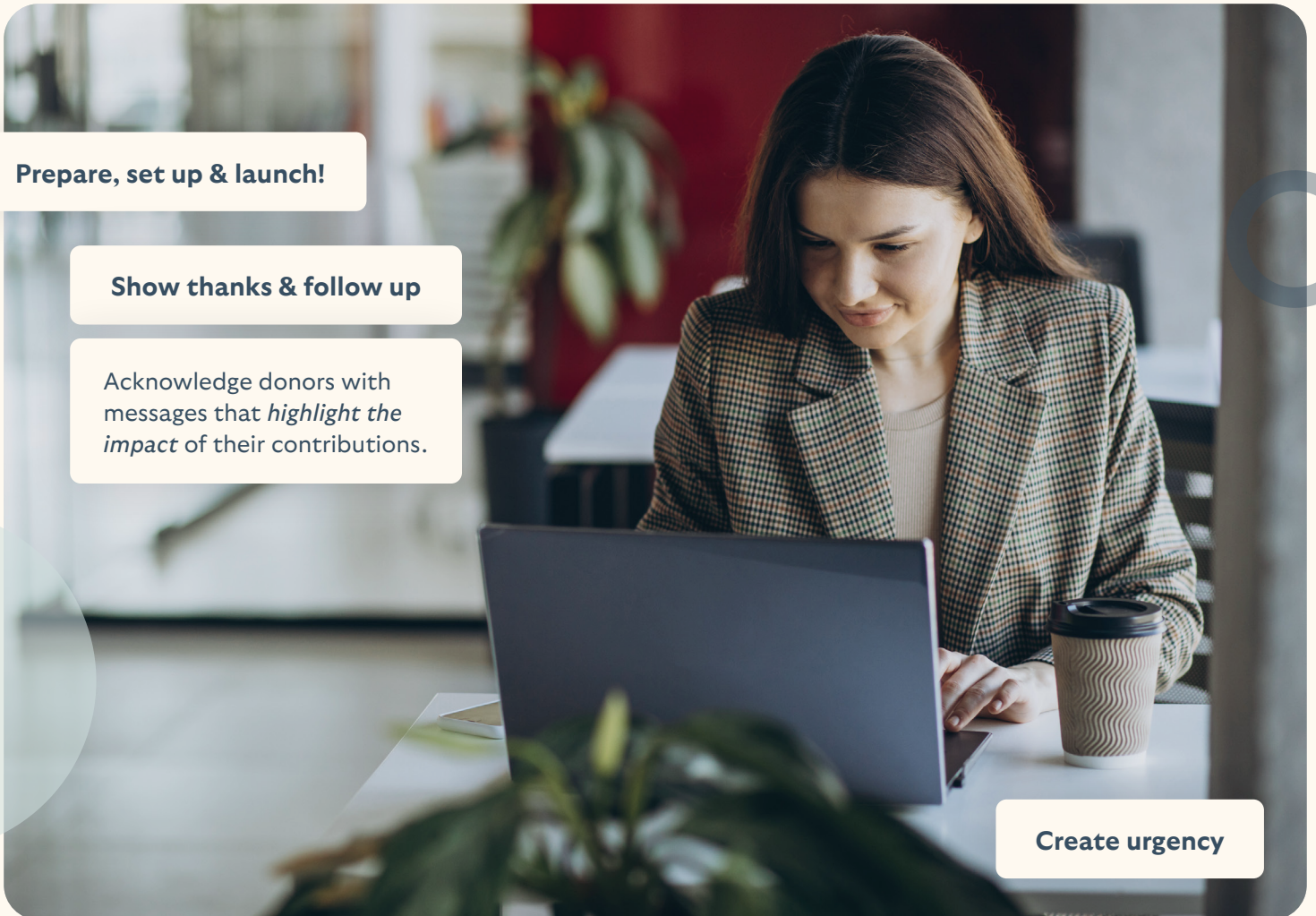
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**Prepare, set up & launch!**

**Show thanks & follow up**

Acknowledge donors with messages that *highlight the impact* of their contributions.

**Create urgency**



## ■ Overview

Giving Tuesday, happening on December 2, 2025, is a global movement that encourages generosity. For this day presents a powerful opportunity to engage supporters while raising essential funds to support their mission. With the right strategy and BetterWorld's tools, organizations can effectively meet their goals and build lasting relationships.

## ■ 01. Select your fundraising tools

**Timeline:** 4-5 weeks before Giving Tuesday

**Choose your tools:** Donation forms, campaign pages, crowdfunding, and peer-to-peer fundraising tools are most often used with Giving Tuesday, though BetterWorld provides a full suite to meet your organization's unique needs.

**Customize campaign pages:** Include mission-driven stories, visuals, brand colors and logos, and progress bars.

**Recruit Ambassadors:** Encourage volunteers and team members to share the campaign with their networks. If a peer-to-peer tool is being used, ambassadors may set up individualized fundraising pages benefiting your campaign. Consider securing a matching gift as well.

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## ■ 02. Prepare, set up, and launch

**Timeline:** 3-4 weeks before Giving Tuesday

**Set clear goals and assign roles:** Define financial targets and assign responsibilities among staff and volunteers. Review your organization's Giving Tuesday data from last year, taking into account what worked well and what can be improved for this year.

**Build and test campaign pages:** Use brand-specific colors, logos, and mission statement—and verify all payment links and forms function smoothly.

**Run a soft launch:** Test the donation experience with internal stakeholders and gather feedback for any adjustments.

## ■ 03. Build momentum

**Timeline:** 2-3 weeks before Giving Tuesday

**Promote the campaign early:** Use newsletters, and social media to raise awareness. Your ambassadors can also spread the word.

**Share impact stories:** Highlight how donations have previously benefited programs. Use photos and videos to highlight successes and impact.

**Secure pacesetter gifts:** Encourage early donations from key supporters to inspire others and set momentum. Consider reaching out to groups within the community, and create a special recognition for them. These groups can be contacted year over year for continued pacesetter participation.

## ■ 04. Create urgency

**Timeline:** 1 week before and throughout Giving Tuesday

**Add a countdown timer:** Display it prominently on your campaign page, website, social media, and emails to show time remaining.

**Promote matching gifts:** Use match campaigns to double the impact and create urgency for donations. With the donor's approval, share their reason for offering the matching gift to inspire others to contribute.

**Share live progress updates:** Post milestones on social media throughout the day to maintain excitement. Include a combination of photos and videos.

## ■ 05. Push to the finish line

**Timeline:** Last 6-8 Hours of Giving Tuesday

**Send final email reminders:** Include direct donation links to encourage last-minute giving. If your goal has not yet been reached, share with donors that their contribution can help close the \$[Specified amount] gap.

**Engage leadership:** Have volunteers and team members make final appeals through email or social media.

**Celebrate progress on social media:** Post real-time updates, testimonials, and goal achievements to motivate donors.

## ■ 06. Show thanks and follow up

**Timeline:** 1-2 days after Giving Tuesday

**Send personalized thank-yous:** Acknowledge donors with messages that highlight the impact of their contributions. Consider inviting major donors to lunch or dinner to show gratitude.

**Announce total funds raised:** Share results via newsletters and social media.


**Provide impact updates:** Continue sharing how the funds are being used in the following weeks, emphasizing the significance of each donation.

With Giving Tuesday on **December 2, 2025**, nonprofits have the opportunity to activate their communities and meet vital fundraising goals. Strategic preparation, timely engagement, and BetterWorld's tools will help you make the most of this important day.

A successful campaign builds relationships, inspires generosity, and leaves a lasting impact beyond just one day.

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# A successful campaign builds relationships, inspires generosity, and leaves a lasting impact beyond just one day.

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