

betterworld

Quick guide:
Raising more this Giving Tuesday.



December 1, 2026, is Giving Tuesday.



When millions of people across the globe will shift their spending from consumer-focused to giving back. It's a chance to engage with new donors and turn existing donors into recurring supporters. With strategic preparation and BetterWorld's all-in-one platform, your organization can break through the noise, meet or surpass your goals, and build enduring relationships with your supporters.

YOUR TIMELINE AT A GLANCE

FOUR TO FIVE WEEKS OUT

Setting the foundation.

Build a campaign that's easy to give to, easy to share, and built for lasting support.

THREE TO FOUR WEEKS OUT

Setup and test run.

Review, test, and refine every detail before going live.

TWO TO THREE WEEKS OUT

Build the momentum.

Start building excitement, mobilize your supporters, and create early momentum for launch day.

GIVING TUESDAY

Launch day.

Create urgency, keep supporters engaged, and bring your campaign to life in real time.

LAST SIX TO EIGHT HOURS

The final sprint.

Rally your supporters, celebrate progress, and finish strong.

ONE TO TWO DAYS POST GIVING TUESDAY

Gratitude and stewardship.

Thank donors, share results, and keep the impact going.



FOUR TO FIVE WEEKS OUT

Setting the foundation.

Shift from just setting up a page to building a campaign that reaches donors on every channel.

Implement frictionless tools

Set up your BetterWorld donation forms, custom campaign hubs, and peer-to-peer modules, ensuring mobile-wallet options (Apple Pay and Google Pay) are turned on.

Secure the match early

Lock in a major donor or corporate partner for a matching gift before launching to the public. Announcing it at launch gives donors a reason to choose you while they are still deciding where to give.

Recruit your ambassadors

Enlist board members, staff, and core volunteers to commit to sharing your campaign and setting up their own peer-to-peer pages.

Enable recurring giving

Allow donors to become sustaining givers by adding the recurring donations option to your checkout form.



THREE TO FOUR WEEKS OUT

Setup and test run.

Treat your campaign launch like you would a product rollout and test it before going live.

Review and refine

Audit last year's Giving Tuesday metrics to identify drop-off points, then assign clear roles for marketing, donor relations, and technical support.

Establish a tangible project

Instead of asking for general operational support, challenge your organization to pick a specific, fully fundable item or project for the day.

Test checkout

Run a complete donation test. Check that every custom logo, brand color, and impact statement is formatted correctly on both mobile and desktop.

Run a soft launch

Give your inner circle (board members and close stakeholders) early access to test the donation flow and gather final feedback.



TWO TO THREE WEEKS OUT

Build the momentum.

Build anticipation early so your community arrives ready to give.

Tease your campaign

Drop hints in your newsletters and social channels to prime your community.

Launch an ambassador challenge

Select staff, board members, or volunteers and equip them with a custom tracking link and a text message template. Challenge each to personally recruit just one or two new donors from their personal contacts before launch day.

Lead with stories, not stats

Publish short-form video clips or photo carousels showing how previous donations changed lives.

Lock in pacesetting gifts

Secure early, substantial gifts from community groups or key supporters to establish immediate social proof on launch day.



GIVING TUESDAY

Launch day.

Capitalize on peak campaign hours with active milestone tracking, countdown pressure, and social updates.

Activate urgency

Prominently display a countdown timer on your website, social banners, and email headers.

Trigger match alerts

Send targeted reminders when matches go live, sharing the matching donor's personal reason for giving.

Post live updates

Share when milestones are reached, supporter shout-outs, and mini impact stories in real time across social media throughout the day.

Use unfiltered social content

With audiences growing weary of overly produced digital noise, use launch day to post unedited, behind-the-scenes smartphone video clips or livestreams showing your team actively working on the ground.



LAST SIX TO EIGHT HOURS

The final sprint.

Convert procrastinators and close any remaining funding gaps.

Send the final-hours email

Remind supporters in a high-urgency email that the clock is ticking. Highlight the exact dollar amount left to reach your goal and the impact their donation will make.

Mobilize the inner circle

Have leadership and ambassadors make direct personal asks through text, email, or social DMs.

Celebrate the finish

Post live celebrations for goals that were met as a thank-you to everyone who participated and a reminder to those who have not yet donated.

Capitalize on evening giving

Plan your strongest milestone update and final countdown push for late afternoon or early evening. Giving tends to surge in the early evening, as donors sit down after work.



ONE TO TWO DAYS POST GIVING TUESDAY

Gratitude and stewardship.

Turn one-time donors into sustainers through timely follow-up.

Immediate gratitude

Send personalized thank-you notes within 48 hours, directly tying their specific gift to an outcome. Treat major donors to a quick phone call or lunch invitation.

Release the grand total

Announce the final numbers across your newsletter and social channels.

Keep the loop open

Send follow-up impact updates over the next few weeks so donors see their money actively at work.

Generosity deserves a well-prepared campaign.

The organizations that raise the most on Giving Tuesday are rarely the loudest – they are the ones that prepared. Let us show you how BetterWorld brings donation forms, matching gifts, peer-to-peer, and recurring giving together in one place, so your campaign is ready well before December 1.

[Request a demo →](#)

BetterWorld tools for maximum Giving Tuesday impact.

Smart recurring prompts →

Peer-to-peer →

Built-in corporate matching →

Giving-level perks →

Social sharing →

Custom questions →

Automatic tax receipts →

Real-time reports →

Every payment option →