EXECUTIVE RESOURCE

Giving Tuesday Success Planner

A four week relationship campaign for November and December 2026

Giving Tuesday • Tuesday December 1 2026

This planner helps nonprofit leaders coordinate donor communication, personal outreach, volunteer and board participation, immediate appreciation, and post-campaign stewardship. It is designed to turn Giving Tuesday from a one-day appeal into a relationship-building campaign.

Planning principle Giving Tuesday is not won by one email. It is earned through every conversation that reconnects, informs, inspires, asks, and thanks.

Prepared by Donor Outreach by JMA

Changing Conversations into Commitments | 616-453-8711

START HERE

Campaign Leadership Setup

Complete this page before scheduling messages or assigning calls.

A successful Giving Tuesday campaign needs one goal, one coordinated message, clear donor groups, defined ownership, and a plan for thanking people as promptly as you ask them to give.

Planning decision	Organization entry
Campaign revenue goal	_____
Donor participation goal	_____
Campaign owner	_____
Executive sponsor	_____
Primary impact outcome	_____
Match or challenge details	_____
Primary campaign story	_____
Gift processing lead	_____
Donor service lead	_____
Thank-you call coordinator	_____

Campaign Readiness Questions

Ready	Leadership confirmation
☐	Can we state the donor-funded outcome in one clear sentence?
☐	Are our email, phone, social, web, text, and mail messages aligned?
☐	Have we separated appreciation audiences from solicitation audiences?
☐	Are donation forms, links, receipts, and mobile pages tested?
☐	Does every action have an owner and a due date?
☐	Is the thank-you plan ready before the first appeal is sent?

2026 anchor date Giving Tuesday is Tuesday, December 1, 2026. The four-week campaign begins Monday, November 2.

FOUR WEEK COMMUNICATION CALENDAR

Giving Tuesday Communication Calendar

Use each week for a distinct relationship purpose: reconnect, educate, build excitement, and ask.

Timing	Purpose	Message goal	Primary touchpoints	Donor response
Week 1 Nov. 2-6	Reconnect	Thank donors and remind them what their past support made possible.	Stewardship email; phone calls to loyal and lapsed donors; social impact story	No broad solicitation
Week 2 Nov. 9-13	Educate	Explain the specific outcome the campaign will fund and why it matters now.	Impact email; beneficiary or program story; website update; board briefing	Learn and understand
Week 3 Nov. 16-20	Build excitement	Introduce the match or goal, highlight volunteers, and invite sharing.	Campaign preview; testimonial; volunteer story; social toolkit; priority donor calls	Anticipate and share
Week 4 Nov. 23-30	Prepare to ask	Confirm donor readiness while keeping Thanksgiving communications gratitude-centered.	Preview email; phone reminders; final systems test; scheduled social posts	Prepare to participate
Giving Tuesday Dec. 1	Ask	Make one clear request connected to a specific donor-funded outcome.	Morning launch; midday progress; evening reminder; real-time donor care	Give and share
After Dec. 2-4	Thank	Recognize donors promptly, report early results, and resolve gift questions.	Receipt; personal thanks; outcome update; failed-gift follow-up	Feel valued

Communication Assignment Calendar

Date	Communication	Audience	Owner	Status
Nov. 2	Stewardship email	_____	_____	_____
Nov. 5	Loyal donor calls	_____	_____	_____
Nov. 10	Impact story	_____	_____	_____
Nov. 17	Campaign preview	_____	_____	_____
Nov. 23	Volunteer toolkit	_____	_____	_____
Nov. 30	Final readiness message	_____	_____	_____
Dec. 1	Campaign messages	_____	_____	_____
Dec. 2	Thank-you launch	_____	_____	_____

DONOR SEGMENTATION WORKSHEET

Prioritize the Right Donors for the Right Contact

Personalize the purpose, ask, and follow-up by donor relationship rather than sending every donor the same message.

Segment	Definition	Relationship objective	Recommended contact	Count	Owner
Loyal annual donors	Gave in multiple years	Thank first; connect past support to the current outcome	Personal call before campaign; tailored ask	____	____
LYBUNT donors	Gave last year, not yet this year	Welcome the relationship back without guilt	Reconnect call; email; appropriate renewal ask	____	____
Monthly donors	Active recurring supporters	Celebrate sustained commitment; invite advocacy	Thank-you call; sharing request; no extra ask unless intentional	____	____
Major and mid-level donors	High-value or high-potential relationships	Demonstrate leadership and respect	Executive or relationship-manager call before public launch	____	____
First-time donors	First gift in last 12 months	Remind them why they gave and invite a second step	Welcome message; impact story; carefully timed ask	____	____
Lapsed donors	No gift for two or more years	Reintroduce the mission and listen	Reactivation call; updated story; lower-pressure invitation	____	____
Volunteers and advocates	Engaged without recent giving	Recognize time and influence	Thank; offer sharing toolkit; optional giving invitation	____	____
Board-connected prospects	Introduced or known by board	Use trusted relationship and personal context	Board-led introduction or thank-you; staff follow-up	____	____

Segmentation Decisions

Planning decision	Organization entry
Top three priority segments	_____
Segments receiving phone outreach	_____
Segments suppressed from additional asks after giving	_____
Segments receiving board or executive outreach	_____
Segments requiring updated contact information	_____

Segmentation rule Monthly donors and recent donors should not automatically receive the same appeal as inactive or lapsed supporters. Decide the purpose of each contact before selecting the channel.

STEWARDSHIP CHECKLIST

Lead With Appreciation Before the Ask

Use this checklist to confirm that donor care is part of the campaign plan, not an activity postponed until the campaign ends.

Done	Timing	Stewardship action	Owner
☐	Before Nov. 6	Identify donors who should receive appreciation without a solicitation.	_____
☐	Before Nov. 6	Prepare one concise impact statement showing what past gifts accomplished.	_____
☐	Nov. 2-13	Call loyal annual, monthly, first-time, and priority donors to say thank you.	_____
☐	Nov. 2-13	Record donor interests, questions, preferences, and requested follow-up.	_____
☐	Before Nov. 20	Complete promised follow-up and correct inaccurate donor information.	_____
☐	Before Nov. 23	Brief volunteers and board members on tone, confidentiality, and call documentation.	_____
☐	Before Dec. 1	Prepare receipts, thank-you emails, call lists, notes, and acknowledgment letters.	_____
☐	Dec. 1	Monitor gifts and flag donors requiring prompt personal acknowledgment.	_____
☐	Dec. 2-4	Thank donors personally and share preliminary campaign results.	_____
☐	By Dec. 11	Welcome first-time donors and schedule their next impact communication.	_____
☐	By Dec. 18	Complete failed-gift, pledge, tribute, and donor-service follow-up.	_____
☐	By Jan. 15	Report final results and show donors what their participation made possible.	_____

Stewardship Quality Test

Standard	Leadership question
Prompt	Will the donor hear from us within a time frame that feels attentive?
Personal	Does the message recognize the donor rather than only the transaction?
Specific	Does it explain what the donor helped make possible?
Accurate	Are gift details, names, designations, and preferences correct?
Continued	Is there a planned next relationship step after the thank-you?

PHONE CALL SCRIPTS

Stewardship and Campaign Preview Calls

Adapt these scripts to the organization, donor relationship, and purpose. Keep the conversation natural and record any needed follow-up.

Script 1 Stewardship Call Before Giving Tuesday

Opening: Hello, may I speak with [Donor Name]? My name is [Caller Name], and I am calling on behalf of [Organization].

Gratitude: I am not calling to ask for a gift today. I simply wanted to thank you for your support and let you know how much it means to our work.

Impact: Because of supporters like you, [brief specific outcome or story].

Listen: What part of our mission is most meaningful to you? Is there anything you would like to know about our work?

Close: Thank you again for being part of [Organization]. We are grateful for your partnership.

Script 2 Giving Tuesday Campaign Preview

Opening: Hello, [Donor Name]. This is [Caller Name] calling on behalf of [Organization]. Thank you for the difference your past support has made.

Preview: Giving Tuesday is December 1, and this year we are working to [specific outcome].

Connection: We wanted our loyal supporters to hear about the effort personally before the public campaign begins.

Optional question: Would it be helpful if I shared the campaign information with you by email or mail?

Close: Thank you for your time and for caring about [mission].

Call Documentation

Donor	Outcome	Interest or question	Follow-up needed	Assigned to
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PHONE CALL SCRIPTS

Giving Tuesday and Thank You Calls

Use a direct ask only when the caller, donor relationship, campaign authorization, and applicable rules support it.

Script 3 Giving Tuesday Invitation

Opening: Hello, [Donor Name]. This is [Caller Name] calling on behalf of [Organization]. Is now a convenient time for a brief update?

Impact: Today is Giving Tuesday, and our goal is to [specific outcome]. A gift of [appropriate amount or open amount] can help [specific result].

Invitation: Would you consider supporting this effort today?

If yes: Thank you. [Follow the organization's approved gift-processing or pledge procedure.]

If no or not now: I understand. Thank you for your past support and for taking my call.

Close: We appreciate your interest in [Organization] and the people we serve.

Script 4 Post Campaign Thank You

Opening: Hello, [Donor Name]. This is [Caller Name] calling on behalf of [Organization].

Thanks: I am calling to personally thank you for participating in our Giving Tuesday campaign.

Result: Together, our supporters [preliminary or final result and impact].

Listen: Do you have any questions about the campaign or the work your gift will support?

Close: Thank you again. Your generosity matters, and we are grateful that you chose to be part of this effort.

Common Responses

Donor response	Caller guidance
I already gave	Thank the donor, confirm appreciation, and end the solicitation. Do not continue the ask.
Please send information	Confirm the preferred email or mailing address and assign prompt follow-up.
I cannot give right now	Respond respectfully, thank the donor for past involvement, and keep the relationship positive.
I have a question	Answer only approved questions. Record and refer anything requiring staff expertise.
Please do not call	Apologize, confirm the preference, and follow the organization's suppression procedure immediately.

VOLUNTEER ASSIGNMENT GUIDE

Organize Volunteers for Consistent Donor Outreach

Give volunteers manageable assignments, clear scripts, training, documentation instructions, and a staff contact for questions.

Role	Primary responsibility	Useful strengths	Service window
Call team	Make stewardship, preview, or thank-you calls using approved scripts	Warmth, listening, accurate notes	Nov. 2-Dec. 4
Note-writing team	Prepare handwritten thank-you notes for priority donors	Legible writing, personalization	Dec. 2-11
Digital ambassadors	Share approved posts and campaign links through personal networks	Authentic social communication	Nov. 16-Dec. 1
Event or office support	Help prepare lists, packets, acknowledgments, or campaign-day logistics	Organization and confidentiality	As assigned
Board ambassadors	Thank, introduce, call, share, and report donor feedback	Relationship knowledge	Nov. 2-Dec. 11

Volunteer Assignment Roster

#	Volunteer	Assignment	Donor list or quantity	Due	Done
1	_____	_____	_____	_____	☐
2	_____	_____	_____	_____	☐
3	_____	_____	_____	_____	☐
4	_____	_____	_____	_____	☐
5	_____	_____	_____	_____	☐
6	_____	_____	_____	_____	☐

Volunteer Briefing Checklist

Ready	Briefing item
☐	Purpose and tone explained
☐	Approved script provided
☐	Confidentiality and record handling reviewed
☐	Questions and referral process reviewed
☐	Suppression, deadline, return process, and staff contact confirmed

THANK YOU TIMELINE

Thank Promptly and Continue the Relationship

The first communication after Giving Tuesday can determine whether a first-time donor becomes a long-term supporter.

Timing	Action	Audience	Purpose	Owner
Immediately	Automated receipt or confirmation	All donors	Confirm gift, designation, date, and tax language	_____
Within 24 hours	Personal email or phone call	Major, first-time, upgraded, recurring, and priority donors	Recognize the donor and the campaign participation	_____
Within 48 hours	Campaign results update	All donors and participants	Share preliminary progress and sincere gratitude	_____
Within 3 business days	Failed-gift and question follow-up	Donors requiring assistance	Resolve issues respectfully and accurately	_____
Within 5 business days	Acknowledgment letter or note	Selected segments	Provide formal thanks and connect gift to impact	_____
Within 10 days	Welcome communication	First-time donors	Explain what happens next and invite preferences	_____
Within 30 days	Impact report or story	All campaign donors	Show what the campaign made possible	_____
Within 90 days	Next relationship touch	Segmented audiences	Offer an update, conversation, volunteer role, or visit	_____

Thank You Message Builder

Message element	Organization wording
Recognition	Thank you for participating in our Giving Tuesday campaign.
Specific impact	Because of your generosity, _____.
Shared result	Together, our supporters _____.
Next update	We will share _____.
Closing	We are grateful that you are part of _____.

POST CAMPAIGN FOLLOW UP PLANNER

Convert Campaign Participation Into Long Term Engagement

Close the operational loop, analyze performance, and schedule the next relationship step before campaign momentum fades.

Timing	Focus	Action	Lead	Done
Dec. 2-4	Reconcile	Confirm gifts, pledges, designations, deposits, matches, and processing exceptions.	Finance / Development	☐
Dec. 2-4	Thank	Complete priority calls and send preliminary campaign results.	Development	☐
Dec. 7-11	Resolve	Address failed gifts, questions, tribute notices, and promised follow-up.	Donor Services	☐
Dec. 7-11	Welcome	Begin first-time donor onboarding and record communication preferences.	Development	☐
Dec. 14-18	Report	Share final or updated results with donors, staff, volunteers, and board.	Leadership	☐
Jan. 4-8	Analyze	Review performance by segment, channel, message, timing, and gift level.	Campaign Team	☐
Jan. 11-15	Debrief	Document lessons, decisions, and changes for the next campaign.	Campaign Team	☐
By Feb. 26	Steward	Complete the first 90-day relationship touch for each priority segment.	Development	☐

Campaign Results Dashboard

Measure	2026 result	Context or next action
Gross revenue	$_____	Goal $_____
Net revenue	$_____	Prior year $_____
Donors	_____	Goal _____
Response rate	_____%	Prior year _____%
Average gift	$_____	Prior year $_____
New donors	_____	90-day plan Yes / No
Reactivated donors	_____	Follow-up Yes / No
Calls completed	_____	Conversations _____

BOARD PARTICIPATION IDEAS

Give Every Board Member a Meaningful Role

Not every board member must solicit. Every board member can help strengthen donor relationships.

Participation option	What the board member does	Effort	Primary value
Thank donors	Make five thank-you calls or write five personal notes before the campaign ask.	Low	Relationship building
Share a story	Provide a brief personal reason for supporting the organization for email or social use.	Low	Authenticity and reach
Introduce prospects	Identify people who may care about the mission and make warm introductions.	Medium	New relationships
Call loyal supporters	Personally preview the campaign with donors the board member knows.	Medium	Engagement before ask
Serve as ambassador	Share approved messages and links through personal or professional networks.	Low	Campaign visibility
Offer a match	Provide or help secure a challenge gift with clear terms and approval.	High	Urgency and leverage
Support donor care	Help recognize first-time, major, monthly, or long-term donors after the campaign.	Medium	Retention
Attend the debrief	Review results, donor feedback, and lessons; support next-step accountability.	Low	Governance and learning

Board Assignment Worksheet

#	Board member	Assignment	Due	Done
1	_____	_____	_____	☐
2	_____	_____	_____	☐
3	_____	_____	_____	☐
4	_____	_____	_____	☐
5	_____	_____	_____	☐
6	_____	_____	_____	☐
7	_____	_____	_____	☐
8	_____	_____	_____	☐

Board Meeting Questions

☐ How many donors will receive a personal thank-you before we ask them to give?

☐ Which donor relationships would benefit from board involvement?

☐ What campaign outcome can every board member explain confidently?

EXECUTIVE CLOSEOUT

Giving Tuesday Leadership Review

Use this final page to capture decisions and carry campaign learning into year-end and future donor engagement.

Leadership question	Decision and evidence
What worked best?	_____ _____
Which segment responded most strongly?	_____ _____
What did donors tell us?	_____ _____
What should we change next year?	_____ _____
Which donors require personal follow-up?	_____ _____
What relationship activity happens next?	_____ _____

Next 90 Day Commitments

#	Relationship commitment	Owner	Due	Done
1	_____	_____	_____	☐
2	_____	_____	_____	☐
3	_____	_____	_____	☐
4	_____	_____	_____	☐
5	_____	_____	_____	☐

Keep the conversation going Donor Outreach by JMA helps nonprofit organizations combine telephone outreach, stewardship, fundraising, data enhancement, and campaign planning to turn campaign participation into lasting donor relationships.

DONOR OUTREACH BY JMA

Telephone fundraising • Stewardship calling • LYBUNT and SYBUNT reactivation • Major donor outreach • Data enhancement

720 3 Mile Rd NW, Ste 2, Grand Rapids, MI 49544 | (616) 453-8711