



GIVING
TUESDAY

GIVING TUESDAY CAMPAIGN STRATEGY WORKSHEET

GET **FULLY**
FUNDED

GIVING TUESDAY PLANNING WORKSHEET

The date of Giving Tuesday this year: _____

We'll start planning (8 weeks before Giving Tuesday's date) on _____.

Our specific internal monetary goal is: \$_____

I'm asking for \$_____ in matching money from this/these donors:

- Donor Name #1: _____
- Donor Name #2 (if applicable): _____
- Donor Name #3 (if applicable): _____

This year, we'll raise money for this specific need (scholarships, project, equipment, etc.):

The specific amount(s) we'll ask each donor to give is: _____

Here's how that donation will make a difference: _____

Our 6(ish) word headline is: _____

The headline:

- ✓ Starts with an action verb
- ✓ Describes clearly and quickly how donations will make a difference
- ✓ Also describes who the money will help
- ✓ Gives a sense of urgency for why people should give NOW

Ideas for the graphic we'll use to promote our campaign:

Help we'll need to get this done (writer, editor, graphic design, video, etc.):

Ideas for Ambassadors I can ask to help: