

# #GivingTuesday Checklist

- 1** Set SMART goals: Specific, Measurable, Achievable, Realistic, & Timely
- 2** Identify the most relevant Strategies & Tactics for reaching that goal
- 3** Discuss the message, goal and plan with your stakeholders
- 4** Assemble a campaign timeline
- 5** Compile your copy and creative assets
- 6** Launch your first email and social posts
- 7** Establish a consistent cadence of communication
- 8** Provide real-time updates to your #GivingTuesday Audience
- 9** Thank your supporters on social media or by email
- 10** Report out your results