

NORTH TEXAS GIVING TUESDAY | NOW

Powered by   

Nonprofit Timeline

The purpose of North Texas Giving Tuesday Now is to help raise timely funds for nonprofits who are responding to and affected by the COVID-19 pandemic. We know that in these unprecedented times, some of you may have little to no time to dedicate to this effort despite your need for emergency funding, whereas some of you have the capacity to dedicate more resources. Take a look at the recommended action steps below for each week leading up to May 5 and decide what works best for your organization.

WEEK 1: APRIL 6 - 10

- [Log into the nonprofit portal](#) and update your profile focusing on sharing what your immediate needs are at this time.
- If you have opportunities for individuals to volunteer during this time of social distancing, make sure to update the volunteer section of your profile.
- **April 7** – Nonprofit tools will be posted on the website for your review and use. [Take a look at these resources](#) and decide what your nonprofit has the capacity to do for North Texas Giving Tuesday Now.

Key message for the week: Send out a Save-the-Date message via social media and/or email to your network using the template messaging on the [Resources page](#).

Pro Tip: New for this campaign, you can add a special alert to the top of your profile page to describe your organization's current needs as they relate to COVID-19. To add a special alert:

1. Log in to the nonprofit portal
2. Go to "My Public Profile" and click "Edit My Profile"
3. In the "Alert Text" field, enter your organization's special alert message
4. Scroll to the bottom of the page and click "Save Profile"

Wanna take it to the next level? Update your email signature with the North Texas Giving Tuesday Now message and ask your board members to do the same! [Download the email signature from the resources page here](#).

WEEK 2: APRIL 13 – 17

- **Tuesday April 14** – Early Giving begins and FUNdraising page creation opens.

Key message for the week: Let your stakeholders know that Early Giving is open. [Check out sample messaging here.](#)

Pro Tip: Donors do NOT need to set up an account to give early and gifts will be processed in real-time so everyone will be able to see how much your organization has raised before the big day. You will also be able to see on your donor report in your nonprofit portal who is supporting your mission throughout early giving and on May 5.

Wanna take it to the next level? Invite existing or prospective donor(s) who could provide a 1:1 matching fund to encourage additional gifts during the campaign. [To learn more about matching funds click here.](#)

WEEK 3: APRIL 20 - 24

- Storytelling through social media is an effective way to focus your communication efforts. Stories are easy to understand and remember.
- Post a client story from your COVID-19 response efforts.
- Share how your organization is pivoting during this time of crisis.

Key message for the week: In these challenging times, people are looking for positive news and bright spots. Be hopeful in your storytelling, sharing how your organization is making a difference in this unprecedented time or will be able to make a difference with more support.

Pro Tip: Remember, you can schedule your social media posts in advance. Facebook and Twitter have built in tools to schedule posts. If your organization has access to tools such as Sprout Social or Hootsuite, you can schedule Facebook, Twitter and Instagram posts. Be sure to adjust language and links to fit each channel. [Get sample social media language here.](#)

Wanna take it to the next level? Invite superfans of your mission to set up personal FUNdraising pages and help you raise critical funds. Anyone who believes in your work can serve as a superfan including board members, staff, friends, volunteers and clients. FUNdraising pages are a great way to build your brand to new audiences. [To learn more about FUNdraising Pages, click here.](#)

WEEK 4: APRIL 27 – MAY 1

- Continue posting on social media and share progress with your stakeholders.

Key messaging for the week: Share your fundraising progress with your supporters and continue to encourage support and FUNdraising Page creation.

Pro Tip: With Early Giving, gifts are made in real time, allowing you to see who has supported you before May 5. As you receive early gifts, go ahead and thank your donors in a timely manner, and be sure to tell them how your organization will utilize their gift.

TUESDAY, MAY 5

- NORTH TEXAS GIVING TUESDAY NOW 6:00am to Midnight.
- Push out your final Now is the Time! and Give Now! messages to your stakeholders and remind donors that gifts of every size matter.

Pro Tip: Engage your board members to help you thank your donors in real time.

Wanna take it to the next level? Consider going live on Facebook or Instagram to update your donors on your organization's progress throughout the day.

WEDNESDAY, MAY 6

- Thank supporters - the more personal the better. We understand the need for broad based communication including E-Newsletters, but don't forget the importance of personalized gratitude as well. Think about individual communications from staff or board members including phone calls, texts, emails, or handwritten notes. In this time of social distancing, you may also want to consider sending out a thank you video to donors so that they can see your heartfelt appreciation.
- Share results broadly with network. Report out how funds raised will help your mission in these challenging times.