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BEFORE YOU ASK, ALIGN

A More Remarkable Approach to **Giving Tuesday**



Inspired Insights *from LRobInspires*

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A More Remarkable Approach to **Giving Tuesday**

Giving Tuesday is an incredible celebration of generosity. It can also be incredibly noisy and competitive when it comes to grabbing attention. Inboxes fill up. Social feeds become crowded. Organizations everywhere are asking people to donate, share, support, and give.

So how do you stand out?

Maybe the answer isn't to ask louder. Maybe it's to give people a stronger reason to care.

This Giving Tuesday, before you create the campaign, write the email, or schedule the posts, take a moment to align. Because the strongest campaigns don't begin with an ask.

They begin with a reason to believe.



Start With What **You're Making Possible**

It's easy to start with a fundraising goal:
"We need to raise $5,000."

But that's your organization's goal.
What does that mean to the person you're asking to give?

Turn the number into possibility.

$5,000 might mean:

- **More families have access to food.**
- **More students can pursue education.**
- **More people can find meaningful employment.**
- **More patients can receive lifesaving care.**
- **More people can feel seen, supported, or connected.**

Don't just tell people what you need.
Show them what their generosity can make possible.

YOUR ALIGNMENT QUESTION

If we reach our Giving Tuesday goal, what will be different because we did?

Write the answer before you write anything else.



Find the Story Worth Rallying Around

Your organization probably has dozens of stories you could tell.
Giving Tuesday doesn't need all of them. It needs **the right one.**

Find the story that brings your mission to life. The one that helps someone understand not only what you do, but why it matters.

Make it human.

Make it specific.

Make the impact easy to understand.

Let the people closest to your mission help tell your story.

Facts can demonstrate the size of a need.
Stories help us understand why we should care.

YOUR ALIGNMENT QUESTION:
What one story could help someone understand why your work matters *right now*?

Invite People Into The Story

There's an important difference between asking someone for money and **inviting someone to help create change.**



Your supporters aren't simply funding your mission.
They're part of it.

Instead of: Please help us reach our fundraising goal.
Consider the bigger invitation:

Help another person find a place to belong.
Help give a child an opportunity they didn't have yesterday.
Help bring lifesaving care within reach.
Help create the community we believe is possible.

The most compelling Giving Tuesday campaigns help people see themselves in what happens next.

YOUR ALIGNMENT QUESTION
Complete this sentence:
This Giving Tuesday, we're not simply asking people to donate. We're inviting them to help _____.

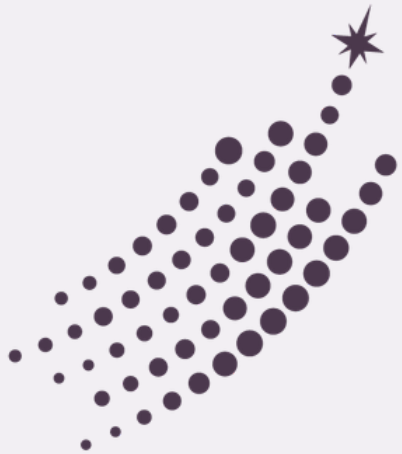
If everyone on your team fills in that blank differently, that's worth talking about.
Because alignment starts inside your organization before it can be felt outside of it.

Make Everything Point to **the Same North Star**

Once you know what you're inviting people to make possible, use it as your North Star.

Look at everything you're planning:

Your Giving Tuesday email.
Your social posts.
Your videos.
Your website.
Your donation page.
Your board and leadership communications.
Your thank-you.



Do they feel like pieces of one story? Or like a collection of Giving Tuesday tactics? You don't necessarily need more content. You need every touchpoint to reinforce the same meaningful idea.

Your Alignment Question
If someone sees only one piece of our campaign, will they understand what we're asking them to help make possible?

Think Beyond Tuesday

A donation is a transaction.
A relationship is something much bigger.

Giving Tuesday can introduce someone to your organization, reconnect with a past supporter, deepen an existing relationship, or inspire someone to become an advocate for your mission.

Don't let that relationship end with an automated receipt.

Thank people.
Show them what happened.
Tell them what they helped make possible.
Bring them back into the story.
And keep giving them reasons to care.

Your Alignment Question

What do we want someone to feel about our organization the day after they give?

Then think about what you'll do to make them feel that way.

Your 15-Minute Give Tuesday Alignment Check

Before your team begins building your campaign, sit down together and **answer these five questions**:

1. **What are we asking people to make possible?**
2. **Why does it matter right now?**
3. **What story brings that idea to life?**
4. **What role are we inviting our supporters to play?**
5. **How will we continue the relationship after Giving Tuesday?**

Now try one final challenge. Complete this sentence together:

THIS GIVING TUESDAY,
WE'RE INVITING YOU TO HELP _____.

That's your starting point. Your email, social posts, video, donation page, and calls to action can all grow from there.

ONE DAY. ONE STORY. ONE REASON TO BELIEVE.

Giving Tuesday may happen once a year, but generosity doesn't.
The organizations that inspire us don't simply ask us to give for a day.

They remind us what we can change together.

So before you build the campaign, schedule the posts, or write the appeal, find your North Star. Align your team around the story that matters. Invite others to become part of it. And then allow them to help you do something remarkable.

What remarkable thing will you invite people to make possible this Giving Tuesday?



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