



## Worksheet: Quick Plan to Build Your GivingTuesday Campaign

### Sign up for the #GiveNative Campaign

[Click here to open the form](#)

### What other cause- and location-based campaigns are related to your work?

[Click here to find a map of location-based campaigns and a list of cause campaigns nation-wide](#)

### Identify Purpose and Goals

What do you hope to accomplish through your campaign? Are you seeking support for a specific program or initiative?

How will you know your campaign worked? Are there specific goals you want to reach?

How will you use #GiveNative alongside your GivingTuesday campaign or end of year fundraising efforts?

### Prepare Your Stories and Activities

What stories do you want to tell about your work?

*(GivingTuesday Tip for Great Campaigns: Relevance, Authenticity, Urgency, Creativity)*

How can people give to your organization? Ideally, you'll have one option for each of the following methods.

Time:

Money:

Things (food, clothing, etc.):

How will you engage your community? How will you start a conversation?

What "activation" or engagement activity will you host in-person or online?

What will inspire generosity in your audience?

Who can you ask to help spread your stories?

*Native and non-Native - businesses, organizations, elected officials, tribes, influencers, news media, etc.*

## **Launch!**

Share your story and engage your audience!

Use #GiveNative and our pre-designed materials whether you launch on, before or after Giving Tuesday.

## **Reflect**

Looking back at your goals – how did you do?

What worked well?

What did not work well? What would you do differently?