

Phase 2: Post-Holidays Through Giving Tuesday

Sample Ideas

	Ask	Thank	Report
Major Donors	<ul style="list-style-type: none"> • Solicit donors for Giving Tuesday match pool • Nudge vols to make assigned calls 	<ul style="list-style-type: none"> • Exec/Chair TY calls to GT matching donors • Prep Hanukkah gifts • Add camp sticker with thank you notes 	<ul style="list-style-type: none"> • Call with Giving Tuesday results • Share GT testimonials via email
Mid-Tier Donors	<ul style="list-style-type: none"> • Draft GT emails • Draft Thanksgiving Message • Draft year-end email series 	<ul style="list-style-type: none"> • Vols make Thanksgiving Calls • Recruit vol callers/soc media posters for GT • draft Hanukkah cards • Add camp sticker with thank you notes 	<ul style="list-style-type: none"> • Share Giving Tuesday results
Sustaining Donors	<ul style="list-style-type: none"> • Draft social media post re monthly giving • Draft year-end email series 	<ul style="list-style-type: none"> • Send Giving Thanks for You e-mail • Recruit vol callers/soc media posters for GT • Draft Hanukkah email • Add camp sticker with thank you notes 	<ul style="list-style-type: none"> • Share GT results
Legacy	<ul style="list-style-type: none"> • Follow up gift substantiation letter 	<ul style="list-style-type: none"> • Legacy team make Thanksgiving calls • Prep Hanukkah cards 	<ul style="list-style-type: none"> •