



Campaign Checklist

for #GivingTuesday & End-of-Year



GoodWorld

Did you complete your campaign checklist?

Download the campaign checklist



Post on social during high traffic times

[Download the schedule](#)

Send an email to your donor list

[See example emails](#)

Boost your post on Facebook to improve results

Include the correct #donate call-to-action

[See example posts](#)

Keep your Facebook post short and sweet

[Download the guide](#)

Include a story in your fundraising ask

[See examples](#)

Use a compelling, high-quality visual

Set a goal for your campaign and post about it

Include a sense of urgency in your messaging

Thank your donors

[Download the guide](#)

Still not sure where to start?
Talk to a fundraising expert.

[Request a one-on-one consultation](#)