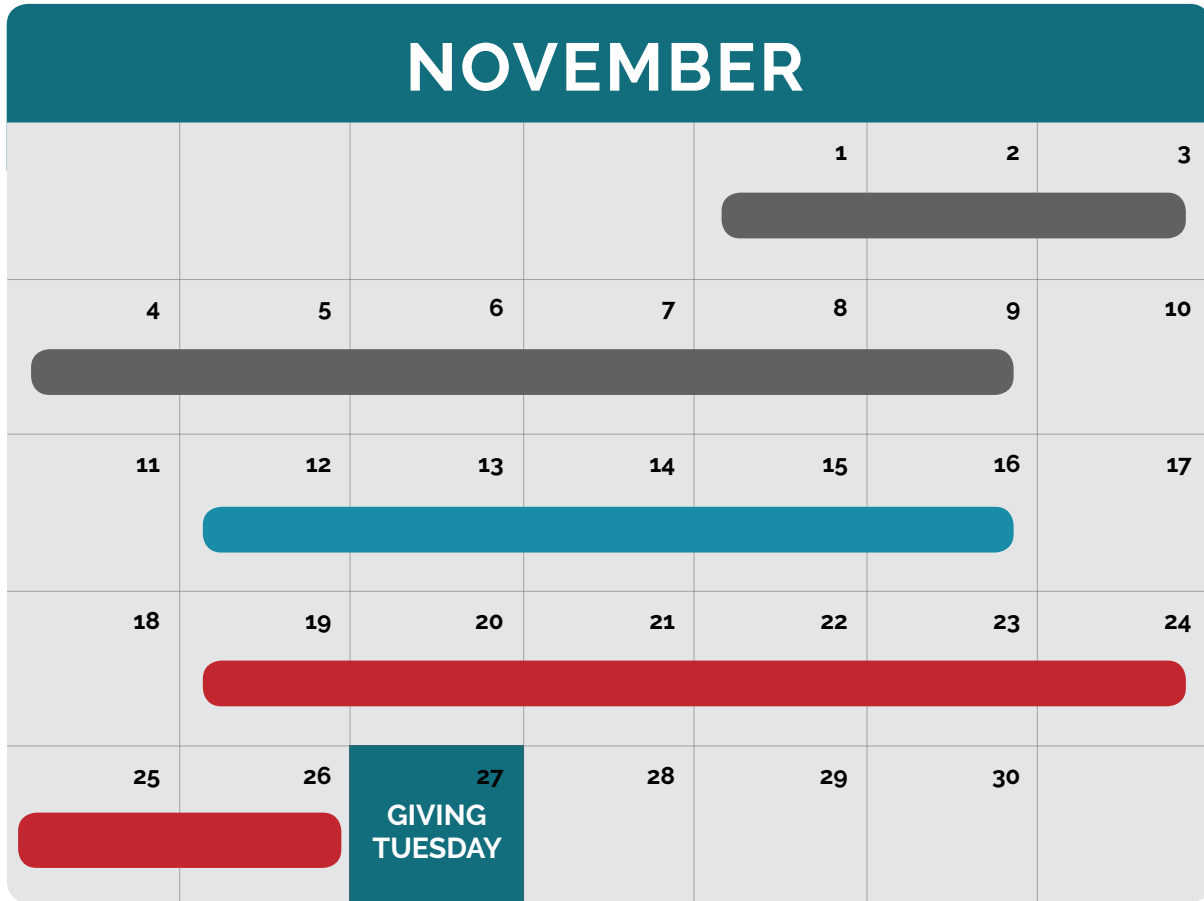


# YOUR CAMPAIGN TIMELINE



**NOV  
1-9**

Push out messages at least 3 or 4 times per week. This is an excellent time to announce your campaign details and goals.

**NOV  
12-16**

Focus your messaging on #GivingTuesday itself. Share impact stories about your organization with your audience to increase the awareness of who you are and what you do. If possible, post daily on Facebook and Instagram, and two or more times per day on Twitter.

**NOV  
19-26**

Start posting a couple times per day. Try to appeal to potential donors' emotions and logic. Express the purpose of your organization and how financial support will impact its future.

**NOV  
27**

Consider sharing live footage or posting in real time on this day. Keep your donors and potential donors updated on your campaign. The encouragement and positivity should be high on this day.

