



Guide: Running a Robust Social Media Plan for End-of-Year Giving

The final quarter of the year is the most critical time for fundraising, **with GivingTuesday (Dec 1, 2026) and the end-of-year giving push (Dec 27–31, 2026) offering major opportunities.**

Below is a clear framework to follow, along with content guidelines, a month-by-month summary, and example copy to make execution easier.

Key To-Dos for Charities

- **Plan Early:** Draft your calendar in September or early October so you aren't scrambling during high-volume weeks.
- **Mix Content Formats:** Balance visuals, video, infographics, and text-only posts to keep your feed engaging.
- **Use Storytelling:** Focus on impact, real beneficiary stories, and donor recognition.
- **Create templates:** Put together media templates early on, especially graphics, and some content handy to plug in.
- **Engage Donors:** Acknowledge contributions publicly where appropriate.
- **Blitz Strategically:** During GivingTuesday and EOY, post 2x/day (morning & evening). Outside blitz weeks, 1–2 posts/week is sufficient, but can go up to 3–4/week.
- **Track & Adjust:** Monitor engagement and donations in real time; adjust copy or post timing accordingly.
- **Close the Loop:** Thank donors in January and share the collective impact achieved.

[Here's a link](#) to the **Social Media Calendar Template** you can follow to map your content for your social channels

Month-by-Month Social Media Plan – Summary

SEPTEMBER & OCTOBER – AWARENESS & WARM-UP

- **Content:** Impact stories, donor testimonials, behind-the-scenes (BTS), campaign teasers.
- **Goal:** Build momentum and prime audience for year-end.

NOVEMBER – GIVINGTUESDAY BUILD-UP

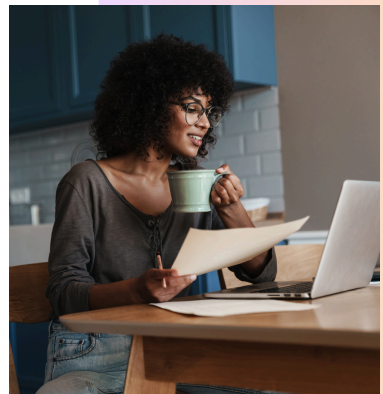
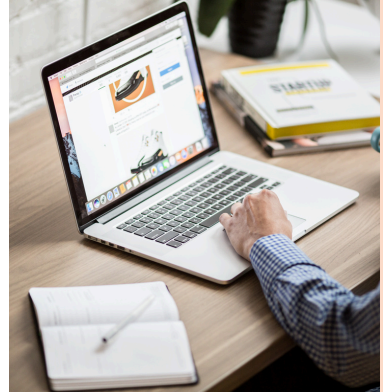
- **Content:** Impact, testimonials, campaign education, donor acknowledgements.
- **Goal:** Educate donors and prepare them for the GivingTuesday blitz.

DECEMBER – GIVINGTUESDAY & EOY BLITZES

- **Content:** GivingTuesday (Nov 29–Dec 2) blitz, impact stories, donor shoutouts, BTS, and EOY (Dec 27–31) blitz.
- **Goal:** Drive urgency and maximize donations.

JANUARY – GRATITUDE & STEWARDSHIP

- **Content:** Thank-you posts, campaign recaps, donor acknowledgements, “Looking Ahead.”
- **Goal:** Strengthen donor relationships and set the stage for 2027.



Example Post Copy

Here are some examples of copy for social posts - use as needed, updated with your charity's story and impact.

OCTOBER – AWARENESS & WARM-UP

Impact Story [potential formats: Image, Text, Video]

"Meet Sarah. Because of your support, she was able to access safe housing this year. Every gift you make writes a story of hope just like hers."

Donor Testimonial [potential formats: Quote Graphic]

"I give because I want every child to have a chance at education." – Mark, monthly donor.

Campaign Teaser [potential formats: Graphic]

"Something big is coming this GivingTuesday! Save the date: Dec 1, 2026."

Campaign Kickoff Post: [potential formats: Graphic] *"Our 2026 Giving Season campaign is officially LIVE! This year, our goal: [\$X] to [cause]. Will you help us get there? [link]"*



NOVEMBER (GIVINGTUESDAY BUILD-UP)

Campaign Education [potential formats: Image, Video]

"Did you know? A \$50 gift provides school supplies for 5 children. This GivingTuesday, your gift goes even further."

Impact Story [potential formats: Carousel]

Slide 1: "Meet Amina."

Slide 2: "Her community gained clean water access in 2026."

Slide 3: "This is the impact of your generosity."

Donor Acknowledgement [potential formats: Text, Image]

"Shoutout to our amazing community of donors. You make every story of change possible."

Legacy/Impact-Driven Post [potential formats: Carousel]

"Your gift isn't just a donation – it's [X meals / Y nights of shelter / Z scholarships]. See the real difference you make. [link]"

DECEMBER (GIVINGTUESDAY & EOY BLITZES)

GivingTuesday Push [potential formats: Text, Video]

"Today's the day! Join thousands worldwide making a difference this GivingTuesday. Every dollar counts—don't miss out!"

Securities Giving Post [potential format: Text]

"Did you know you can donate stocks or securities directly and skip the capital gains tax? It's a smart way to give bigger. Learn how: [link]"

Matching Gift Challenge Post [potential format: Image + Text]

"Big news: every gift is being MATCHED dollar-for-dollar up to [\$X], until [date]. One gift, double the impact. [link]"

Holiday BTS [potential formats: Graphic, Video]

"Here's our team working behind the scenes to [share impact]. We couldn't do it without you."

Tax-Planning Appeal Post [potential format: Graphic]

"Year-end is almost here – and your gift is tax-deductible. Give before Dec 31 and make your impact (and your tax return) count. [link]"

EOY Urgency Post [potential formats: Text, Graphic]

"Just 24 hours left to make your tax-deductible gift for 2026. Give hope before midnight!"

Progress/Goal Update Post [potential format: infographic]

"We're 70% of the way to our goal! Help us reach the last 30% – that's [#] more donors needed. [link]"





JANUARY (GRATITUDE & STEWARDSHIP)

Thank You [potential formats: Image, Video]

"Because of you, we raised \$125,000 this holiday season. Thank you for believing in our mission!"

Recap [potential formats: Text, Infographic]

"Together we provided meals for 500 families, and new opportunities for 200 children."

Looking Ahead [potential formats: Text, Graphic]

"2027 is here. Together, let's reach even more communities and change more lives."

Quick Tips for Strong Execution

- Use consistent branding (logos, colors, hashtags) across all posts.
- Repurpose content (e.g., turn a testimonial into both a quote graphic and a reel).
- Pair every campaign post with a clear call-to-action (Donate, Share, Tag a Friend).
- Lean into emotion and urgency during blitz periods.

In conclusion, start early, pace content across October–November, then go all-in for GivingTuesday (Nov 28–Dec 1) and EOY giving (Dec 27–31). Steward donors in January with heartfelt gratitude.