

thrivent®

Giving Tuesday

Dec. 3, 2024

Promotional tools for
partnering organizations



Table of contents

Giving Tuesday overview	3
General Giving Tuesday messaging	
TMN events webpage	4
Webpage assets	
Desktop and mobile assets	5
Social content	
Overview video	6
Pre-event	6
Event day	7
Facebook cover images	8
Emails	
Invitation	9
Pre-event	10
Day of	10
Zoom background	11



Download assets here

What is Giving Tuesday?

Giving Tuesday is a global day of giving held each year on the Tuesday following Thanksgiving. This year it's on December 3.

For seven years, Thrivent has participated in Giving Tuesday by rallying our clients and community members across the country to support featured local nonprofits.

The 2023 Giving Tuesday campaign generated almost \$1.45 million in community impact with approximately 3,400 participants nationwide. Giving Tuesday is an ideal time for you to engage your supporters and meet potential new supporters—all while rallying around your mission.

We strongly recommend using your organization's Giving Tuesday fundraising page for all in-person events, but checks and cash donated on Giving Tuesday will be included in the match offer.

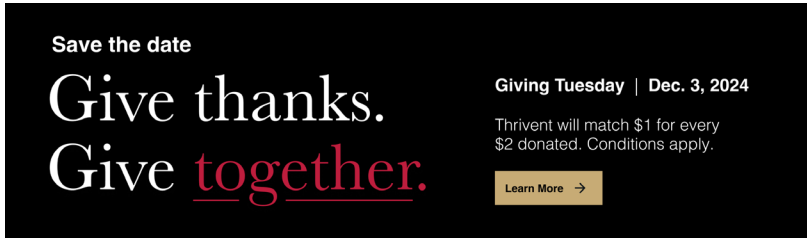
Thrivent Member Network (TMN) contact information

Instructions: The content within this tool kit is designed to be plug and play, making your Giving Tuesday experience as easy as possible. All links for your organization's Giving Tuesday page and Eventbrite links will be provided by your local Engagement Specialist.

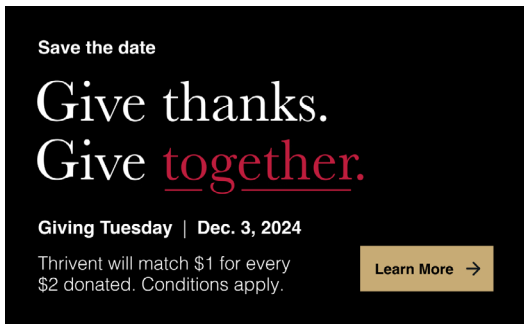
With that said, feel free to edit the content to fit your organization and mission. Making this specific to your cause will only amplify the giving to your organization. The only components that can't be changed are the dates, matching amounts or disclosure information regarding the match amounts.

(The above disclosure must be included.)

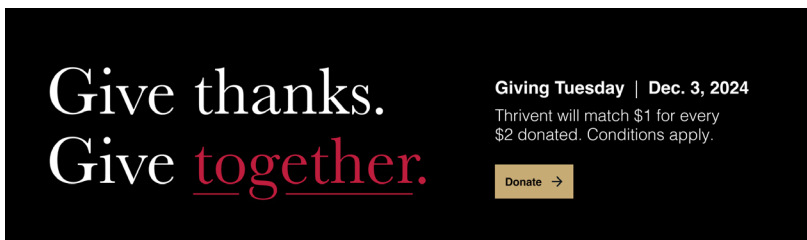
Instructions: Use the “Save the date” web banners below in the weeks leading up to Giving Tuesday. Switch to the “Donate” banners when your campaign is live. All images can be found on your resource page.



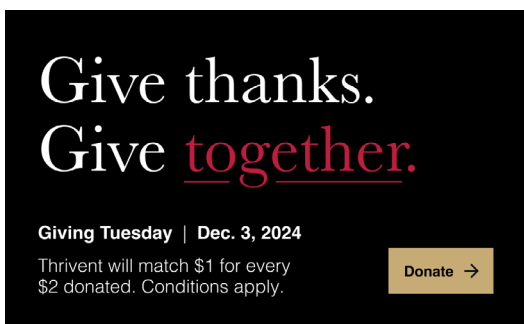
GT24_Org_Desktop_learnmore_1200x350.png



GT24_Org_Mobile_learnmore_575x350.png



GT24_Org_Desktop_donate_1200x350.png



GT24_Org_Mobile_donate_575x350.png

Giving Tuesday overview video post

Instructions: Use the provided copy below along with the video in the weeks leading up to Giving Tuesday and again on event day. This video can be found on your resource page.



GT24_VideoOverview.mp4

Suggested post date: Nov. 26–Dec. 2

Post date: Dec. 3

Pre-event save the date post

Instructions: Use the provided copy below along with the animated graphic (mp4) in the weeks leading up to Giving Tuesday and again on event day. Feel free to edit to fit your organization, but please do not edit the dates or matching amounts. This image can be found on your organization's resource page.



GT24_Social_Save the Date.mp4

Suggested post date: the week before Giving Tuesday

Event day posts

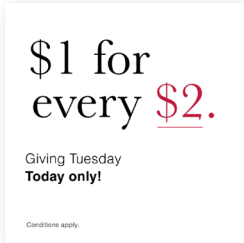
Instructions: Use the provided copy below, along with the mp4s found on your resource page, to post throughout the day of the event.



Post 1

Post at approximately 9 a.m. in your time zone.

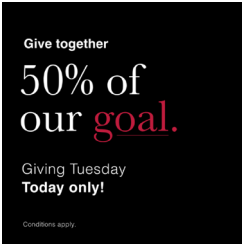
GT24_Social_Post 1.mp4



Post 2

Post at approximately 12 p.m. in your time zone.

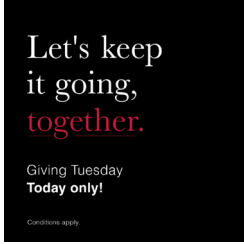
GT24_Social_Post 2.mp4



Post 3

Post when you've raised approximately half your goal.

GT24_Social_Post 3.mp4



Post 4

Post at approximately 5 p.m. in your time zone.

GT24_Social_Post 4.mp4



Post 5

Post at approximately 11 p.m. in your time zone.

GT24_Social_Post 5.mp4

Facebook cover image

Instructions: Display a temporary cover image on your organization's Facebook page. You may choose to use a co-branded image or a generic no-logo option. All images can be found on your resource page.



GT24_Facebook Cover_Your Org



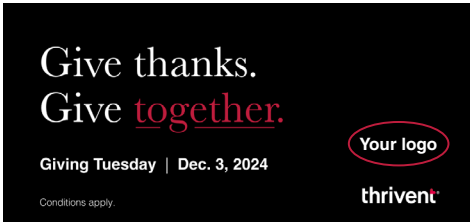
GT24_Facebook Cover_Generic

Instructions: Send emails to your supporters in the weeks leading up to Giving Tuesday. A co-branded image is available for your email header. Use the below copy then find your images on your resource page.

Tip: If you change the subject line, consider using a tool like subjectline.com to determine its efficacy. The suggested subject lines below both score 100% on subjectline.com.

Invitation email

Suggested send date is the week of Nov. 18 or Nov. 25



GT24_Org Email_YourOrg.png

Use this image for all emails.

Subject line

(The above disclosure must be included.)

Instructions: Send emails to your supporters in the weeks leading up to Giving Tuesday. A co-branded image is available for your email header. Use the below copy then find your images on your resource page.

Tip: If you change the subject line, consider using a tool like subjectline.com to determine its efficacy. The suggested subject lines below both score 100% on subjectline.com.

Pre-event email

Suggested send date: Nov. 26

Use image provided for "invitation email" for all emails.

Subject line:

(The above disclosure must be included.)

Day of email

Send date: Dec. 3

Use image provided for "invitation email" for all emails.

Subject line:

(The above disclosure must be included.)

Instructions: Use this Zoom background if you're doing virtual events this year. This visual can be downloaded from your resource page.



GT24_Zoom Background.png



Download assets here