

thrivent®

# Giving Tuesday

**Dec. 3, 2024**

Promotional tools for  
partnering organizations



# Table of contents

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

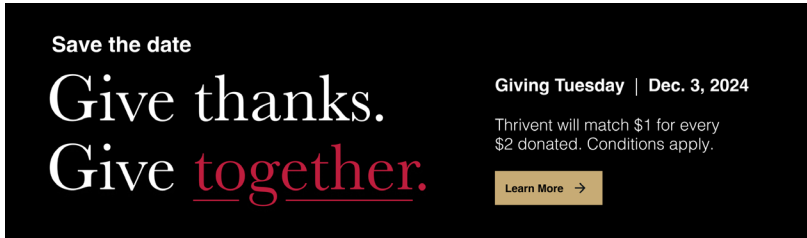
## **Thrivent Member Network (TMN) contact information**

**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.

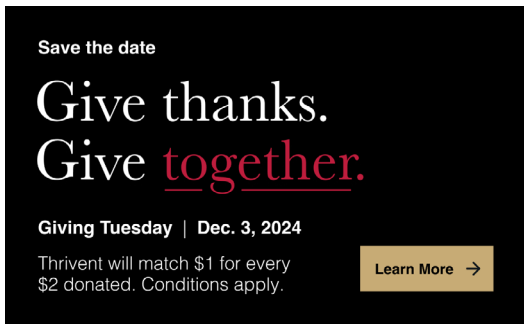
With that said, feel free to edit the content to fit your organization and mission. Making this specific to your cause will only amplify the giving to your organization. The only components that can't be changed are the dates, matching amounts or disclosure information regarding the match amounts.

**(The above disclosure must be included.)**

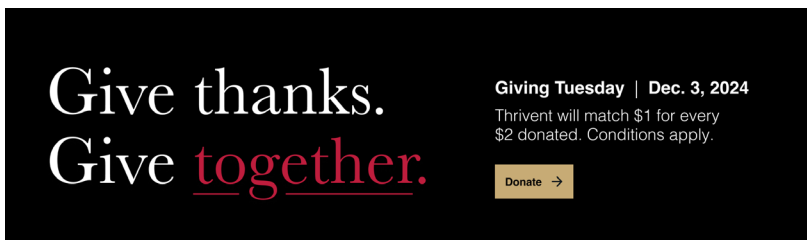
**Instructions:** Use the “Save the date” web banners below in the weeks leading up to Giving Tuesday. Switch to the “Donate” banners when your campaign is live. All images can be found on your resource page.



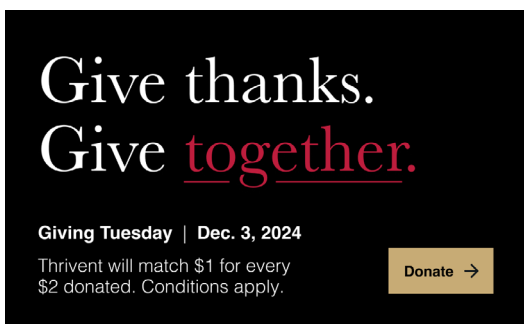
GT24\_Org\_Desktop\_learnmore\_1200x350.png



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.



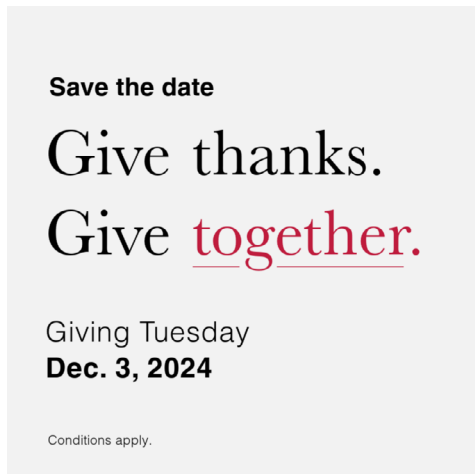
GT24\_VideoOverview.mp4

**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.*

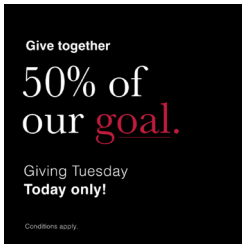
GT24\_Social\_Post 1.mp4



### Post 2

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

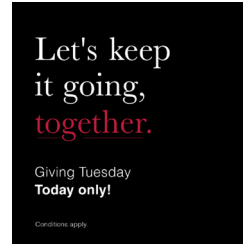
GT24\_Social\_Post 2.mp4



### 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

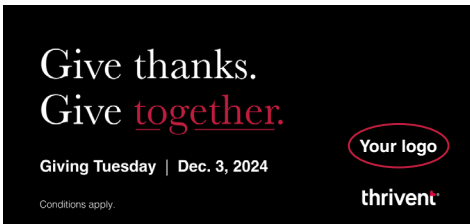


**Instructions:** Send emails to your supporters in the weeks leading up to Giving Tuesday. A co-branded image is available for your email header. Use the below copy then find your images on your resource page.

**Tip:** If you change the subject line, consider using a tool like [subjectline.com](https://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](https://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**