



## **TYAN's Quick-Start Guide to Giving Tuesday:**

### **Social Media Fundraising for Small Nonprofits Working Across Texas to Support Positive Youth Development**

[Giving Tuesday](#), taking place on December 2, 2025, is a **Global Day of Generosity** that invites nonprofits of all sizes to inspire giving and raise funds. For small organizations, especially those with online donation capabilities, it's a prime opportunity to launch a simple, effective social media campaign without needing paid ads or new platforms.

Visit <https://www.givingtuesday.org/>.



#### **Why It Works**

Giving Tuesday generated over \$3.6 billion in donations in 2024. But it's not just about dollars, it's about visibility, engagement, and community support. Small nonprofits can stand out by sharing authentic stories and making it easy for supporters to give.

#### **How to Launch a Fast, Organic Campaign**

##### **1. Use What You Already Have**

You don't need to sign up for a new donation platform. Just link directly to your existing donation page on your website. Make sure it's mobile-friendly and easy to use.

##### **2. Keep It Organic**

Paid ads aren't required. Organic posts, especially those with real photos, short videos, and personal stories, can be just as powerful. Use hashtags like #GivingTuesday and #Unselfie to join the global conversation.

### 3. Tell a Story

Share a short, compelling story that shows your impact. Focus on one program, one youth, or one goal. Let people know exactly how their donation will help.

### 4. Use Free Templates and Toolkits

Save time with ready-made resources:

[GivingTuesday.org Toolkit](#)

[GoFundMe's Social Media Templates](#)

[Funraise's Campaign Planner](#)

### 5. Build Momentum

Start posting 1–2 weeks ahead. Use countdowns, teaser posts, and reminders. On Giving Tuesday, post multiple times throughout the day with updates and “thank you” messages in response.

### 6. Activate Your Supporters

Encourage your community to share why they support your work. Provide sample captions, branded graphics, and a link to your donation page. Ask them to tag your organization and use #GivingTuesday.

### 7. Go Live or Post a Video

Even a short video from a staff member or youth participant can boost engagement. Share a heartfelt message, a quick tour, or a thank-you shoutout.

### **Final Tip: Keep It Simple**

Set a clear, achievable goal—like “Help us raise \$1,000 in 24 hours to support youth leadership training.” Focus on gratitude, urgency, and impact.

*The Texas Youth Action Network (TYAN) is an initiative of the Texas Department of State Health Services (TDSHS) and guided by the leadership of the Texas A&M University Public Policy Research Institute (PPRI) operating as an authoritative source under the theory of Positive Youth Development, a philosophy that builds on strengths rather than categorizing youth by their deficits. For more information visit [tyan.tamu.edu](http://tyan.tamu.edu).*



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