



## **PBS Giving Tuesday Now | 2020**

#GivingTuesdayNow is a movement to celebrate generosity and provide incentives to give during the coronavirus pandemic. PBS recommends participating in this new #GivingTuesdayNow campaign as it will be widely promoted as a means to provide essential support to organizations involved in caring for our communities during this uncertain time. PBS and your station is serving an important role in serving communities now.

With many stations also engaged in fiscal year end fundraising as well as preparing for the June on-air drive, it's critical to balance the solicitations that are sent out to donors and prospects at this time to ensure that your station is thoughtful and deliberate in your intentions.

The primary recommended strategy is to participate and celebrate #GivingTuesdayNow, but not go over the top with announcements and promotion, thus creating donor fatigue before the fiscal year-end and June drive fundraising begins.

Viewers will expect a presence from your station but they will also be expecting their trusted and comforting companion in this uncertain time too. This recommended plan is heavily focused on the online space and social sharing of key messages.

### **Key Messages**

- Support trusted essential services you need, especially now
- Support vital, in-depth news & timely documentaries
- Be an advocate for equal access to educational materials, arts & creativity
- Support your source for respite, stability, comfort & joy in this uncertain time

### **Primary Tactics**

- On-Air Spots
- Social Media Posts
- Use of Matching Gifts to boost giving
- 4-part Email Series
- Homepage graphics &/or Bentomatic specific for #GivingTuesdayNow
- Revised copy for online and printed acknowledgements

### **Materials**

- #GivingTuesdayNow One-sheet
- Digital Recommendations
- Customizable e-copy
- On-Air Spot language recommendations

## **Proposed Communication Schedule**

Distribute One Sheet to staff	Monday, April 13
Begin Social Media post messages per schedule	Monday, April 20
Start running #GivingTuesdayNow spots	Saturday, April 25
Begin #GivingTuesdayNow graphics online	Tuesday, April 28
Update Thank you text for web donors	Tuesday, April 28
Sends #GivingTuesdayNow Email #1	Tuesday, April 28
Sends #GivingTuesdayNow Email #2	Monday, May 4
Sends #GivingTuesdayNow Email #3	Tuesday, May 5
Send Thank you/update email #4	Wednesday, May 6
Remove Giving Tuesday online elements	Wednesday, May 6