

The Biggest Fundraising Day of the Year Favors Organizations That Start Early

Giving Tuesday is always impactful for nonprofits, but with Year-End just around the corner, teams often have only days to absorb the results and apply those learnings before their critical EOY fundraising period.

That's why this year, we moved quickly!

We dove into the data across texting programs to identify early insights organizations can use right now. You'll still receive our full annual Year-End Report – but one insight from the Giving Tuesday numbers was too strong to wait:



Across every program we reviewed, **organizations that sent texts in the days leading up to Giving Tuesday – not just on the day itself – generated significantly higher gross and net revenue.**

Early outreach primed donors, increased KPIs, and expanded the pool of supporters who were “warm” once Giving Tuesday arrived.

Two Real Programs, Two Different Strategies

Nonprofit A: Day-Of-Only Sending

This nonprofit sent a single campaign on Giving Tuesday itself, without testing any additional sends on the days leading up to the holiday. The program performed well, but volume, reach, and total revenue were capped before reaching their full potential.

\$12,418

Net Revenue

293

Donations
Received

323%

ROI

Nonprofit B: Pre-Giving Tuesday + Day-Of Strategy

This nonprofit sent a total of three campaigns: one on Giving Tuesday itself, and two before the holiday. Not only did their revenue increase substantially, *their ROI actually increased despite the higher volume*, boosted by the sends they did on days before when overall SMS traffic was lighter!

\$62,305

Net Revenue

786

Donations
Received

403%

ROI

The Takeaways are Clear

Extended Giving Tuesday sending works. Day-of-only sending leaves money on the table.

- Programs that sent only on Giving Tuesday saw solid but limited performance.
- Programs that layered in messaging in the days leading up to Giving Tuesday saw substantially higher gross revenue, net revenue, *and most even saw higher ROI.*
- Early touch points primed donors, lifted response rates, and took advantage of sending days with lower overall SMS volume when there was less competition for attention in their supporters' inboxes.

Giving Tuesday is no longer a single-day event – it's a runway. And the organizations that treat it that way see the strongest results!

There's Still Time to Apply These Lessons for EOY!

We can help you implement these insights immediately for your end-of-year campaigns:

- Strategic pre-EOY warmup cadences
- Full managed service from setup to launch to reporting
- Fast turnaround so you can act on Giving Tuesday insights now

Ready to boost your EOY revenue? Let's get started.

[Get in Touch](#)