GivingTuesday Ask or Hold Back Checklist

A one-page list of who to include in your GivingTuesday ask, and who to hold back.

- [ ] Pull everyone with an open renewal. They get the renewal.
- [ ] Pull open service issues and major-gift prospects in active conversation.
- [ ] Pull anyone who gave in the last few weeks. They get a thank-you.
- [ ] Check prior giving, so first-gift language only goes to first-time givers.
- [ ] Keep the gift ask out of flex and ticket offers.
- [ ] Read every message in the order a subscriber will get them.
- [ ] Write down this cohort's subscriber-to-donor ratio, so you can compare next year.

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More at notes/subscriber-to-donor-conversion.html