

Giving Tuesday marketing checklist for Wellness

Brand: _____

Owner: _____

Each block matches a play on Giving Tuesday marketing. Fill it once, then rerun before 1 December sends go out.

Recipient, mechanism, report date PLAY 1

- ☐ Our recipient (named organisation or fund):

- ☐ Our mechanism (per order, flat gift, opt-in, etc.):

- ☐ Our report date (when we will publish the total):

- ☐ Skip public give if any field is blank: Yes / Public give ready

Donation terms PLAY 2

- ☐ Our one-line donation terms (amount, cap, dates, eligible orders):

- ☐ No vague percent of profits: Pass / Fix

- ☐ Our terms are on crawlable HTML:

Contribution not claim PLAY 3

- ☐ Offset or climate positive language removed: Pass / Fix

- ☐ Our checkout copy says contribution and what the money does:

- ☐ We updated our substantiation folder:

One ask, one channel PLAY 4

- ☐ Our 1 December send channel (email, site banner, etc.):

- ☐ Cyber Monday reminder suppressed for this ask: Yes / No

- ☐ We picked Travel Tuesday or Giving Tuesday (one only):

Publish the receipt PLAY 5

- ☐ Our follow-up post date:

- ☐ Our total given and recipient confirmation on file:

- ☐ Our public receipt post URL:

Our Wellness angle

- ☐ We run a donation-based community class with a named recipient.

- ☐ We gifted a retreat place to a named organisation with public terms.
