



GIVE BIG DAY

Communication Recommendations

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Suggested Timeline

- Pay attention to Campaign Phases
 - Give BIG Day has 3 Phases: Pre-Giving Day, Give BIG Day and Post-Giving Day. Ensure you are looking at the content and send during the appropriate times.
 - Pre-Giving Day – week of 9/7
 - Give BIG Day – 9/15
 - Post-Giving Day – 9/16

Emails

- The best days to send fundraising emails are Tuesdays, Wednesdays and Thursdays. These midweek days tend to get the highest open and click-through rates because recipients are settled into their work week, but not yet mentally checked out for the weekend.
 - Mondays present mixed results. Send early in the morning or for time-sensitive campaigns.
 - Fridays can be effective for last-chance appeals, especially later in the day.
 - Sundays can be effective when sent in the evening for Monday morning reads, and for stewardship and newsletter touchpoints.
- The best time of day to send fundraising emails is in the morning (8–10:30 a.m.)—people tend to check email before work or just as they’re settling in, and your message will be toward the top of their mailbox.
 - Last-chance or deadline-driven messages can be effective when sent in the evening (6–8 p.m.).
 - Pro Tip: Send in the recipient’s time zone!

Texts

- The best day and time to send fundraising texts are weekdays, mid-morning (10 a.m. to noon) or late afternoon (4–6 p.m.). These time slots catch people when they're more likely to check their phones but aren't swamped with work.
 - Evenings can work for urgent reminders.
 - For big campaign moments that are timely, texts can be sent on Saturdays, late morning (Saturday, September 12 around 11 a.m., for example).

Social Media Posts

- The best days to post on social media platforms are Monday–Friday, typically between 9 a.m. and 1 p.m. and 6–9 p.m.
 - Evenings should be reserved for urgent, time-sensitive efforts.
 - Keep in mind that engagement will vary by network.

Other General Information

- Pay attention to Campaign Phases
 - Give BIG Day has 3 Phases: Pre-Giving Day, Give BIG Day and Post-Giving Day. Ensure you are looking at the content and send during the appropriate times.
 - Pre-Giving Day – days leading up to and including September 14.
 - Give BIG Day – Give BIG Day is September 15.
 - Post-Giving Day – September 16 and after.