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How Nonprofits Can Reach Out to Other Nonprofits for GivingTuesday

By collaborating with other nonprofits for GivingTuesday, organizations can expand their reach, share resources, and amplify their impact. Working together also builds community trust and creates stronger, more engaging campaigns than any one organization could achieve alone. Here are some ideas to get you started.

1. Locate other Organizations with Similar Values in your Area

Start by locating other organizations that share your interests, values, and/or location. Use websites like [Tax990's 990 Explorer](#) to search for organizations.

The 990 Explorer features an AI-powered search function so you can easily find other organizations based on their type of mission, location, EIN, name, and more.

We created the 990 Explorer to be an intuitive resource that increases visibility for nonprofits. It automatically compiles and presents key details from annual 990 filings, highlighting revenue, expenses, assets, liabilities, and staff compensation in an intuitive format.

[Find other organizations to work with now.](#)

2. Lead with Shared Purpose

When you reach out, start by focusing on what you have in common. Potential partners respond well to collaboration that feels mission-driven, not transactional.

Avoid: "We're looking for a partner to help us promote our GivingTuesday campaign."

Try: "We think our missions align well, and it might be powerful to show how our organizations work together in the community for GivingTuesday."

Example opening lines:

- "We've admired your work with [community or focus area], and we think there's a natural overlap with our mission."
- "GivingTuesday is all about generosity and collaboration, and we'd love to explore ways to join forces this year."
- "Would you be open to a quick call to see how we could support each other's GivingTuesday efforts?"

3. Keep the Ask Simple and Flexible

Don't overwhelm your partner with a detailed proposal right away. Start with one small, achievable idea and stay open to their input.

Example phrasing:

- "We're exploring a few local partnerships for GivingTuesday and wondered if you'd be interested in cross-promoting each other's campaigns."
- "We'd love to feature your organization in a shared social media post or joint livestream that highlights local impact."
- "Would you be open to brainstorming one small joint project, like a volunteer event or shared post, to celebrate GivingTuesday together?"

Flexibility builds trust. Collaboration doesn't have to mean combining fundraising totals or sharing donor lists. It can start small.

4. Use Positive, Community-Focused Language

Frame the collaboration around shared values like unity, generosity, and local impact – not competition or self-promotion.

Helpful phrases:

- “Together we can reach more people who care about [issue].”
- “It would be great to show the power of collaboration in our community.”
- “We want to celebrate all the good happening in our area this GivingTuesday.”
- “Our audiences overlap in meaningful ways, and I think a joint effort could inspire even more giving.”

Avoid business-like or transactional language such as “partnership opportunity,” “marketing collaboration,” or “mutual exposure.” Keep it personal and human.

5. Follow Up Graciously

If you don’t hear back, send a short, polite follow-up a few days later:

Example:

“Hi [Name], just wanted to check in to see if you had a chance to think about GivingTuesday collaboration ideas. No rush—even a small joint post or mention could make a great impact, and we’d love to include you.”

If they decline, thank them anyway and leave the door open for next year.

6. End Every Exchange with Gratitude

No matter how small the collaboration, express appreciation. People are far more likely to collaborate again if they feel valued.

Example closing lines:

- “Thanks for being part of this. It’s wonderful to see local nonprofits working together.”
- “We’re grateful to partner with organizations like yours that share our heart for the community.”

Sample Email:

Subject: Partnering for GivingTuesday?

Hi [Name],

I hope you're doing well. I'm reaching out from [Your Nonprofit's Name]. We've been following your work with [mention their focus or project briefly, for example: "local youth programs" or "community food drives"], and we really admire what you're doing.

With GivingTuesday coming up, we thought it might be meaningful to team up in some way. The day is all about generosity and community, and our missions overlap in ways that could make a bigger impact together.

This could be something simple, like sharing each other's campaigns on social media, hosting a small joint volunteer event, or creating a shared post that highlights how our organizations serve the same community.

If you're open to it, I'd love to schedule a short call next week to brainstorm ideas and see what might fit.

Thank you for considering it, and thank you for the great work you're already doing.

Best,

[Your Name]

[Your Title]

[Your Organization's Name]

[Your Contact Information]

The Takeaway

These ideas are just a starting point to help you think about how collaboration can strengthen your GivingTuesday efforts. Every partnership looks different, so get

creative and find the approaches that make the most sense for your mission and your community.

👉 [**Explore our full GivingTuesday Success Center**](#) for more helpful resources and links.