

IDEAS FOR FOUNDATIONS

Thanks for being a part of #GivingTuesday! This toolkit will provide resources for foundations and funders to get involved in the movement.

Why Foundations and Funders Support #GivingTuesday

- To assist grantees in gaining more support – leveraging opportunities to partner with grantees
- To collaborate with other funders and partners across sectors to assist the community
- Foundations and funders often have a big voice in their communities and can use it to be part of discourse to promote giving overall

Ways to Participate

1. Sign up to stay informed about #GivingTuesday
2. Share information about #GivingTuesday with grantees
3. Encourage staff, trustees, employees to participate in #GivingTuesday
4. Share information about #GT to the broader community – website, social media
5. Encourage grantees to participate and share tools and resources about running a great #GT campaign
6. Make/announce regular or surprise grants to existing or new grantees on Provide matching funds to grantees
7. Provide challenge grants to grantees for achieving particular strategic goals, like new donors or recurring donors
8. Provide monetary support for marketing efforts of your community #GivingTuesday campaign or engage a staff person as a member of the planning committee for your civic #GT campaign
9. If you are a Community Foundation, plan a campaign to encourage new donations to your donor advised funds
10. If you are a corporate funder, consider an employee volunteering day in addition to potential monetary giving
11. If you are a public charity, consider a major #GivingTuesday campaign for your organization
12. Contribute to a community matching fund pool for #GT
13. Share information about your efforts – press release, website, social media
14. Contribute to the growth of the #GivingTuesday movement nationally through support of the Center for Innovation and Social Impact at the 92Y