LOCAL NONPROFITS

ENOCH PRATT FREE LIBRARY (BALTIMORE, MD)
For their second year, the Pratt Library of Baltimore challenged another library to a fundraising showdown. On the heels of an NFL game between the Baltimore Ravens and Cincinnati Bengals, Pratt kicked off a fundraising challenge with Cincinnati Public Library to see which library could raise more on #GivingTuesday. The executive director of the library that raised less money agreed to dress up and perform a reading from a book written by a local author from the winning city. They both used the hashtag #BookBowl to mobilize their campaign. Together, the libraries raised funds for their respective programs, earned greater social media followings and created a new model for collaboration that benefited both communities. The Pratt Library alone raised $39,340 from 165 donors.

HOME OF THE SPARROW (EXTON, PA)
Home of the Sparrow provides housing and supportive services to homeless and low-income women who want to improve their lives and be self sufficient. For #GivingTuesday, they ran a #WinterWhiteOut campaign on social media to collect paper product necessities (toilet paper, paper towels), since those goods are not covered by government assistance.

TABLE (CHAPEL HILL, NC)
TABLE feeds hungry children in the Chapel Hill-Carrboro area. For their #GivingTuesday campaign, they wanted to celebrate the diversity of their volunteers and highlight people who support their work year round. Every Tuesday in the weeks leading up to #GivingTuesday, they highlighted one volunteer, starting with a teacher who donated 100 bowls for TABLE’s empty bowls program. They did a social media push around the campaign and pitched an article to a local paper. By focusing on their volunteers, TABLE was able to tell a powerful story about the various programs they provide to their community.

SKÄ·NOÑH – GREAT LAW OF PEACE CENTER (IROQUOIS HERITAGE CENTER, NY)
Skä·noñh – Great Law of Peace Center connected the underlying spirit of #GivingTuesday to key tenets of the Haudenosaunee Native Americans, who “teach the practice of Thanksgiving, the importance of gratitude and the notion that we are not alone, but dependent on one another, and the world around us.” Skä·noñh ran an online fundraiser and social media campaign for their Oral History facility and asked their community to help them share the stories of the Haudenosaunee.

CARON (PENNSYLVANIA AND FLORIDA)
Caron ran an awareness and fundraising campaign for #GivingTuesday to help break down the stigma around mental illness and addiction. Caron asked their community to send words of encouragement to those who might be afraid to seek out help via their website or by using the hashtag #SendHope on Twitter. For every submission they received, $2 was donated towards treatment scholarships.
TULSA STEM ALLIANCE (TULSA, OK)
Tulsa STEM Alliance ran a book drive for the book *Hidden Figures*. These books went to high school girls in the Tulsa area for a virtual book club, which provided the girls with the opportunity to read about and discuss underrepresented groups in STEM and ask questions of science professionals. Over 250 books were distributed through the campaign.

BETTER FUTURE FACILITATORS (AKRON, OH)
Better Future Facilitators works with homeless women and men in shelters to help them launch small businesses. On #GivingTuesday they partnered with Impulse Training, a local gym, to host a 20 hour bike-a-thon to build awareness and raise $4,000 to help fund an interest-free startup loan for one of their graduates to buy equipment for his/her new business. They focused on small donations, with each of their 50 volunteer riders asking their friends for $20 donations.

BAKER INDUSTRIES (MALVERN, PA)
Baker Industries is a work rehabilitation program for people with disabilities, recovering substance abusers, individuals on parole, and the homeless. Many of their participants struggle to have three meals a day, so for #GivingTuesday 2015 they planned a #500Lunches campaign. Volunteers assembled 500 non-perishable lunches to have on hand throughout the year for workers unable to afford a nutritious lunch. Building on the success of the previous year, Baker Industries volunteers assembled 500 breakfasts for #GivingTuesday 2016.

GOODWILL OF NY/NJ
The Goodwill of NY/NJ helped spread the giving spirit of #GivingTuesday through its #ActofGoodwill campaign. For the entire month of November, individuals posted acts of goodness, kindness, giving or any type of charity they performed. Goodwill NY/NJ tracked all #ActofGoodwill hashtags on social media and, for each use, an anonymous donor gave $1 to the organization.

MIND BODY AWARENESS PROJECT (OAKLAND, CA)
The Mind Body Awareness (MBA) Project delivers mindfulness and emotional literacy programs to at-risk youth. On #GivingTuesday, the MBA Project launched their #givingmindfulness initiative. They invited their community to write holiday cards to share words of encouragement with a young person inside juvenile hall in the Bay Area. The MBA Project also encouraged people to spread the word on social media using the hashtag and to support their work with a donation. Over 300 cards were collected during the two-week campaign and then delivered on December 20. They produced a video to explain and promote the campaign. You can watch the video here.
**CASE STUDIES**

**CAMP K (SALT LAKE CITY, UT)**
Camp K, a charity camp for children and adults with disabilities, tied their 50th anniversary to a charity boxing gala on #GivingTuesday. Local news personalities, government officials, camp alumni and Heavyweight Champion Riddick “Big Daddy” Bowe participated. Camp K brought in sponsorship from local businesses, sold tickets to their supporters and asked for donations from those who could not attend. They promoted the event with the hashtag #KO4CAMPK (Knockout for Camp K) and received coverage in the local news media. The boxing gala was an opportunity to promote inclusion, empowerment and support for people of all abilities around the world. You can read more here.

**WINDRUSH FARMS (NORTH ANDOVER, MA)**
Windrush Farm is a nonprofit horse farm that specializes in teaching physically, emotionally and learning-disabled children and adults to ride and work with horses. They created a #GivingShoesDay campaign to outfit their horses with special winter horseshoes. They asked supporters to donate and also share their reasons for giving on social media with the hashtag #GivingShoesDayWF. Windrush exceeded their goal and the collection of stories and photos from the campaign was displayed at Windrush’s Holiday Barn Party on December 14.

**LAWYERS FOR CHILDREN (NEW YORK, NY)**
Lawyers for Children participated in their first ever #GivingTuesday in 2016. They set up a crowdfunding campaign on Crowdrise and secured a match to drive urgency and excitement. A board member pledged a 1:1 match for any donation from an existing donor, and a 2:1 match for any gift from new donors. Ultimately, they received 117 donations which, with the match, totaled to $139,313 (124% of their goal) to support their work helping vulnerable children in foster care in New York City.

**OPERATION SUPPLY DROP (AUSTIN, TX)**
Operation Supply Drop supports active military, veterans and their families. For #GivingTuesday, their online fundraising campaign tied donation amounts to specific initiatives that their gift could support, from $5 to pay for a meal at a homecoming event or family day, to $100 to provide supplies veterans could use for community service projects. They raised $14,500, surpassing their goal of $10,000.

**PARTNERSHIP WITH NATIVE AMERICANS (ADDISON, TX)**
PWNA partnered with Newman’s Own Foundation to help deliver Christmas meals to hundreds of homebound elders. They set a goal of $10,000 for an online fundraiser and the foundation agreed to match donations up to that amount. PWNA shared stories and images to demonstrate the impact even small donations could have on elders in isolated Native American communities. By the end of the campaign, over $20,000 was raised to support this important work.

**MUSIC FOR LIFE FOUNDATION (KANEHOE, HI)**
The Music for Life Foundation connected #GivingTuesday to their programs “Giving Back by Going Back,” which encourages musicians and performers to give back to their former school or community by going back by way of donating, speaking to and inspiring students and youngsters. On #GivingTuesday, 40 ukuleles were donated to a local high school in Kaneohe.
**HUMANE SOCIETY OF INDIANAPOLIS (INDIANAPOLIS, IN)**
The Humane Society of Indianapolis secured a $20,000 match on #GivingTuesday to help them reach their goal of $40,000. They created fun social media graphics to grow excitement for both the match and their goal. They also arranged for several NFL football players from the Colts to visit their facility on #GivingTuesday. The team played with the animals and presented a $5,000 donation. The organization then leveraged the visit for additional exposure on traditional and social media. (You can read an article [here](#).) The campaign raised $45,232 for their organization.

**HOMEAID PUGET SOUND (PUGET SOUND, WA)**
HomeAid Puget Sound worked with a team of volunteers to assemble and distribute over 3,000 CareKits to their local homeless community. CareKits are safe, reflective backpacks filled with essential hygiene products, a rain poncho, hand warmers, homelessness resources and much more. It was a seamless and inexpensive outreach activity that brought in new volunteers and shed a light on the important work the organization does year round.

**TOMTOD IDEAS (CANTON, OH)**
TomTod Ideas celebrated #GivingTuesday with a twist. Instead of asking their community to give to them, they used the day to say thank you to the people who support their work. The nonprofit’s employees and board members spent the day delivering balloons, food trays and swag bags to local sponsors and donors. In addition to strengthening their relationship with these sponsors, TomTod Ideas also garnered local media attention for the programs they run to support middle school students.

**HYPELITE (NEW MILFORD, NJ)**
The education nonprofit Hypelite hosted their third annual #GivingTuesday evening event this year to raise awareness and goods for homeless people in New Jersey. The event was held at a local high school and students from all district schools were encouraged to participate. Hypelite partnered with local restaurants and performers to create a festive atmosphere. Students donated warm weather gear and other necessities (including 321 toiletry kits and 495 pairs of socks) that were then distributed to five local charities.

**TWIST OUT CANCER (PHILADELPHIA, PA)**
Twist Out Cancer (a nonprofit that provides psychosocial support to cancer survivors and their loved ones through creative arts programming) partnered with PiperWai (a start-up deodorant company) on a Sock Hop fundraising event for #GivingTuesday. The unexpected collaboration came together because the two organizations have offices in the same WeWork co-working space and wanted to partner on an outside-the-box initiative. Sock Hop attendees had the opportunity to learn about Twist Out Cancer’s programs and resources for those touched by cancer. In addition, all donations made that day were matched 100% by the Coleman and Schusterman Foundations. They surpassed their $30,000 goal, raising nearly $50,000 from 230 individual donors and the matching grants.

**Baltimore Corps (Baltimore, MD)**
Baltimore Corps partnered with Close Up Baltimore (the project inspired by “Humans of New York”) to feature personal stories of 15 people doing significant work around Baltimore — from the police department to the city council and beyond. These stories spoke to what were some of the biggest moments, questions and initiatives in Baltimore over the past year, as well as what progress will look like moving forward from the front lines. For the final week of the campaign, they featured five up-and-coming entrepreneurs who represent promise for some of Baltimore’s most important communities.
DRESS FOR SUCCESS

Since its inception in 2012, Dress for Success’ #GivingShoesDay campaign has amassed more than 17,000 pairs of shoes donated through the organization’s 145 affiliates around the world. Supporters can either give back to their local community by donating professional shoes or gifting a brand new pair of shoes by making a monetary donation. This year, Dress for Success explored the emotional significance of the day by asking women to share a photo and memory of a professional accomplishment the donated shoes represent.

FEEDING AMERICA

Feeding America asked their supporters to “Give the Gift of a Meal.” They secured matches from several corporate sponsors and all the partners employed their social media on #GivingTuesday to raise awareness about hunger issues and ask for support. The raised enough money to meet their goal with over 3.3 million meals donated on #GivingTuesday.

AJWS (AMERICAN JEWISH WORLD SERVICE)

On #GivingTuesday, a generous group of donors challenged AJWS to raise $180,000 in 24 hours — and offered to match those gifts 3 to 1. This meant that donors gifts made three times the difference in ending poverty, fighting oppression and protecting our world’s people from the harmful effects of climate change.

MOVEMBER FOUNDATION

To celebrate #GivingTuesday, the Movember Foundation teamed up with partners to incentivize giving through matches and a special giveaway. For every $25 raised on #GivingTuesday, donors received an entry to win a once-in-a-lifetime adventure trip to Jackson Hole, Wyoming, thanks to their partners at Jeep. Moreover, Visa Checkout boosted any $50+ donation on Movember.com with an additional $20.

HEIFER INTERNATIONAL

Heifer International ran a fundraising and social media campaign highlighting the key role goats play in helping end hunger and poverty. They created a limited edition run of adorable “selfie goats” and encouraged supporters to share a #GoatSquadGoals photo on social media. Those #GoatSquadGoals could be anything participants or their families did to give back and end hunger and poverty on #GivingTuesday.

CITY DADS GROUP

City Dads Group and Plum Organics teamed up to support children and families in need by packing and distributing food in seven cities across the country. Plum Organics agreed to donate more than 24,000 meals to charitable organizations chosen by each of the seven City Dads Groups. City Dads Group members and others who were not able to participate in any of these events in person helped amplify the activities on Twitter and Instagram using hashtags #PlumParents and #GivingTuesday.
ORGANIZE
Building on the success of their digital donor drive last year, ORGANIZE partnered with organ procurement organizations in states across the US and around the world to ask people to register as organ donors, and to share their donor status with family and friends by posting “I’m an #OrganDonor, are you?” Using email, Facebook, Twitter and Instagram, ORGANIZE and their network of partners mobilized the army of organ donation advocates to come together on one day for a huge digital donor drive and awareness campaign.

THE FAMILY DINNER PROJECT
The Family Dinner Project, which champions family dinner as an opportunity for family members to connect through food, fun and conversation about things that matter, launched its #GiveAndTalk campaign in support of #GivingTuesday. #GiveAndTalk invited families nationwide to talk about how they’re going to give back on #GivingTuesday and beyond. Families created their own giving pledge and shared them online using the #GiveAndTalk hashtag.

LADY PARTS JUSTICE LEAGUE
Lady Parts Justice League, a reproductive rights organization, launched the “28 Day Cycle of Giving” campaign on #GivingTuesday with a video explaining what they do and how donations will be used. The video was put on their website and social media channels, and was sent to their email list. Each of the next 28 days, they posted a short video on social media that gave people a new reason to give. The campaign led to a huge jump in donations, both one-time and recurring.

WORLD RELIEF
For #GivingTuesday, local World Relief offices across the country supported new refugees who had recently arrived in the US with few belongings. They asked their community to build welcome kits for refugee families to provide them with household items including kitchen supplies, bedding and other necessities.

TREVOR PROJECT
The holiday season is a busy time for Trevor Project counselors, who provide crisis intervention and suicide prevention services for the LGBTQ community. They set a goal to raise $25,000 to cover 25,000 more minutes of support to manage the spike in calls, texts and chats, and ultimately raised over $91,000 in donations.

BEDSTOCK
Bedstock is a one-of-a-kind music festival, where artists play from bed for sick kids stuck in theirs. The project helps fund and raise awareness for MyMusicRx, an organization that delivers the healing power of music to kids and teens with serious illnesses. This year they collaborated with #GivingTuesday to amplify their work. Artists such as Norah Jones, Tegan and Sara, Alessia Cara, Jack Johnson and Jenny Lewis joined. Converse matched all donations made to MyMusicRx on the day.
CORPORATIONS

LINKEDIN
LinkedIn for Good’s #GivingTuesday initiative encouraged LinkedIn employees to donate to coworkers’ favorite nonprofits via a crowdfunding campaign. Donations made between November 29 and December 2 were matched 3:1 by LinkedIn for Good. The campaign was amplified through a global employee email that went out to all 10,000 LinkedIn employees, as well as through a print piece that was placed on everyone’s desk on #GivingTuesday. Together they raised approximately $600K ($150K from employees, $450K from LIFG) for 163 different organizations that were championed by their employees.

TEXAS INSTRUMENTS
Texas Instruments worked with United Way of Metropolitan Dallas and VNA Dallas (the nonprofit in the region that works on Meals on Wheels initiatives). Together, they had 250 teams of volunteers delivering 2,000 meals to help homebound seniors throughout Dallas County. In addition, they supported Meals on Wheels deliveries at other Texas Instruments sites across the US from Santa Clara, CA to South Portland, ME.

JET.COM
Through Jet’s diaper program, over 1,000 participating nonprofits can purchase deeply discounted diapers in bulk. The nonprofits then redistribute the diapers either for free or for a small price, but not for a profit. In order to engage Jet customers in this community initiative, they launched the Give A Pack program, where customers could purchase a pack of diapers for a participating nonprofit at checkout. In honor of #GivingTuesday, Jet matched every diaper contribution made by a Jet customer.

ZIPCAR
From #GivingTuesday to December 9, Zipcar, the world’s leading car sharing network, donated 1% of revenue from its members’ reservations to Meals on Wheels, up to $50,000. They promoted the campaign on social media, helping to educate their members about the nonprofit’s work.

HEINZ
Heinz launched a ‘Selfie for Good’ program for #GivingTuesday and donated $1.57 (an homage to Heinz 57) to Stop Hunger Now for every selfie taken with the Heinz Ketchup bottle at participating restaurants nationwide. The brand surpassed their original goal and donated more than $200,000 to help families facing hunger.

#GIVINGTUESDAY
CASE STUDIES
EQUINOX
On #GivingTuesday, Equinox donated $1 to Cycle for Survival every time a spot was booked for any of their classes across the country. They also had a special #GivingTuesday selection of goods for sale in all of their gym stores, with the proceeds benefiting one of five other nonprofit partners.

T-MOBILE
On #GivingTuesday, T-Mobile matched all text donations to Boys & Girls Clubs (up to $80 per person), regardless of whether or not the donor was a T-Mobile customer. There were additional opportunities for T-Mobile customers to win additional donations for their local Clubs.

CNN AND SUBARU
CNN and Subaru worked together on a 2016 #GivingTuesday campaign tied to CNN Heroes, an annual awards show which recognizes 10 individuals for their good works. Launching on #GivingTuesday and extended through the end of the year, the two companies asked individuals to support the 2016 Hero’s associated nonprofits. Subaru then matched every contribution up to $500,000. They also aired video content about a previous CNN Hero to demonstrate how donations can impact an organization’s work.

DISNEY, TARGET AND STAR WARS: FORCE FOR CHANGE
As fans counted down to the premiere of Rogue One: A Star Wars Story, Disney, Target and Star Wars: Force for Change launched a fashion-meets-fundraising initiative inspired by the movie’s themes of rebellion. Ten influential names across film, music, fashion and sports came together to support UNICEF Kid Power by creating a line of “Force 4 Fashion” T-shirts available exclusively in the US at Target. Five dollars from the sale of each shirt was donated to the US Fund for UNICEF in support of UNICEF Kid Power.

CARTER’S
In honor of #GivingTuesday, Carter’s ran a “One for One” campaign. For every pair of pajamas purchased on #GivingTuesday, Carter’s donated a pair of pajamas to a child in need through the Pajama Program.

SQUARESPACE
On #GivingTuesday 2016, creative tools company Squarespace and coding bootcamp C4Q teamed up to kick off an initiative that helped highlight the diversity of the tech community in New York City. Starting on #GivingTuesday and then every Tuesday for the rest of the year, a C4Q alum was highlighted on a Squarespace microsite. Squarespace also donated $70,000 to C4Q to support their work.
In celebration of #GivingTuesday, JC Penney Cares made a $100,000 donation to Boys & Girls Clubs of America. In select cities, JCPenney invited kids from local YMCAs to visit a JCPenney store to shop for gifts for their families, while being treated to a special visit with a hometown celebrity.

QVC
On #GivingTuesday, QVC celebrated the spirit of entrepreneurship and its charitable mission to support the success and wellness of women through the power of relationships. The global retailer teamed up with Peace Love World, a women-led enterprise, and Nest, a global nonprofit supporting women artisans who might not have the resources they need to flourish. Consumers were able to purchase an exclusive Peace Love World product on QVC or QVC.com with 60 percent of the purchase price supporting Nest programming. QVC also encouraged consumers to give love this holiday season and support Nest.

Palantir Technologies
Palantir Technologies collected hundreds of care packages for local homeless shelters around the world on #GivingTuesday. This was a global effort, with employees from offices in Seattle, New York, California, DC and London coming together to give their time under a single mission. The company donated the goods (including blankets, shoes, ponchos and other clothing), then employees donated their time to assemble the care packages. They also wrote cards with words of encouragement.

Casper
Casper, the e-commerce online mattress company, donated over 25 mattresses and 50 pillows to five firehouses across New York City — one in every borough. They highlighted this generous donation through social media.

AOL
AOL asked consumers to vote on one of four causes to receive a donation of ad space from AOL. The nonprofit with the most votes was featured 100% pro bono on AOL.com. And the Huffington Post supported dozens of additional nonprofits by publishing a #GivingTuesday blog post every day throughout November.

JPMorgan Chase
JPMorgan Chase encouraged employees to donate through the firm’s workplace giving program with a $2 for $1 matching gift promotion and a giving competition across the U.S. Employees donated more than $1.4 million to nonprofits in communities around the country, nearly doubling the previous year’s commitment.

Principal
On #GivingTuesday, Principal promoted its fourth consecutive record-breaking United Way campaign. Over 73% of employees participated with more than $8.3 million donated to 230+ communities in 45 states. They also tied the enthusiasm around #GivingTuesday to launch their inaugural Global Volunteer Week project (December 5-9), a focused effort to engage employees in global community volunteerism through organized projects at major office locations in six countries.
SMALL BUSINESSES

KUAM (GUAM)
For the third year, members of the KUAM CareForce (a local TV station’s community service brigade) had a day-long Giving Marathon to spread holiday cheer and show gratitude for their community. They invited other businesses, organizations, schools and individuals to join them in various #GivingTuesday initiatives. Guam Fire Department’s E-911 Unit handed out 1,000 pancake breakfasts roadside. Students at a local high school collected a pantry’s-worth of canned goods and other foods and a local Catholic school collected toys. Papa John’s Pizzeria donated toys and food to Big Brothers Big Sisters. Members of the CareForce crew went caroling at a retirement home, and delivered custom care packages put together from KUAM staff donations to cancer and dialysis patients. Learn more about the campaign in this article and video.

JENKINTOWN BUILDING SERVICES (PHILADELPHIA, PA)
Every year, Jenkintown Building Services, the operators and caretakers of buildings throughout the Philadelphia region, use #GivingTuesday as an opportunity to support their local nonprofit tenants and provide services to their communities and to those in need. This year they offered their services to clean a Ronald McDonald House and had costumed characters Santa and Hanukkah Harry join to help entertain the kids there as well. They also announced additional pro bono services projects for later in the year for other nonprofit organizations including Project Home and Habitat for Humanity.

RESOURCE ONE CREDIT UNION (DALLAS, TX)
Resource One Credit Union’s celebrated #GivingTuesday by collecting blankets and coats for Dallas Life, a local charity that helps the needy by providing clothes, counseling, spiritual care, recovery programs and dental and health care to those in need. The Resource One team also donated their time to help decorate the shelter for the holidays.

THE STATIONERY STUDIO (VERNON, IL)
The Stationery Studio staff hosted a food drive in their building and encouraged members of the community to either drop off items or start their own food drive. All the donated items were distributed on #GivingTuesday. Money to help purchase other needed supplies was also donated.

DARREL’S CATERING (SAN ANTONIO, TX)
Darrel’s Catering partnered with Lone Star Family Health Center (LSFHC) to provide special barbecue lunches for LSFHC employees on #GivingTuesday. LSFHC’s #GivingTuesday campaign, Project Next Step, provided educational resources to new moms and babies. In addition to the lunches, Darrel’s made a monetary donation to LSFHC to support Project Next Step.

BKV (ATLANTA, GA)
Advertising agency BKV is a long-time supporter of 48in48, an annual web development event where volunteer design, copy, project management and marketing professionals create 48 custom WordPress sites for 48 local nonprofits, completely free of charge. For #GivingTuesday, BKV donated six gently used laptop computers to the 48in48 team.

WENDY’S (DUBLIN, OH)
Employees at the Wendy’s Restaurant Support Center wrote holiday card messages that were donated to the Ohio State University Star House, a local drop-in shelter for homeless youth. Each holiday card contained a Wendy’s restaurant in the area.

Check out this blog post for more small businesses ideas.
#IGIVECATHOLIC
Launched in 2015 by the Archdiocese of New Orleans, the #IGIVECATHOLIC campaign was the first online giving day by Catholics to support the works of the Catholic Church in the history of the United States. In 2016, the campaign expanded to include five more parishes in the southeast region. Donors were sent to the iGiveCatholic.org home page and clicked on a specific parish, school or ministry listed there to make their donations. Supporters could check the live leaderboard throughout the day to see how their favorite organization was doing. Participants could also see their stats throughout the day and reach out to their members to encourage donations that would improve their positions on the leaderboard. All the participants got the word out through social media, email and print communications. The campaign netted $1,807,311 from 6,826 gifts to benefit 300+ organizations. A similar campaign, #WeGiveCatholic, also ran in the northeast.

UNITED MUSLIM RELIEF
The United Muslim Relief raised funds to buy winter coats for 1,000 Syrian refugees in Jordan, Palestine, Lebanon and Turkey. Each coat was only $25, so their messaging focused on how small gifts can have a big impact and the importance of ordinary people coming together to do extraordinary things on #GivingTuesday.

HILLEL OF WESTCHESTER
On #GivingTuesday, the Hillel of Westchester asked students on college campuses for new program and event ideas with the tagline “100 Positive Ways to Keep America Great.” Some of the programs that will become a reality because of #GivingTuesday include: advocacy training, heightened legislative/civic involvement, cause-specific awareness events for LGBTQ, environmental, immigration and faith-based organizations, and a college-student-to-youth tolerance mentoring program.

THE SIKH COALITION
The Sikh Coalition celebrated #GivingTuesday by reminding their community that before there was #GivingTuesday, there was dasvandh, the Sikh tradition of giving treasure and time in support of a good cause. The Coalition launched a campaign to advocate for the rights of all Americans. They also secured a 1:1 match (up to $100,000) from a group of generous supporters. They finished first on the giving platform Network for Good’s leaderboard, raising more money than any other nonprofit on #GivingTuesday.
UNITED METHODIST CHURCH
The United Methodist Church (UMC) embraced the theme “Give light. Give love. Give life.” for their #GivingTuesday campaign. UMC asked their community to identify and support mission programs and personnel with gifts via The Advance, their conduit for United Methodist designated giving around the world. Their community was also encouraged to donate time, say a prayer or create a non-financial way to support the missionary or project. UMC created logos and toolkits for specific contingencies (e.g. youth pastors, missions, service project leaders) in several languages. More than 2,550 people in 19 countries contributed over $850K to United Methodist mission projects and missionary support through the 2016 UMC #GivingTuesday campaign.

THE JEWISH FEDERATION OF LEHIGH VALLEY
The Jewish Federation of Lehigh Valley’s Campaign for Jewish Needs was a 60 day challenge from October through #GivingTuesday. They secured a generous matching grant that doubled the impact of new gifts and increased existing gifts. Over $1.2 million was contributed in just 60 days.

ARCHDIOCESE OF NEWARK
Archdiocesan Center’s campaign raised both funds and goods to support their work. Employees collected nonperishables and socks for Catholic charities and donated blood. They also included #GivingTuesday as part of mass and had a collection bucket for #GivingTuesday at local churches.

UNITED MISSIONS OF HOPE
The United Missions of Hope (UMH) and the Anchorage community came together for a #GivingTuesday themed celebration dinner. Partners donated items for a silent auction, raffle and door prize to support UMH’s mission. The first #GivingTuesday dinner in 2015 took place in a living room with 17 friends; this year’s served 100 people in the community.

WORLD VISION
For the third year, World Vision and Thirty-One Gifts (which sells purses, totes and home décor) partnered to double donors’ #GivingTuesday gifts with a product match. Thirty-One Gifts matched any donation supporters made on #GivingTuesday, with product donation up to $2 million, including apparel and bags to help women and children in need.
FOUNDATIONS

**LAURA ARRILLAGA-ANDREESSEN FOUNDATION**
The Laura Arrillaga-Andreessen Foundation created free resources to help individual philanthropists feel educated and empowered to give at any stage in their philanthropic journey. Through active participation, donors transformed their giving from having momentary meaning to becoming monumentally meaningful to each of them as well as the organizations they aspire to help. Resources included videos and online and print materials with activities, examples and guides to enhance participant learning and facilitate the strategic giving process. You can access the resources here.

**UNITED NATIONS FOUNDATION**
UNF created newspaper circulars filled with ways people can give back and information on charitable organizations around the world. Options included buying an emergency box for the World Food Programme or helping a refugee attend school for $25 or an emergency shelter for the Red Cross for $50. They also launched the #GiveAGIF campaign to encourage givers to share GIFs on social media that celebrated their favorite causes or why giving is important to them.

**BROOKLYN COMMUNITY FOUNDATION**
The Brooklyn Community Foundation offered 20 chosen nonprofits $5,000 as part of the launch of a new local giving campaign called “Brooklyn Gives,” presented in partnership with the Brooklyn Chamber of Commerce and local businesses, including Brooklyn Industries. They built a website to highlight the nonprofits and solicit donations. Brooklyn Industries designed a special “Brooklyn Gives” T-shirt (a portion of the proceeds benefitted the campaign) and hosted a breakfast event that featured Brooklyn’s borough president and leaders from the participating nonprofits. Including the match, over $271K was raised, and the nonprofits reported a three-to-four-times increase in donations over previous years. You can learn more here.

CASE STUDIES

United Nations Foundation

Brooklyn Community Foundation
THE CHICAGO FOUNDATION FOR WOMEN
Building on the success of previous #GivingTuesday efforts, Chicago Foundation for Women asked their community to directly participate in a community-led, online grant contest. Donors who made a gift of any size leading up to and on #GivingTuesday had an opportunity to vote for one of three emerging programs to receive a special $10,000 #GivingTuesday award. The two runners up were awarded $2,500 or $1,000 prizes.

GRAND VICTORIA FOUNDATION
The Grand Victoria Foundation matched individual gifts made online to 29 Elgin, Illinois-area participating nonprofit organizations on #GivingTuesday. In addition, the foundation awarded bonus amounts to agencies that acquired the greatest number of new donors, retained the greatest number of 2015 #GivingTuesday donors and raised the most money overall.

MANATEE COMMUNITY FOUNDATION
On #GivingTuesday, the Manatee Community Foundation worked with a local resident, Ray Baden, to surprise eight area nonprofits with grant awards of $10,000 each. The foundation told the nonprofits that a potential donor was interested in a tour, but when Mr. Baden arrived he instead handed them a check for $10,000. The story garnered a lot of local press attention (including this story), helping the nonprofits secure additional support from their community.
SCHOOLS

WEST END DAY SCHOOL (NEW YORK, NY)
West End Day School saw #GivingTuesday as the perfect opportunity to teach their students the importance of giving. Students put together birthday boxes for children in homeless shelters. The birthday boxes were filled with birthday cake supplies (cake mix, frosting and candles), a present and a book donated by West End Day School students. The students also took part by writing and decorating a postcard for people in hospitals and long-term care. You can learn more from this video.

KOUTS AND CHESTERTON MIDDLE SCHOOLS (KOUTS AND CHESTERTON, IN)
A teacher used #GivingTuesday to educate students at two local middle schools about digital citizenship and applying their social media skills for good. Students from Kouts Middle School and Chesterton Middle School in Indiana used Facebook, Twitter, Instagram and Snapchat to raise money and awareness for Simiyu House, an organization that provides education to orphans in Kenya. With posts, pictures, videos and hashtags, students put all of their social media energy toward a single focus: giving back. The Simiyu House campaign is a great example of how educators can use #GivingTuesday as a platform to teach students to be service-minded, positive and proficient citizens online. They created a video to recap the campaign.

LEARNING TO GIVE (NATIONAL)
Learning to Give, an online resource for teachers, provides free lessons to teach the purpose and power of giving and helping others. For #GivingTuesday, teachers were asked nationwide to simply teach one (#teach1) lesson on giving. They provided eight lessons to get started and helped teachers build a culture of giving and service in schools.

MONTESSORI CENTER SCHOOL (GOLETA, CA)
The Montessori Center School used #GivingTuesday as a rallying point for their annual fund, which launched at the beginning of the school year and ended December 31. Their mascot is a Meerkat, and for #GivingTuesday they created a Meerkat mascot image with the slogan “Meerkats Give.” The image and hashtag were used to amplify their campaign in the lead-up to #GivingTuesday on social media and email and in their annual yearbook. They also posted videos from teachers and parents about giving to the school, branded with the Meerkat logo. They ran promotions on the school’s internal parent network that allows parents to get messages on their mobile devices as well.
REGINA DOMINICAN HIGH SCHOOL  
(WILMETTE, IL)  
Regina Dominican High School set a new one-day fundraising record. The goal of their campaign “Fund Four Years” was to raise the equivalent of two school tuitions in order to unlock a matching gift. The Regina Dominican community not only hit the goal to trigger the match, but also raised an additional $66,280. This amount plus the matching gift will pay for six students' tuitions.

PRAIRIE TRACE ELEMENTARY  
(INDIANAPOLIS, IN)  
An elementary school teacher taught her students about #GivingTuesday and encouraged them to perform Random Acts of Kindness for other students throughout the school. She made a donation of $1 to Schools on Wheels (a nonprofit that provides tutoring and educational advocacy to school-age children impacted by homelessness) for every #RAK performed. The students also collected 30 pairs of gloves to give to the students that Schools on Wheels serves.

REGIS HIGH SCHOOL (NEW YORK, NY)  
Regis High School challenged students, alumni and parents with six different activities as part of their #Give2Regis fundraising campaign on #GivingTuesday. For Challenge #1, a student or faculty member was added to a Regis Mannequin Challenge video for every Annual Fund donation made before 10 am. There were 115 donations; see the video here. For Challenge #2, two faculty members played the basketball game H-O-R-S-E, and the loser had to then sink foul shots equal to the number of donations made between 10 am and noon. There were 117 donations; see the video here. Other challenges included memorabilia raffle items and a competition between the four classes. With 665 gifts, Regis broke their record for most gifts in a 24-hour period. In addition, seniors also volunteered at service locations throughout the day. You can find a full recap here.
HIGHER EDUCATION

TUFTS UNIVERSITY
For their fifth #GivingTuesday, Tufts University set a goal of 2,000 donors to support all aspects of life at Tufts, including financial aid, faculty research and scholarship, student activities and other university priorities. If they reached their goal, a generous group of alumni and parents pledged to give $200,000. In addition, some volunteer groups at individual schools upped the ante with school-specific challenges. For example, the executive council of the Friedman School Alumni Association pledged to contribute $10,000 if 75 donors gave to the nutrition school. Tufts blew away their goal, reaching 4,014 donors who gave more than $1 million. They built an interactive donor roll that thanked all their donors in real time for their contributions. Tufts received the largest number of gifts the university has ever received in one day on #GivingTuesday 2016.

FORDHAM UNIVERSITY
Fordham set a public goal of $300,000 from 1,000 donors on #GivingTuesday. Their fundraising team worked to turn their community into ambassadors for the day. They distributed a social media toolkit with plug-and-play messaging and ideas about how to best support the campaign. Their #GivingTuesday leaderboard not only tracked donations by class and state, but also showed how their ambassadors’ social shares translated into donations. They also announced a series of challenges throughout the day to keep momentum up. Some were aimed at specific classes, particularly young alumni. For example, the morning of #GivingTuesday they announced that if 200 young alumni (classes of 2007 to 2016) gave, Fordham’s Young Alumni Philanthropy Committee would donate an additional $4,000 toward scholarships. Later in the day a Fordham trustee came forward with a new #GivingTuesday challenge: If 250 donors made a gift between 5 and 11:59 pm, the trustee would donate $50,000 to support scholarships and financial aid. Ultimately, Fordman surpassed their goal with over 1,400 members of the Fordham family raising more than $550,000 on #GivingTuesday.

LUBBOCK CHRISTIAN UNIVERSITY
Instead of asking for a donation, Lubbock Christian University asked alumni, supporters and friends to give the gift of prayer for their students. They got the word out on social media, on their website and in a press release to local media. Hundreds of friends and family of the Lubbock Christian University community committed to praying for the students.

GREENVILLE COLLEGE
For their #GT campaign, an anonymous alumni couple offered to double online donations, up to $10,000. This helped Greenville College see plenty of donor engagement from early in the morning until late into the evening: They received their first gift on #GivingTuesday at 2:33 am for $1,000, and their last gift was received at 11:55 pm for $125. In order to keep donors engaged, Greenville College makes it a point to connect students who receive scholarships with donors who fund them. Each year, students write thank-you notes to donors at “Donor Thank-You” events.
COLORADO STATE UNIVERSITY
Colorado State University’s goal was to beat their 2015 results of $30,824 from 400 donors. They achieved it by featuring their Rams Against Hunger program on #GivingTuesday in their email campaigns. Rams Against Hunger provides meal cards to the nearly 10% of students who experience food insecurity. Thanks to donations totaling $26,908 from 655 people, CSU will provide 3,844 meals to students in need. In total, they raised $47,000 from 1,073 donors for various CSU programs.

BOWLING GREEN STATE UNIVERSITY
In 2016, 230 donors showed their Falcon pride with donations totalling $88,979 on #GivingTuesday. In additions, students gave back by donating 397.5 service hours. The BGSU Student Philanthropy Committee created various service opportunities to help students make a direct impact on their local community and on campus. Their efforts included supporting the Cocoon Shelter, a local shelter that provides safety, healing and justice for battered women and their children; making toys for animals for the Wood County Humane Society; decorating ornaments for the Wood County Committee on Aging; and helping fellow BGSU Falcons who may not have access to food by donating a Falcon Card swipe.

TEXAS A&M CORPUS CHRISTI UNIVERSITY
The Texas A&M Corpus Christi University's 2016 #GivingTuesday campaign focused on giving back to the community — a key pillar in their strategic plan. Their Division of Student Engagement & Success built a site explaining different opportunities and details of how to get involved on the day. Volunteers could sign up by filling out a form on the site. In total, 125 Islander faculty and staff volunteers contributed 269 hours of service and were able to make a difference at 10 off-campus locations, from sorting goods for the Food Bank of Corpus Christi to donating blood at the Coastal Bend Blood Center to handing out warm meals at Corpus Christi Metro Ministries.