



2018
Case Studies

#GIVINGTUESDAY™

Case Studies Collaborations



ORGANIZE / THE AMERICAN CANCER SOCIETY OF TRANSPLANTATION

On #GivingTuesday, [ORGANIZE](#) and the [American Society of Transplantation](#) worked together to encourage organ donation recipients and people who have personal stories about loved ones impacted by organ donations to record and share short gratitude videos. Videos were shared nationwide with the hashtag #Power2Save on an online portal hosted by Tribute. By simply asking individuals to share their stories online, ORGANIZE and the American Society of Transplantation were able to educate audiences about the importance of organ donation and boost national registrations for organ donors.

#GIVINGNEWSDAY – THE DEMOCRACY FUND, THE KNIGHT FOUNDATION, AND THE MACARTHUR FOUNDATION

Three foundations launched [News Match 2017](#) on #GivingTuesday deemed #GivingNewsDay, a grassroots campaign to strengthen nonprofit journalism across the United States. From #GivingTuesday to Dec. 31, The Democracy Fund, the Knight Foundation, and the MacArthur Foundation matched up to \$3 million to over 100 local and investigative newsrooms. Participating nonprofit news organizations received up to \$28,000 each in matching grants, doubling every donation up to \$1,000. Celebrities including Mark Ruffalo, Cara Mund, and Greta Van Susteren promoted the day and news orgs came together to

raise millions for nonprofit journalism throughout the nation.

RILEY'S CHILDREN'S FOUNDATION/1070 FAN RADIO (INDIANAPOLIS, IN)

[Riley's Children's Foundation](#) ran a collaborative campaign with local celebrities, businesses, and the [1070 Fan Radio](#) station to encourage blood donations and fundraise for the Riley Hospital for Children. Throughout the day, Riley's Children's Foundation held live Q & A chats with celebrities in media, sports, and business on their #GivingTuesday webpage. In addition, 1070 Fan Radio hosted a live broadcast with prizes at the local mall in support of Riley's Children's Foundation. Together, they mobilized the local community online, on air, and in person to encourage 610 donors to give blood and raised \$112,502.



Riley's Children's Foundation

HEART OF DALLAS YOUNG PROFESSIONALS (DALLAS, TX)

[Heart of Dallas Young Professionals](#) (HODYP) held their third annual Heart of Dallas Fast Pitch event on #GivingTuesday. Six nonprofit finalists that support local youth programs and services were chosen to present a three-minute live pitch 'Shark Tank style' to convince a panel of judges why their organization deserves grant dollars to help them achieve their mission. The event granted \$100,000 to the six local nonprofits.



#GivingNewsDay

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MY MUSIC RX / BEDSTOCK

[Bedstock](#) is a one-of-a-kind music festival held on #GivingTuesday, where celebrity artists play music from bed for sick kids stuck in theirs. The festival lineup included over 100 artists from around the globe, including Nick Jonas and Ed Sheeran, who shared videos of themselves playing from bed to raise funds and awareness for [MyMusicRx](#), a flagship program of the Children's Cancer Association that delivers the healing power of music to thousands of hospitalized kids and teens around the U.S. Overall, the Bedstock Festival activated artists from over 48 countries and raised double their 2016 results with \$88,000 for MyMusicRx.



My MusicRx / Bedstock

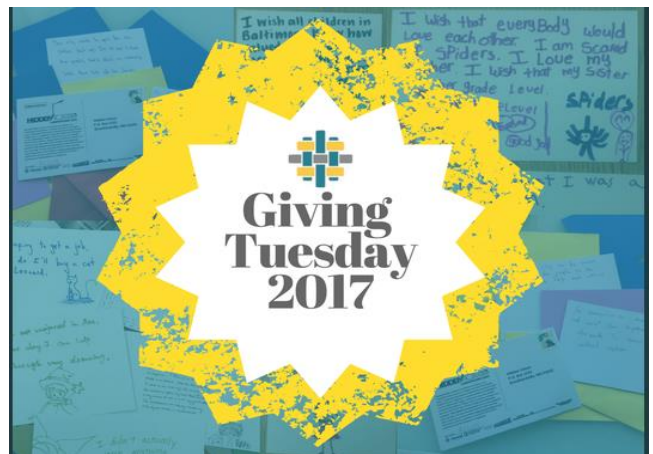
THE SALVATION ARMY OF FOND DU LAC (FOND DU LAC, WI)

The Salvation Army of Fond du Lac and the East Wisconsin-UP Michigan Region Thrivent Member Network teamed up to host a variety of events on #GivingTuesday to embrace the spirit of the day, while raising awareness and funds. Events throughout the day included, signature Red Kettles run by Thrivent members, community drawing sessions, a coloring contest, live entertainment, a visit from Santa, and present giveaways at the Salvation Army Thrift Store.

Additionally, the Salvation Army partnered with a local cafe to host a lunch fundraiser, delivering lunch to local businesses with all proceeds going towards the Salvation Army. By partnering with local businesses, the Fond du Lac Salvation Army raised vital funds and brought the community together to celebrate the holidays.

THREAD (BALTIMORE, MD)

[Thread](#) teamed up with Hidden Voices on #GivingTuesday to illuminate the thoughts, dreams, feelings and fears that live within each of us. They created the #BMoreAware Campaign and asked participants to fill out a postcard with a personal thought, fear, or dream at Thread events or online leading up to #GivingTuesday. Upon surpassing their goal of collecting 1,000 postcards, a matching challenge supported by a generous group of donors contributed \$1,000 per each additional postcard submitted. The campaign raised \$1 million for the organization and demonstrated that awareness and understanding of one another is critical to create a more connected Baltimore.



Thread

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