



2018
Case Studies

#GIVINGTUESDAY™

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Community Campaigns



#BrooklynGives (Brooklyn, NY)

In its second year, the [Brooklyn Community Foundation](#) ran their [#BrooklynGives](#) Spark Prize campaign on [#GivingTuesday](#). 20 high-impact community-based organizations across Brooklyn were selected as finalists to each receive a \$5K matching grant and a chance to win the Spark Prize. The top five organizations and winners of the Spark Prize, each won \$100,000 in general operating support from the Brooklyn Community Foundation. In 2017, organizations leveraged the match to bring in over \$360,000 in 24 hours, far surpassing their \$275,00 total in 2016. [#BrooklynGives](#) partnered with the Brooklyn Borough President and the Brooklyn Chamber of Commerce, TD Bank, and National Grid.

#NorthStateGives (Redding, CA)

[North State Giving Tuesday](#), an online networking and giving event held on [#GivingTuesday](#) for nonprofits in Shasta and Siskiyou counties, was created in 2015 and is powered by [Shasta Regional Community Foundation](#). The giving event now raises money for 123 local nonprofits and engages individuals and local businesses to donate over a 14-hour period. In 2017, the Community Foundation raised \$1,016,423 for 123 participating nonprofit organizations. Their [report](#) indicated that 85 percent of the over 5,000 gifts received on Nov. 28, 2017 were \$100 or less.

#ValleyGives (Temecula, CA)

[#ValleyGIVESday](#) is a 24-hour giving day organized by the [SWRC Nonprofit Cooperative](#). Through their online giving portal, the community could donate to 38 nonprofits on [#GivingTuesday](#) 2017. The day culminated with a community event featuring live entertainment, food, and GIVING! Overall the community raised \$40,000 for the 38 participating organizations.

Pink #PasHON Project (Baltimore, MD)

Born out of [#GivingTuesday](#) 2012, the [United Way of Central Maryland](#)'s Emerging Leaders United coalition launched a new [#GivingTuesday](#) community campaign for 2017. With a play on passion, the coalition created the Pink [#PasHON Project](#) ('hon' being a Baltimore colloquialism) to engage nonprofits, companies, small businesses, and the community to make 625,000 PasHON Pledges to give time, voice or money to a project they are passionate about. To engage the community on social media they created a Facebook page for Baltimoreans to share their pledges and stories.



Pink #PasHON Project

#ILGive (Illinois)

This statewide campaign, organized by [Forefront](#) brought in over \$13 million raised by almost 500 nonprofits across the state of Illinois. Participating nonprofits received free resources, toolkits, and technical assistance on how to design and implement digital fundraising strategies leading up to [#ILGive](#) Community for Giving Tuesday and beyond.

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#BigDGives (Dallas, TX)

Dallas hosted a city-wide Giving Tuesday effort built on the momentum from North Texas Giving Day. Led by the [United Way of Metropolitan Dallas](#), [#BigDGives](#) engaged over 224 nonprofits (large and small), regional corporations, and individual donors to tap into the generosity of north Texans. In 2017, [#BigDGives](#) doubled the number of nonprofits participating and partners got the word out to raise nearly 10 TIMES more than last year. Overall [#BigDGives](#) raised more than \$22.8 Million and volunteers contributed over 484,000 hours of service through numerous volunteer events.

#GivingTuesdayCLT (Charlotte, NC)

Presented by Wells Fargo and powered by [SHARE Charlotte](#), [#GivingTuesdayCLT](#) is Charlotte's local response to the global [#GivingTuesday](#) movement. [#GivingTuesdayCLT](#) is a collaboration of over 230 Charlotte nonprofits as well as corporations, local businesses, professional sports teams and community organizations working together to rally the Charlotte community around doing good, educate the public on the critical work Charlotte nonprofits are doing, and encourage giving. Overall the campaign raised \$7 million for participating nonprofits.

#YorkCountyGives (York County, SC)

Organized by [Hospice & Community Care](#), [#YorkCountyGives](#) launched a new [#GivingTuesday](#) community campaign, *Dine Out, Do Good* in 2017. 20 local nonprofits partnered with over 24 restaurants that donated a portion of their profits to the partnering organization. Via the [#YorkCountyGives](#) website, individuals could see which nonprofits were partnering with what restaurant and find options to *Dine Out, Do Good* for breakfast, lunch, and dinner.

#GivingTuesday North Port (North Port, FL)

In their first [#GivingTuesday](#), [WKDW Radio](#) Community Broadband Radio Association opened the doors to their radio station for community members to gather and share stories on air. The City of North Port proclaimed [#GivingTuesday](#) an official day of celebration and North Port was named the first [#KindnessCommunity](#) in the nation, with a campaign to promote kindness. In addition to giving community members and organizations a platform and voice on [#GivingTuesday](#), WKDW rallied 20 nonprofits together to raise more than \$20,000.



#YorkCountyGives



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