



2018
Case Studies

#GIVINGTUESDAY™

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TMOBILE

On #GivingTuesday [T-Mobile](#) celebrated by running a three tiered campaign for T-Mobile customers, employees and the general public. Through a T-Mobile app, customers received \$2 to give to a choice of 4 nonprofits, T-Mobile employees received \$28 in their Giving Account to donate to any charity of their choice, and for anyone that tweeted #GivingTWOgether on #GivingTuesday, T-Mobile donated \$2 to split between the 4 nonprofits up to \$100,000.

M & T BANK

Leading up to #GivingTuesday, [M & T Bank](#) launched the 'Understanding What's Important Business Challenge' and asked businesses to nominate organizations in their community that they support for a chance to win up to \$10,000 for the organization. Five finalists were chosen by M&T bank and the public voted to help choose a winner. M&T bank announced the grand prize winner of \$10,000 on #GivingTuesday and the remaining four finalists received \$1,000 in support of their organization.

JETBLUE

In the weeks leading up to #GivingTuesday, [JetBlue](#), in an effort to encourage customers to give back, setup mock check-in kiosks in surprise locations. People were encouraged to answer short questionnaires about what 'good' they have to declare at one of the JetBlue kiosks, or online at [jetbluecheckinforgood.com](#). Based on individual responses, entrants were matched to causes aligning with JetBlue For Good's three key pillars – youth and education, community and the environment – and placed on "standby" for an opportunity to win a seat on one of 3 volunteer trips departing around #GivingTuesday.

PLUM ORGANICS

[Plum Organics](#) activated sixteen volunteer events and donated over 40,000 food pouches to children across the country. By partnering with [City Dads Group](#) for the second year, Plum Organics were able to bring organic baby food donations to organizations in twelve chapters nationwide. Additionally, Plum Organics employees volunteered at local Alameda County Food Bank.



Plum Organics

BETTERMENT

[Betterment](#), an automated investment service, used #GivingTuesday to launch a new way for investors to give. Not only did the company make it easier to give to charities starting on #GivingTuesday, Betterment investors were able to donate shares of long-term investments directly to charitable organizations. On #GivingTuesday investors could choose from 11 charities to make long-term donations to.

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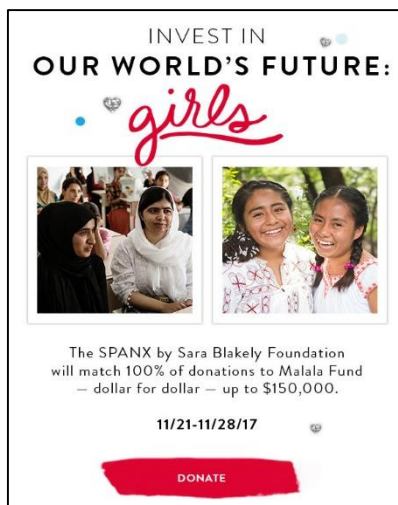


TINDER

Tinder, a dating app that allows users to swipe right “yes” or swipe left “no” to identify matches, used their popularity and influence to ask millions of users to be available in a different way on #GivingTuesday. Tinder created a message people could easily share to any of their social networks, letting their community know they are available – whether that be to help a friend move, donate time to a soup kitchen, buy Christmas gifts for those who can’t afford them this year, or just be a listening ear to someone who needs it. For each person that shared the #ImAvailable message on #GivingTuesday, Tinder donated \$100 to DoSomething.org. Overall, Tinder raised over \$200,000 for DoSomething.org.

SPANX

SPANX by Sara Blakely Foundation doubled all donations made to Malala Fund up to \$150K. The Malala Fund encouraged supporters to “Answer the Call” and any donation made to Malala Fund automatically qualified the donor to receive a phone call from Malala or one of her high-profile friends.



Spanx

JOHN HANCOCK

John Hancock's third annual #GivingTuesday campaign set a new single-day Boston Marathon fundraising record. On #GivingTuesday \$1,232,763 was raised through 9,674 donations, a 25 percent increase in the number of donations made from 2016.

GOFUNDME

GoFundMe celebrated kid heroes who inspire grownups to get up, look beyond ourselves, and treat others as we wish to be treated. In the weeks leading up to #GivingTuesday and throughout the holiday season, GoFundMe highlighted hundreds of kid heroes on their site and put together a special guide for parents and caregivers with expert advice, tips, and activities for kid heroes. On #GivingTuesday GoFundMe gave \$100,000 to kid heroes doing amazing things for their communities and beyond.

AMAZON

Amazon delivered \$15,000 in household goods and toys in Seattle and launched its #DeliveringSmiles campaign on #GivingTuesday. The campaign provided over \$500,000 in donations throughout December. Amazon also donated \$1 to the National Alliance to End Homelessness for every mile a #DeliveringSmiles truck traveled on #GivingTuesday.

CASPER

Casper, the global sleep company, donated 100 pillows and 100 sheets to the International Rescue Committee (IRC) for incoming refugee families. In addition, Casper kept up with their #GivingTuesday tradition and donated mattresses, pillows and sheets to five firehouses across NYC - one in every borough - to ensure the best sleep and comfort possible.

UNBOUND

Unbound, a feminist adult internet site, created a bundle of products worth \$215 from eight female-founded companies to sell on #GivingTuesday for a deal of \$99. 100 percent of the profits went to one of three charities that help women: Planned Parenthood, She's the First, and The Girl Project. One lucky purchaser made the decision of where the profits went.

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XTIVA FINANCIAL SYSTEMS

On their first #GivingTuesday [XTIVA](#), a remote financial services tech company, set a goal for 100% of staff to give at least 1 hour of their time to a cause important to them. XTIVA encouraged employees to take time away from their home offices and give back to the community. Management was overwhelmed with stories from employees about their experiences delivering goods and services to those in need, packing meals for the homeless, making monetary donations, and more!

DICK'S SPORTING GOODS / HOUSTON REVISION

On #GivingTuesday [DICK'S Sporting Goods](#) surprised [Houston reVision](#), a soccer program created for young refugees previously surrounded by violence and poverty in Africa, with \$120,000 of equipment and funding to sustain the [program](#) for the next several years. In addition to the donation to Houston reVision, DICK'S Sporting Goods committed to giving away \$2 million in funds to youth sports programs affected by devastating hurricanes in Texas and Florida during the holiday season.

CNN / SUBARU

[CNN](#) and [Subaru](#) teamed up for a second year on #GivingTuesday to support [CNN Heroes](#), an annual awards show which recognizes 10 individuals for their good works. Both companies encouraged supporters to donate to the 2017 Hero's associated nonprofits. Subaru matched all donations to Heroes up to \$500,000. The program was featured on air and highlighted different 2017 Heroes.

WEST ELM

[West Elm](#) celebrated #GivingTuesday for the first time by partnering with the [American Society for the Prevention of Cruelty to Animals](#) (ASPCA), the [Human Rights Campaign](#) (HRC), [St. Jude Children's Research Hospital](#)®, and Nepal Earthquake Relief to design a special 'Gifts that Give Back' collection. On #GivingTuesday, for the profits made through each speciality holiday gift collection, West Elm donated 100% of the profits to the respective nonprofit.

ALLSTATE PURPLE PURSE FOUNDATION

The [AllState Purple Purse Foundation](#), fully funded by the [AllState Insurance Company](#) sponsored a friendly fundraising competition between 220 nonprofits serving domestic violence survivors during Domestic Violence Awareness Month in October. Those nonprofits were invited to participate in a fundraising sweepstakes running from #GivingTuesday through Dec. in which their donors could win prizes, including a purple purse sign by Ambassador Serena Williams. The fundraiser kicked off on 11/27 with a one-Day sweepstakes for a Kendra Scott purple statement necklace.



Purple Purse Challenge