



**2018**  
**Case Studies**

**#GIVINGTUESDAY™**

# Case Studies National Nonprofits

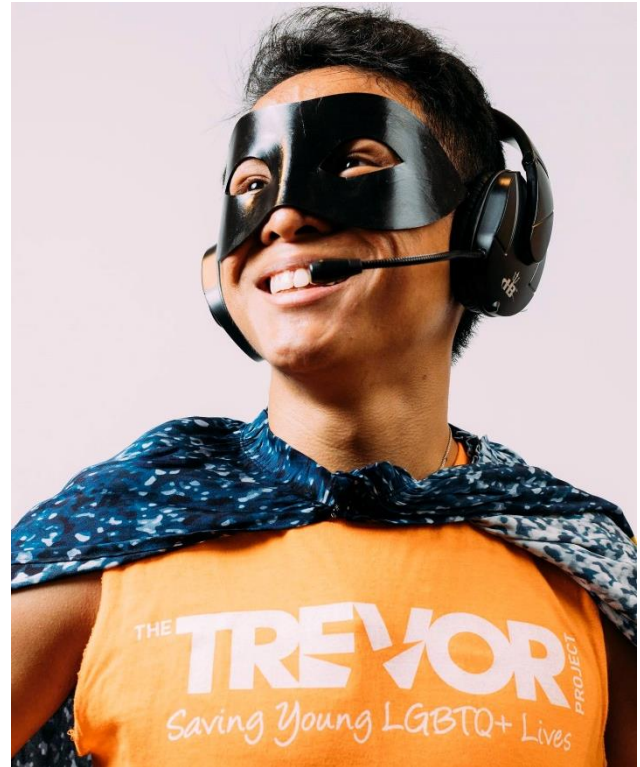


## TREVOR PROJECT

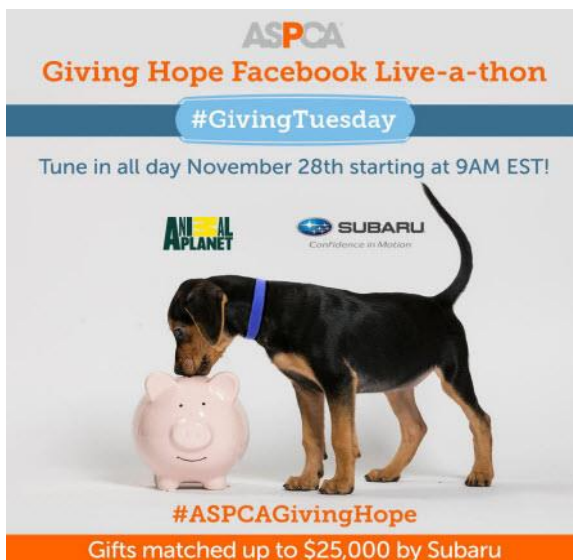
In 2017, the [Trevor Project](#) matched every dollar raised with a one minute of crisis intervention assistance to respond to calls, texts and chats with LGBTQ youth. Trevor Project counselors, who provide crisis intervention and suicide prevention services were highlighted on social media dressed up like the real life superheroes they are. The successful campaign was able to provide increased support to LGBTQ youth over their busiest season.

## ASPCA

On #GivingTuesday the [ASPCA](#) invited supporters to join a "Giving Hope Facebook Live-a-thon". The ASPCA's star-studded and fur-filled day featured hourly livestreams with a behind-the-scenes look at their life-saving programs and featured the thousands of animals they help to rescue. During the event, hosts and guests prompted viewers to donate. As a bonus, Animal Planet promoted the event digitally and on-air throughout the day. Talk about a purr-fect collaboration!



Trevor Project



ASPCA

## TWIST OUT CANCER

On #GivingTuesday, [Twist Out Cancer](#) ran a multi-layered campaign at both the national and local level. Twist Out Cancer provides psychosocial support to cancer survivors and their loved ones through creative arts programming and used their mission to guide their campaign. The campaign included personal profiles and recorded videos by all board members to share on social media and publicity stunts and special events in select Twist Out Cancer cities leading up to #GivingTuesday. Twist Out Cancer Philadelphia held a 'Night of Twisting', a boot camp style fitness event focused on overcoming health challenges. In addition, Twist Out Cancer received a \$10,000 matching gift from the Coleman Foundation for funds raised on #GivingTuesday.

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## CHILDREN'S MIRACLE NETWORK HOSPITALS

[Children's Miracle Network Hospitals](#)

activated a social campaign on #GivingTuesday that encouraged authenticity — the sharing of real, everyday moments that highlight care in children's hospitals with the hashtag #GoodDayBadDay. The patients at children's hospitals around the county have good and bad days, and the objective of the campaign was to cut through the social chatter and share authentic moments in honor of kids undergoing treatment.

Children's Miracle Network shared stories and thanked their many sponsors on #GivingTuesday to spread awareness and raise funds for hospitals in their network.



**Children's Miracle Network Hospitals**

## AMAZE

[AMAZE](#) provides assistance to parents, teens, adolescents and educators with the tools to conquer conversations in sex education. On #GivingTuesday AMAZE gave the gift of education by curating a video series called "Having the Talks" for parents. The series featured introductory videos from experts, down-loadable conversation starters, script language, and related books, videos, and online resources.

## DONORSCHOOSE

This #GivingTuesday, [DonorsChoose](#) built on their successful 2016 #GivingTuesday GIVEaway campaign to connect teachers in high-need communities with donors looking to help. For every donation to DonorsChoose.org, that donor and the teacher they supported were entered into a drawing to receive a \$5,000 DonorsChoose.org gift card to fund additional projects. Over 15,700 people came together to support over 11,000 teachers.



AMAZE

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