



**2018**  
**Case Studies**

**#GIVINGTUESDAY™**

# Case Studies

## Religious Organizations



### BETHEL BIBLE VILLAGE (BETHEL, TN)

[Bethel Bible Village](#) ran a superhero-themed #GivingTuesday campaign to support at-risk youth in their community. Four local restaurants participated in the fun by donating a portion of their proceeds on #GivingTuesday to Bethel Bible Village. They made videos of superhero kids reviewing the participating restaurants and even had the mayor dress up as a superhero and announce a giving challenge. The Mayor agreed that if the community raised \$17,000 in support of Bethel Bible village, he would let superhero kids slime him. Bethel Bible Village exceeded their the mayor was slimed on the [local news](#).

### ST. VINCENT DE PAUL (LA, CA)

[St. Vincent de Paul of Los Angeles](#) is a Catholic volunteer organization that serves the poor and homeless of any religion in the Los Angeles area. SVdPLA launched #GivingBREWday on #GivingTuesday and encouraged supporters to donate the price of one cup of coffee or one beer to SVdPLA. They held an event with a local brewery the night of #GivingTuesday where a portion of every pint sold was donated to SVdPLA to keep families housed and fed during the holiday season.



St. Vincent De Paul

### TENT SCHOOLS INTERNATIONAL

[Tent Schools International](#), a Christian organization that helps educate displaced children around the world, put their own spin on #GivingTuesday and renamed the day #GivingTentsDay. The goal of the campaign was to raise funds for tent schools in Mexico after September earthquakes damaged or destroyed many schools in vulnerable areas. Tent Schools International set up an event on Facebook, posted photos of staff and supporters with #UNSelfie's on social media, and targeted their fundraising to help rebuild one school in Mexico. Overall, Tent Schools International raised \$3,195 - enough to assist in funding a tent school in Mexico.



### JEWISH FEDERATION OF PALM BEACH COUNTY (PALM BEACH, FL)

[Jewish Federation of Palm Beach County](#) challenged supporters to show their commitment to the Jewish community by donating, spreading the word on social media, or by getting more involved in the organization on #GivingTuesday. The call to action enacted the support of hundreds and helped raise the most money the Jewish Federation of Palm Beach County has ever raised in a single day. Supporters were able to donate online or via their day-of volunteer-run call center to take donations over the phone. They shattered their 2016 record of \$1.6 million and raised an astounding \$3 million.

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November 27, 2018