

#GIVING TUESDAY

SUCCESS STORIES

Community Campaigns



GivingTuesdayHI

The Community Foundation of Hawaii hosts GivingTuesdayHI in order to increase awareness of all the good work nonprofits are doing across the state, and to boost giving. GivingTuesdayHI leaders partnered with the Bank of Hawaii + First Hawaiian Bank to “takeover” two corners of the busiest streets in downtown Honolulu. They created a fun, lively atmosphere so people would get curious and gather to learn more. Partners included a well-known local chef who provided free food; contemporary dance organization; and more. The bank partners and the Foundation pulled funds together so that attendees would have the opportunity to give \$500 to their favorite charity by putting their business card in a jar. Their local TV anchor pulled names and [announced it live on the news](#) throughout the day. In total, \$15,000 was awarded to charities in Hawai'i.

GivingTuesdayCLE

Wish Cleveland mobilized their community of changemakers, social justice seekers and idealists for GivingTuesdayCLE. Based on the belief that nonprofits can do more together than they can alone, the leaders created an equitable model that took the competition out of fundraising. All donations were divided evenly between 36 participating nonprofits, all of which were small organizations working to promote equity in Cleveland in a big way. Campaign leaders hosted an event on GivingTuesday where supporters could both contribute to the campaign + learn about the work nonprofits are doing in Cleveland.

#NorthStateGivingTuesday

Given the magnitude of fires in Northern California in the fall of 2018, the leaders of #NorthStateGivingTuesday community campaign (which encompasses Shasta, Siskiyou, and Tehama counties) considered not running a GivingTuesday campaign. Mainly out of respect for those who were still missing and had lost homes, but there were also concerns about “compassion fatigue” and the perception that they would create competition with other fire recovery efforts.

But the region is big, and many rural nonprofit organizations have come to count on this annual opportunity to raise much needed unrestricted funds. Participating nonprofits had already done much of their outreach and marketing when the horrific fire hit Paradise, CA. In the midst of these challenges, the North State Community Foundation went ahead with GivingTuesday events and raised over \$870K for 178 nonprofits. In addition, the #NorthStateGivingTuesday website allowed donors to add an additional donation designated specifically for wildlife relief efforts in Northern CA. This was surprisingly successful and further reflects the incredible generosity and compassion of the region.

GivingTuesdayNWO

People who live and work in Northwest Ohio came together on GivingTuesday to celebrate GivingTuesdayNWO. Campaign leader Shari Beck from Everence, a Midwest-based financial-services company, wanted to host a unique, intentionally offline affair. Shari promoted the event to Everence clients and through newspaper ads, as well as with videos about the nonprofits created by company's marketing team. She secured a \$500,000 matching grant from local donors and businesses. 250 of the 4,300 residents of Archbold gathered at the local community college for chicken, pork, and a heaping side of generosity, to hear from a panel of nonprofits. Donations had to be made in person and [the event ended up raising \\$1.6 million](#) for 98 organizations in just a few hours.

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#iGiveCatholic

#iGiveCatholic is an online giving event that provides Catholic parishes, schools, ministries, and nonprofits the opportunity to connect with their current donors and establish relationships with new donors. The goal of #iGiveCatholic is to inspire the Catholic community to come together as faithful stewards and to “Give Catholic” on GivingTuesday. In 2018, #iGiveCatholic raised more than \$5.6 million from over 23,000 donors to support 1,354 organizations across the country.

#ThePanhandleGives

Hosted by the Amarillo Area Foundation, The #PanhandleGives campaign, which ran from Nov 19 through GivingTuesday, raised \$840,000 for 108 Texas Panhandle nonprofits. Nonprofits each developed a profile page on ThePanhandleGives.org. The Foundation, along with sponsors, supported marketing efforts to target new donors and generate buzz for the campaign. “Thanks-O-Meters”- RSS-driven billboards, along Amarillo highways, showed potential donors how close they were to meeting the campaign goal. Nonprofits that raised a minimum of \$250 received an additional donation from the Foundation’s \$100k amplification fund.

GivingTuesday Cincinnati

United Way of Greater Cincinnati organized nonprofits, volunteers and partners around the region to collect over 4,000 children’s books and created 20 Book Nooks (children’s book benches) that will be distributed to communities where there is a gap in access to books. Volunteers decorated approximately 500 bookmarks to be delivered along with the Nooks. The campaign leaders thought outside the box to include places like laundromats to distribute the book nooks.

GivingTuesday Guam

For the fifth year in a row, The KUAM Careforce, The Community Service Initiative of KUAM - Guam and the Marianas Islands NBC and CBS affiliates, spearheaded the local GivingTuesdayGuam movement, [harnessing the influence of the local media](#) to give back to local organizations. Every year, their campaign is themed to support specific groups in need. This year the group chose the theme “Shelter Tuesday” to support local shelters. They gathered donations from staff, local schools and businesses to provide a luncheon for local homeless shelter “Guma San Jose”, holiday decorations for “The Alee Shelter” assisting women and children who are victims of domestic violence, and pet food and supplies for the animal shelter “Guam Animals In Need. They also hosted a Holiday Toy Drive to benefit Toys for Tots and collected hundreds of toys for children in need.



#ConwayGives - Arkansas

The Conway Ministry Center along with City of Hope Outreach (COHO), Bethlehem House, The Salvation Army, and Community Action Program of Central Arkansas (CAPCA), all of whom work together everyday to meet the needs of the community, were searching for ways to collaborate at a higher level. This group of nonprofits not only desired to raise funds without being in competition with one another, but also to give their community the option of donating to causes that are important to them without having to choose between the different agencies. Supporters gifts were equally distributed among the 5 participating nonprofits.

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