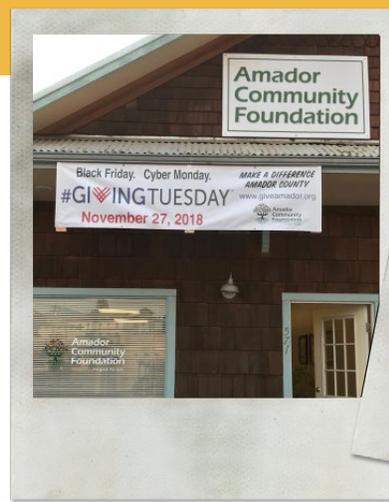


# #GIVING TUESDAY

## IDEAS FOR Foundations



### Lead a GivingTuesday Movement in Your Community

In a rural California County, the **Amador Community Foundation** leads a grassroots GivingTuesday campaign that supports 43 local nonprofits. In three years it has grown from a few nonprofits and \$20,000 raised to a wide range of activations across the county with 43 participating nonprofits and more than \$163,000 raised in 2017. In 2018, their local newspaper, the Ledger Dispatch, ran a GivingTuesday magazine insert in the form of “interactive news.” “It’s like a Harry Potter newspaper,” according to Kathleen Harmon, the leader of #GiveAmador. The photos come alive and create a live video feed! Donors can use interactive news and it will allow them to donate directly from that feed with their phone.

### Host a Pitch Event

The **Tucker Community Foundation** in Parsons, West Virginia, hosted an event called ‘The 100 Club’, to support nonprofits working in Randolph County and to promote local economic growth. Attendees nominated their favorite local project, program, or organization for a chance to win \$5,000 during the evening festivities. A representative from each organization made a two-minute pitch as to why his or her nonprofit organization was deserving of the prize money. The Old Brick Playhouse, which provides art educational programming for youth throughout the region, won the \$5k prize.

### Host a Contest

The **Chicago Foundation for Women** asked their community to cast their vote for a new, creative solution to improve the lives of Chicago-area women and girls. The idea that received the most votes would receive a special, one-time \$12,000 GivingTuesday award from CFW. Nonprofits were encouraged to apply by submitting a short, 1-2min video that showcased their idea. The winner of the grant was Salt & Light Coalition, which supports healing and empowerment for survivors of sex trafficking through a year-long wellness and job training program.

### Surprise your Grantees!

The **La Crosse Community Foundation** in Wisconsin turned GivingTuesday on its ear in what foundation program director Katie Berkedal describes as “reverse giving” of up to \$1,000 each to 15 local nonprofits. “Instead of asking for donations, which is tempting, we will surprise them with pop-ins similar to the way in which the vaunted Publishers Clearing House teams show up at recipients’ doors.”

### Provide Matching Grants to Incentivize Donors to Give

The **Coleman Foundation** in Chicago awarded matching grants to its grantees that used social media strategies to generate online gifts from new and returning donors. In addition to supporting the ability of its grantees to gain skills to raise funds online via social media, these efforts create new knowledge about donor behavior. During the month of November, 2018 and culminating with #ILGive for GivingTuesday, 66 Foundation grantees raised more than \$2 million from over 6,500 donors, earning matching grant payments which totaled over \$550,000. Organizations employed one of two specific matching offers which were identified as optimal approaches in a 2017 research initiative the Foundation led in partnership with economists from Texas A&M University.

**Foundations  
can use  
their voice to  
amplify the  
movement**

**Support collaboration + innovation in the social sector  
while investing in a generous + just civil society worldwide.**