Small Nonprofit Raises Its Entire Operating Budget in One Day

After raising $5,000 in 2017, Team Telomere, which supports families affected by Dyskeratosis Congenita and Telomere Biology Disorders, set a bold goal of $10,000 for GivingTuesday 2018. Katie Stevens, the organization’s Executive Director, challenged supporters - if they could reach their goal, both she and her son would take the polar bear plunge and jump into Idaho’s Lake Coeur d’Alene in January! As Team Telomere passed the $10,000 mark, Katie’s husband and her other son proposed another challenge - if they hit $20,000, they, too, would do the polar plunge! “As a community, we ended up raising nearly $26,000 and received a $1,000 matching grant from Facebook,” says Katie. “Our operating budget is about $30,000 a year. On GivingTuesday we nearly raised that in one day AND my family jumped in a cold lake to boot!”

Go Bold and Fundraise for Another Nonprofit

Rather than fundraising for their own organization, the HELP International team decided to fundraise for Team Humanity, another organization making a big difference in the refugee crisis. “Often times, in the world of nonprofits, there is this toxic notion of competition - despite united causes,” said HELP International when asked about why they decided to fundraise for another organization on GivingTuesday. “We recognize that it is together, not through division, that we will be able to reach our full potential and meet the needs of the people that need help the most. Together, our impact is stronger.”

Collaborate With Other Nonprofits For More Impact

Abundance of Hope Center, a women of color-led nonprofit in Seattle, provides equitable, culturally responsive, holistic and person-centered homelessness prevention for at-risk youth ages 12-25. On GivingTuesday, Abundance of Hope partnered with two other nonprofits, Arms Around You and New Horizons, on a winter clothing drive. The three organizations asked their supporters to donate coats, hats, and scarves at various local small businesses. On GivingTuesday, they distributed the items together to people experiencing homelessness in the Seattle area.

Get Your Clients Involved in an #Unselfie Campaign

Anthesis supports independent and inclusive lives for adults with disabilities through employment and community integration. They raised funds to cover public transportation costs, so their participants can explore their communities without limits. Anthesis ran a great #unselfie campaign featuring their clients and supporters.

Host a Supermarket Sweep

Feeding America in Southwest Virginia hosted a Supermarket Sweep-inspired competition to fill shopping carts for the food bank. In the lead up to the competition, they had bins outside of the local Kroger for people to donate food items into the bin of their favorite team competing in the “supermarket sweep.”
Fund a Project That Would Change Your Community

Because of a community’s generosity, a new space at Laura’s Home at The City Mission in Cleveland will give homeless teenagers a place where they can leave life’s difficulties at the door. With help from a $5,000 match from a local wellness company, Laura’s home raised $18,000 total in their 24-hour #TeenSuiteTuesday campaign, almost doubling their initial goal. The teen room features different spaces that will allow teenagers to work out, play video games, read, study and congregate with other kids their age.

Organize Campaign Ambassadors

Wisconsin Singers, the University of Wisconsin-Madison’s nationally renowned touring troupe, raised 5 times more from 6.5 times more donors than their previous GivingTuesday campaign by turning their supporters into team members. They started their campaign in June by enlisting board members and volunteers to take on specific roles in the campaign: as contributors to a match fund, as spot-donors at specific times during the donation day, as social media reporters, storytellers, cheerleaders, commentators, and as sharers of their campaign story. They secured a matching grant from an angel donor of $10,000 which helped them incentivize more giving. Altogether, Wisconsin Singers raised $26,000 with the help of their GivingTuesday ambassadors.

A Photo An Hour is Worth a Thousand Words…and Dollars!

To catch attention early, Black Swamp Conservancy in Perrysburg, Ohio, launched a post-Halloween online contest to name a new statue of a heron, the organization’s pseudo-mascot. At 8am on GivingTuesday, they created a big moment and drove followers to their social channels by announcing “Erie” as the winning name of the statue. Throughout the day, the organization posted photos of Erie to Facebook, Twitter, and Instagram. In each image, she was posed in an area that the group had helped to protect — a meadow, a historic farm, a marsh, and the like. By day’s end, the photo-every-hour campaign had raised some $12,000 — more than twice the amount that the organization typically netted on GivingTuesday.

Teach Kids to Give Back

OASIS Network uplifts and supports students in the Tampa area by providing them with clothing, shoes, hygiene items and other basic necessities. For GivingTuesday, the group hosted #GivingKidsDay, a day for kids to give back to kids! Local Girl Scout troops collected gently used clothes from their closets to give as donations. Then they visited different nonprofits in the area to help sort donations and learn more about how they can support people in need by donating their time.

The 2nd & 7 Foundation promotes reading by providing free books and positive role models to kids in need while encouraging young athletes to pay it forward. On GivingTuesday, the Foundation partnered with local youth athletic teams for young athletes to #PayItForward. Coaches signed up their student athletes and brought books to classrooms and read for elementary school students in the Columbus, Ohio area.

Write your own success story!
Give #DonorLove on GivingTuesday

The Arts Commission in Toledo, Ohio celebrated GivingTuesday with a gathering for supporters at a popular bar. The organization collected donations at the event, “but it was really more about the opportunity to say ‘thank you’ to people and meet face to face,” says Jennifer Jarrett, deputy director of the commission.

The United Way of Greater Toledo also focused its entire GivingTuesday effort on showing gratitude through what it called “Thanking Tuesday” by dispatching staff members to nearly 50 companies that support the organization. They presented each business with tokens of thanks in the form of framed watercolors of a red feather, once the symbol of the United Way’s community-chest campaign.

Get Creative in Your Artwork + Play Off Current Events

Inspired by the divisive midterm elections, Maryland SPCA and their creative partner, idFive, created a campaign to give their community a happier, more cuddly set of candidates to vote for: cats and dogs. Playing off the familiar partiality of dog people versus cat people, the “Vote Cat. Vote Dog.” fundraising campaign engaged donors with the opportunity to “vote” with donations. Maryland SPCA shared the campaign through various social media posts and emails targeting past donors, current donors, and volunteers. The campaign raised more than $41,000—$11,000 more than their goal—and celebrated both furry political parties as winners.

Create an Easy Entry Point into Your Campaign

For GivingTuesday 2018, Transverse Myelitis Association ran a robust digital campaign called WhoCares, about why we should all care about finding cures for rare neuro-immune diseases. The campaign landing page was mobile-friendly and simple with compelling copy and clear calls to action. Visitors to the page could create a fundraiser for the organization on Facebook, become a monthly donor, organize a bake sale or start an awareness campaign.

Technology Access Foundation (TAF) provides access to educational and career opportunities for children of color. TAF saw an astonishing 938% increase in donations from their previous GivingTuesday campaign. The team attributed the increase to a successful mobilization of their alumni, who ran peer-to-peer Facebook fundraising campaigns. “Our alumni loved coming together on Facebook, reconnecting with each other over their experience at TAF, and sharing that they’d gone on to work at Google, Zillow, Microsoft” TAF created a mobile-friendly campaign landing page, using Hypelink, to make all the options to participate in GivingTuesday easy and accessible.

SUCCESS STORIES
Nonprofits

Write your own success story!
Host An Open House To Recruit New Volunteers

Coastside Hope, a small community assistance center in San Francisco, hosted an open house on GivingTuesday. They invited supporters and the general public to come in to see their services in action. Their goals were to get acquainted with their community as well as recruit new volunteers and supporters. More than 40 visitors toured their facilities, many for the first time. One person who visited in the morning volunteered at the front desk that afternoon! Combining online and offline donations, 52 donors gave $8,825 to Coastside Hope on GivingTuesday 2018.

Host A Trivia Party or Open Mic Night

Trees Forever asked their supporters to host trivia parties as mini-fundraisers: #GivingTREEvia Parties - get it? They created a toolkit for supporters to easily host a party. Their Trivia Party, hosted at a local restaurant, included a game where participants donated based on their score. Proceeds helped fund a watering vehicle for Trees Forever’s Growing Futures, a program that gives job experience to young people as they plant and water trees.

Email Marketing + Old Fashioned Phone-A-Thon + Match = Success

YearUp developed an email marketing and social media campaign that featured videos that told the story of what’s possible when donors give the gift of opportunity. The organization also added a personal touchpoint to the campaign by holding a phone-a-thon at 18 sites across the country, led by staff, students and volunteers. YearUP set a goal of 500 gifts with the incentive of unlocking a $50K challenge gift from a family foundation. They secured more than 615 gifts for a grand total of $240,000. They made more than 1,000 calls and sent more than 2,500 personal emails to follow up on Giving Tuesday, and believe that pairing a meaningful email with a personal phone call encouraged folks to give more generously.

Reach New Donors Through Peer-to-Peer Fundraising

Camp Kesem operates free summer camps for children who have been impacted by a parent’s cancer. The non-profit raised more than any other Classy client — over $2 million from 40,000 donors, nearly $1.8 million of it on Classy. The team credits their 5,000 college-student volunteers, who promoted the campaign on social media. “Peer-to-peer really fueled fundraising,” she says. The volunteers received training months ahead of GivingTuesday on how to use Classy’s p2p fundraising tools, along with templates, graphics, campaign timelines, and other tools to enhance their campaigns. Kesem also released a video appeal in time for the volunteers to share on their Facebook, Twitter, and other social media. Volunteers juiced giving with social-media stunts. “They’d say, ‘When I raise $5,000, I’ll eat this hot pepper,’” says the team. “They got very creative.”

Mended Hearts in Indianapolis had their largest single fundraising day ever on GivingTuesday 2018. This was their third year participating and each year, their total has increased by $1,000. They built a robust peer to peer fundraising campaign, recruiting their highly engaged supporters to host Facebook fundraising pages. This strategy brought Mended Hearts Rescue “a whole different group of supporters.” In their marketing about the campaign, Mended Hearts highlighted how small donations really do make a significant impact on the individual animals they rescue. They coordinated several Facebook live videos throughout the day to talk about their work and supporters’ impact.

Write your own success story!
#GivingTuesday

## IDEAS FOR Brands

### Use Your Technology For Good

Following its biggest shopping day ever, Amazon made it easier for consumers to give presents to children in need by simply saying, “Alexa, donate to Toys for Tots.” Alexa then recommended a gift from Toys for Tots’ curated list and after the order was confirmed, Amazon matched each donation toy for toy.

### Match Donations on GivingTuesday

**Coca-Cola** matched $100k in donations to its nonprofit partners in Metro Atlanta which support fostering women’s entrepreneurship—providing education, skills-based training, and other professional development resources that help women overcome barriers to success.

**Facebook** and **PayPal** partnered up to match up to $7 million in donations made by users to US-based, 501(c) organizations on Facebook. They also waived any processing fees for nonprofits using Facebook Payments.

In celebration of GivingTuesday, **United Airlines** matched customer donations of MileagePlus miles to the airline’s featured Charity Miles partners up to 6 million miles. MileagePlus members who donated 1,000 miles or more to one of United’s charity partners had their donation matched mile for mile up to 5 million miles by United Airlines. Additionally, every time the hashtag #UnitedCharityMiles was used on social media channels Twitter, Instagram, or Facebook in support of the United in Giving campaign, the airline donated 1,000 miles per post, up to 1 million miles for a total of up to 6 million miles donated.

**WeTrust Spring**, a fundraising platform that allows social entrepreneurs and nonprofits to raise funds via cryptocurrencies, matched 100% of every individual’s Ethereum donations, up to $100k. Their 14 nonprofit partners do work ranging from clearing 250,000 marijuana convictions by 2019 to protecting against web censorship and policies that threaten internet privacy.

### Encourage Employees to Volunteer

**TOMS® Shoes** kept its stores across the country closed until 1:00 pm on GivingTuesday in order to let employees spend the morning volunteering at local organizations they cared about.

**SAS Software** organized staff members from 16 country offices and 13 US offices to volunteer and support some of their favorite causes, helping vulnerable populations while spreading good cheer.

**Zenith** sent staff to volunteer at NYC nonprofits, including Coalition for the Homeless, Inc. and Project Angel Food. One of their employees said, “I spent 4 hours chopping vegetables for people who suffer from illnesses that don’t allow them to cook for themselves. My arm is hurting, but somewhere someone will have my veggies and it’ll make their day a little easier, and that’s honestly all that matters.”

## Amplify Your Brand’s Values on GivingTuesday
Use Your Brand For Good

**Lyft** and **Nissan** created a campaign to benefit **Habitat for Humanity**. Habitat Humanitarian brothers Drew and Jonathan Scott and their celebrity friends took a spin as they talked about the meaning of home and the importance of giving back, all while celebrating the important work of Habitat for Humanity. Celebrity riders included JB Smoove, Caleb Marshall, Aimee Garcia, Chris Hardwick, LeAnn Rimes, and Sugar Ray Leonard. Lyft riders nationwide were also encouraged to ‘round-up’ their rides on GivingTuesday to support Habitat for Humanity.

In San Antonio, Portland, and Seattle, **Imperfect Produce** invited customers to reuse their Imperfect boxes by filling them up with most-needed pantry items. Imperfect Produce delivery drivers picked them up for two weeks starting on GivingTuesday and donated what was collected to the San Antonio Food Bank, Oregon Food Bank, and Seattle Food Lifeline Food Bank.

Donate Your Product To People In Need

On GivingTuesday, **Casper** supported rescue, relief, and resettlement organizations by donating mattresses, sheets, and other essentials to families in need. Organizations included The Red Cross, IRC, IFT, and Miry’s List.

Get Both Your Employees + Customers Involved on GivingTuesday

In a campaign called #GivingOnUs, **T-Mobile** gave its customers, fans and employees the opportunity to give back more than $2 million. T-Mobile customers could login to the T-Mobile Tuesday app to give 10 meals to Feeding America®. Additionally for every tweet with the #GivingOnUs hashtag, T-Mobile gave 10 meals to Feeding America®. T-Mobile also gave employees $27 to donate to the charity of their choice and gave customers using the T-Mobile app the chance to win $25, $100, or $500 to their preferred organization.

Create an Epic Generosity Moment

**JetBlue** ran a #CheckInForGood contest and flew a plane full of do-gooders to “Destination Good,” the Dominican Republic. Winners of JetBlue’s #CheckInForGood contest were so committed to good, they agreed to join JetBlue on a volunteer trip during JetBlue For Good Month without knowing the destination. JetBlue announced the destination on GivingTuesday and over the course of 3 days in the Dominican Republic, the do-gooders renovated a local school, beautified a community play space and built buoys to protect coral reef beds.

Match Employee’s Donations on GivingTuesday

**EA** normally matches 100% of full time employees donations up to $5k per fiscal year. For GivingTuesday, the video game company matched 200%. EA also sent some employees to participate in a Missing Maps project, creating maps for natural disaster and conflict areas.

**JPMorgan Chase** gave a $2 credit for every $1 donated - up to $1,000 - to employees’ Charitable Spending Account, which was used to “pay it forward” to nonprofit organizations. Together with 10,000 employees, the firm raised $5.9 million dollars. This represents a 63% increase in the number of participating employees since 2017 and a 28% increase in donations.

Amplify Your Brand’s Values on GivingTuesday
Give A Portion of Sales

Every Tuesday is GivingTuesday at Kilpatrick’s Public House. The restaurant and pub in Downtown Ithaca, NY created a “Happier Hour of Giving,” donating 50% of beverage sales to a local nonprofit each week between GivingTuesday and the end of the year. For one of their Happy Hours, Kilpatrick’s partnered with the SPCA for a “Yappy Hour,” raising $3,000 for the animal shelter.

Town House Books & Cafe in Elgin, IL gives 20% of its sales to a different charity or organization on the first Tuesday of every month throughout the year. “We try to find things that are local and that are not necessarily one brand of politics or religion but something universal for all members of the community to access,” he said. In September it was the Juvenile Justice Center, a pre-trial detention facility for those between the ages of 10 and 21 who are being held on criminal charges.

Host an Event to Help a Local Nonprofit

The West Michigan Whitecaps, a minor league baseball team, served free hot lunches to the community members at Heartside Park on GivingTuesday. In addition to lunch, guests received necessities for the winter months, which had been collected from Whitecaps fans.

San Diablo Artisan Churros in Lehi, Utah hosted their 3rd annual Churros4Change Holiday Giving Fiesta, a fundraising event to benefit three local nonprofits on GivingTuesday. Guests enjoyed unlimited churros and live entertainment.

Give Your Products or Services

Borlandia, an Ohio based web design company donated time to help nonprofits with their web presence. Organizations could apply to receive up to 10 hours of free website development ($1000 value) to assist with their charitable efforts. Their goal was to give away 100 total hours.

Be Rosie Salon in Claremont, CA hosted 100 women from a homeless shelter to get pampered on GivingTuesday. The staff also raised $1,000 to support the women.

LemonadeLove, a women of color-owned business in Washington DC gave hot herbal lemonade-cider to anyone who wanted one, including many of the neighborhood’s homeless.

The FruitGuys, which delivers farm-fresh fruit to companies nationwide, sent some of their team to volunteer at LavaMae’s Pop-Up Care Village in San Francisco on GivingTuesday. They shared fruit, kindness, and compassion with people experiencing homelessness.

IDEAS FOR Local Businesses

Every Small Business Can Have a Big Impact on GivingTuesday.
IDEAS FOR Local Businesses

Challenge Your Customers

Tennessee American Water used GivingTuesday to encourage residents to take a pledge to reduce waste. Residents of Chattanooga can take the “Skip the Straw” Pledge and receive a free reusable stainless steel straw from Tennessee American Water. Through the months of October and November, residents can attend multiple events across the city or simply take the pledge online. The goal was to have at least 1000 people take the pledge by GivingTuesday.

Host a Contest

Sonny's BBQ hosted Spirit of BBQ: GivingTuesday Edition, a nonprofit contest. Beginning November 1, Sonny’s BBQ encouraged patrons to nominate their favorite nonprofit for a chance to win the grand prize of $10,000. The grand prize winner and the four runner-ups were announced on GivingTuesday via Sonny's BBQ Facebook page.

Organize an Employee Volunteer Day

Harrah's Resort in Southern California sent their employees to volunteer at 11 different local nonprofits. Some packed lunches for homeless, some cleaned up a beach, some cleaned an exhibit at a military museum. Some bathed dogs at a service dog nonprofit, others donated blood. Each nonprofit they worked with additionally received $2500 from Harrah’s. “We’ve been participating in GivingTuesday for the past 4 years and truly enjoy getting out as a team to help others throughout Southern California,” said Amber Lussier, Harrah’s Director of Resort Marketing. “It also serves as a very powerful team building event for everyone involved. You see teammates come together in ways you wouldn’t see otherwise.” They start organizing their event in the summer, reaching out to local nonprofits who need volunteers. Each activation has a Harrah’s team leader who organizes staff for their project.

Support Your Local GivingTuesday Campaign

All across the U.S., and around the world, local GivingTuesday campaigns unite communities in promoting generosity. Local businesses often get involved by providing in-kind services such as printing, meeting/gathering space, food and decorations, or sponsor a prize for social media contest winners. Use your networks to help amplify your campaign and raise more money for nonprofits that are working tirelessly to create change in your community.

To support GivingTuesdayCLE in Cleveland, local businesses came together to provide DJ and photographer services, tables, linens and chairs, a step and repeat, and print/design services for the event program. It’s amazing what happens when a community comes together!

Help Amplify GivingTuesday

Show your customers you care about giving back. Post our flyers, posters, or standing graphics (there are templates on our website) near purchasing areas to help inspire folks to participate. If you’re a restaurant, consider including inserts with your check presenters on GivingTuesday. Don’t forget to share on your social media channels that your business is participating in GivingTuesday!

Every Small Business Can Have a Big Impact on GivingTuesday.
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.
Get Students Involved in Fundraising Efforts

Tufts University raised 2.46 million from 8,684 donors, exceeding both dollars and donors goals. Their development team creatively worked with students to accomplish their goals, inviting students from different athletic teams do call nights, and offering matching gifts for fundraisers who raised the most. They engaged student volunteers to encourage student giving with booths around campus and strategically placed QR codes for students to scan and give on the spot. Tufts also engaged students by incentivizing giving with a social media raffle campaign encouraging students to post on social with Jumbo, the Tufts mascot, for a chance to win money. Tufts used video to inspire students to run fundraising campaigns and created a landing page to house all department and athletic team fundraisers and campaign activities.

Emporia State raised $5,000 from 76 donors. They launched a new crowdfunding platform, GiveGold, a place where students and faculty can raise money for special projects. Nine student organizations were featured by the crowdfunding campaign to help raise money for competitions, projects and conferences. The three organizations that raised the most money between 5 and 8 p.m. on Giving Tuesday received an additional donation to their projects, as part of the challenge gift competition.

Encourage Giving With Challenges + Matching Grants

California State University - San Marcos raised $448,995 from 1,488 gifts, doubling their previous year’s total in both dollars and donors. They nearly tripled gifts from alumni and 322 students made a gift! CSUSM achieved their goals with 13 donor-funded challenges with fun names - like the Early Bird Challenge, Alumni Happy Hour, and Social Media Challenges. The University’s Giving Day theme is “Give with the Heart of a Cougar” and aims to go beyond financial goals to grow participation, which is the paramount evaluation of success for their Giving Tuesday.

Encourage Students to Give Back to The Community

The holidays can be lonely for seniors. So the students at Lafayette College in Pennsylvania plus several acapella groups put together a concert for the residents of the Glendale Nursing Home on the evening of Giving Tuesday! Hosted through their local Locus Initiative Chapter, the event brought together the greater Lafayette student population to meet their community, provide entertainment, and spread the giving spirit to the Lafayette campus.

More than 100 students from Niagara University and nine local restaurants partnered with Community Missions for its sixth annual GivingTuesday event. Students from Niagara University kicked off the day at 6:30 a.m., preparing breakfast for those staying at Community Missions. Later in the day, high school students from around the area decorated the mission and wrapped presents, while others served lunch in the community kitchen. In addition, nine local restaurants participated in “Dining for Dollars,” a week-long event where each eatery donated a portion of their sales to Community Missions.

In their first GivingTuesday campaign, Herzing University created a GivingTuesday scholarship opportunity designed to encourage acts of kindness – no matter how big or small. Herzing students, prospective students and alumni could apply for the GivingTuesday scholarship online by completing an act of kindness and including it in their application. More than 900 acts were submitted and they showed the unique ways Herzing students give back. In total, 10 scholarships of $2,000 were awarded on GivingTuesday to students and alumni for each Herzing campus and its online division.

Leverage Giving Tuesday to rally students, alumni, and your community.
#GIVING TUESDAY

SUCCESS STORIES

Schools

Teach a Lesson in Giving Back

Mrs. Thompson's crew of 4th and 5th graders from Novato, CA raised $200 to donate to the “We Fund a Hero” Fund for the first responders who lost their homes in the California fires.

Students at West End Day School in NYC held a school-wide “Caring for Vets and Pets” bake sale to raise funds for the training of therapeutic dogs for our veterans, and wrote postcards of support to veterans through A Million Thanks.

The 2nd & 7 Foundation promotes reading by providing free books and positive role models to kids in need while encouraging young athletes to pay it forward. On GivingTuesday, the Foundation partnered with local youth athletic teams for young athletes to #PayItForward. Coaches signed up their student athletes and brought books to classrooms and read for elementary school students in the Columbus, Ohio area.

Get Students Involved in Fundraising

Catholic Schools across the US fundraised during the #IGiveCatholic for GivingTuesday campaign. Students got involved in their school’s fundraising campaigns, volunteered to help with parish participants’ social media channels, and more. Monsignor Donovan Catholic High School in Athens, GA, held a Dollars for Scholars: Duct Tape Challenge. Parents + supporters could give to duct tape the students to the wall during lunch (all in good fun, of course). Sacred Heart Catholic School in Boise had students participate in creating a thank you video.

Host a Canned Food Drive

Students + families in a Hobart, IN school raised $6,750 and hundreds of canned goods to support School City of Hobart Building Brickies program and local families in Hobart, IN. The school system encouraged every child to bring in a dollar to give to their Prenatal-Five Parent Support program and a canned good for the food basket program. As an incentive, each kid was then able to wear PJ’s for the whole day on GivingTuesday!

Give Good Nights to People Experiencing Homelessness

High school students from schools throughout the Bay Area to volunteered for Project Humanity to assemble and distribute “goodnight kits” to people experiencing homelessness. The kits included a sleeping bag, mat, tarp, blanket, pillow, backpack, and hygiene essentials. The students also included handwritten heartfelt letters to the recipients.

Celebrate Every Tuesday With Acts of Kindness

Students at Peabody-Burns High School in Kansas celebrated GivingTuesday every Tuesday in November with different initiatives like “Be Neighborly Day,” in which students were encouraged to rake leaves, visit, babysit or do something else kind for a neighbor. Another week, students organized a goods drive to benefit care homes and food drives for a local food bank. Activities concluded with a Winterfest Program at the high school on GivingTuesday, with displays from local charities, and entertainment by the winter sports teams, cheerleaders and pep band. Local businesses matched any donations made to the Peabody Community Foundation at the event.

Kindness is teachable and it’s contagious.
Support A Community in Crisis

NBC and Telemundo hosted a day-long telethon on GivingTuesday to help provide relief to thousands of families devastated by California wildfires. At the end of the telethon, $107,855.87 was raised by 813 generous San Diego residents. Proceeds from the California Wildfire Relief Telethon went towards the American Red Cross, which provides relief to disaster victims in the form of emergency shelter and supplies as well as long-term support.

Collaborate With Other Nonprofits For More Impact

Rather than fundraising for their own organization, the HELP International team decided to fundraise for Team Humanity, another organization making a big difference in the refugee crisis. “Often times, in the world of nonprofits, there is this toxic notion of competition - despite united causes,” said HELP International when asked about why they decided to fundraise for another organization on GivingTuesday. “We recognize that it is together, not through division, that we will be able to reach our full potential and meet the needs of the people that need help the most. Together, our impact is stronger.”

Eight California nonprofits that each work to protect immigrants and refugees formed a new coalition to raise money together. The California United Fund debuted its first campaign on GivingTuesday. Donations will be shared equally among the eight organizations.

Two “competing” Mendocino County nonprofits, The Gardens Project and The School of Adaptive Agriculture, each needed some extra hands for some projects, and since more hands make lighter work, they shared volunteers! Inspired by GivingTuesday’s emphasis on collaboration and innovation, they teamed up on Giving Tuesday for a farm and garden volunteer day. Volunteers began their day working to make repairs at the schoolhouse, then built some new community garden beds at the garden. They wrapped the day with a hearty lunch and a discussion of what’s next for both program.

On GivingTuesday, Abundance of Hope Center in Seattle partnered with two other nonprofits, Arms Around You and New Horizons, on a winter clothing drive. The three organizations asked their supporters to donate coats, hats, scarves at various local small businesses. On GivingTuesday, they distributed the items to people experiencing homelessness in Seattle area.

Water Street Studios in Batavia, IL organized more than 30 arts-related individuals, organizations, funders, and even the mayor to collaborate on a video campaign to support the arts on GivingTuesday. Danielle Hollis, executive director of Water Street Studios, said, “This year I wanted to go above and beyond to unite our community to support a common cause -- the arts. All too often nonprofit organizations are competing against one another for funding and support, but I want to show the impact that arts organizations can have when we work together by fostering collaboration over competition.”

Team Up With University Marketing Students

University of Georgia - Atlanta marketing + communications students organized a GivingTuesday campaign to support Second Helpings Atlanta. The seven student team worked together to create a campaign + PR strategy which helped raise $18,707 - more than doubling the amount raised on GivingTuesday the year before.
Change Narratives - GivingTuesday Liberia

GivingTuesday Liberia is turning the times and rewriting narratives. According to the GivingTuesday global leader in Liberia, there isn’t a strong tradition of people giving or volunteering. When people are asked to volunteer, they often respond by asking how much they will get paid. In the past, nonprofits and organizations in the country have relied mostly on U.S. funding sources. GivingTuesday Liberia is trying to change this narrative by working with communities to explore how they can have an impact. The team worked with 15 homeless men and women not as recipients, but as givers. Together, they cleaned up the biggest hospital in Liberia, which was surrounded by waist-level high grass, and helped change the perception of homelessness and show that all people have the capacity to give.

Give Hugs - GivingTuesday Brazil

At the ITACI Childhood Cancer Treatment Institute, a public Children's hospital in Brazil, the gesture of a hug is an important one. On Dia De Doar, Brazil's GivingTuesday, volunteers spent the day at the hospital, giving out hugs to children, families, and visitors. Celebrities recorded videos for the campaign to encourage monthly donations to support the cause and children from across Brazil shared videos with open arms to thank everyone for their support.

Give Inspiration - GivingTuesday Kenya

For the first time in Kenya, a number of organizations collaborated with neighborhoods and communities around Nairobi to paint rocks with messages of goodwill and kindness. People of all ages and backgrounds were welcome to write messages on 150 rocks, and then help distribute them throughout the city as messages of hope and inspiration for others. Campaign leaders celebrated the generosity in Kibra by gathering giving stories from community members and sharing them online, over the radio. The Uweza Art Gallery posted the best giving stories on boards outside the gallery, and invited people to add their own story as inspiration for others.

Give Fuel For the Soul in a Time of Crisis - GivingTuesday Venezuela

Venezuela's political crisis was well underway by the time GivingTuesday came around in 2018. Between hyper-inflation, power cuts, and shortages of food and medicine, campaign leaders were not in a position to ask people to give money to charity. Instead, on GivingTuesday in Venezuela, team leaders created a network of non-fundraising activities including giving out empanadas and hugs that fed not only the stomach also the soul.
Give Youth the Opportunity to Give - GivingTuesday Ukraine

2018 was Ukraine's first time participating in GivingTuesday. 15 cities participated in various ways and they collected 15 million hryvnia in total. They offered a number of other activations designed to get everyone giving, with particular attention on kids and young people. On GivingTuesday, 207 schools across Ukraine took part in “kindness lessons.” Each held a charity fair, concert, or other event to raise money for Zaporuka, a children’s cancer charity. More importantly though, it proved that school can be a powerful generosity lab and that good deeds can bring together children, teachers, and parents to give back. GivingTuesday Ukraine also had posters made with the tagline: “Do Good, Bro,” which they placed in colleges and universities. Young people liked the posters so much, they began to print their own.

Mobilize YouTube Influencers - GivingTuesday Norway

In Norway, YouTube celebrities encouraged people across the country to donate on #GivingTuesday by posting and sharing videos about the causes they care about. Some videos captured YouTubers giving back around the world, including videos from Thailand, Nepal, Ecuador, and other places. Overall, 85 videos were created and shared reaching over 200,000 people on Facebook and 45,000 people via Instagram. These videos created a groundswell of noise and excitement about the many ways Norwegians could give and take part in #GivingTuesdayNorge.

Celebrate All Week - GivingTuesday Singapore

Imagine a week where we constantly get opportunities to give – from the moment we start our day, during our commute, at work, at play, when having a meal, or shopping, even our conversations and activities have an element of care. In Singapore, GivingTuesday organizers did just that - they created both online and offline activations to encourage generosity to become a daily norm. The campaign partnered with an Instagram influencer to create a funny video to encourage more Singapore residents to give back. Organizers created three Good Hubs - themed-events in high-traffic areas of the city throughout the week to help people discover causes and learn how to give back.

Give Joy - GivingTuesday Eastern Carribbean

GivingTuesday Eastern Carribbean organizers hosted kids karaoke charity events both in St. Lucia and Antigua. The event brought together local public figures, organizations, families and children together to spread cheer, spend time, share stories and do good in the process. In St. Lucia, the event was held on the Children’s Ward of the local hospital. In Antigua, it was held at the Friends of the Care Project, which cares for disabled children. During the event, local celebrities and ministers sang karaoke with the kids while supporters fulfilled a wishlist of needs provided by the hospital. Volunteers decorated the space to help spread the holiday cheer for the children.

Collaborate With The Neighborhood Next Door - GivingTuesday Spain

Two neighborhoods of Barcelona (Sants – Les Corts) organized together with 17 bars and restaurants, a “giving day” taking place on GivingTuesday. They raised funds by selling “tapas de croquetas” to support projects to assist homeless people, fight against loneliness and social marginalization of the elderly, and held a toy campaign addressed to children of families with economic or social difficulties.
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.

GivingTuesday is about more than giving dollars; it’s about rallying your community to make change.
#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.

SUCCESS STORIES

Community Campaigns

GivingTuesday is about more than giving dollars; it’s about rallying your community to make change.
Pay for Someone’s Meal
GivingTuesday landed on the ninth day of a Connecticut man’s personal “26 Days of Kindness” challenge. He stopped at his favorite diner and paid for a random couples’ breakfast.

Inspire Others With a Kindness Challenge
A University of California- Davis student, inspired by GivingTuesday, committed to one act of kindness a day for the month of December.

Say Thanks to Your Local First Responders
A group in Long Beach, CA brought pizza and chocolate to their local fire department to show their gratitude for keeping their community safe.

Plant the Seeds of Kindness in Your Community
Children from Kibera, one of the poorest neighborhoods in Nairobi, Kenya, painted rocks with encouraging messages and hid them for neighbors to find. They also left notes about how and why they give.

Challenge Coworkers to Help Respond to Community Needs
When a Virginia woman heard that at local shelter needed winter coats, she challenged her officemates to meet their needs. The group delivered 135 coats on GivingTuesday.

Encourage the Spirit of Generosity in Kids
Just like all Alaska residents, the Iverson family receives an annual distribution from the state's oil revenues. But what makes this family unique is their tradition to get their kids involved in distributing that money to local nonprofits. The Iverson children were presented with a list of local nonprofits and their parents explained each organization’s mission. When asked about why he chose one of the nonprofits to give to, young Jackson said, “I think it’s a good idea to have shelters because people feel like they’re being greeted. If I was one of those homeless people I would want to have shelter and have some food.”

Make a Difference on GivingTuesday!
Spread the Giving Beyond GivingTuesday

Through “12 Days of Khristmas,” which kicked off on GivingTuesday, Kris Middleton, of the Milwaukee Bucks, engaged in twelve acts of service between GivingTuesday and Christmas Day, including surprising single mothers with a full-service spa day, providing a classroom makeover for an elementary school teacher, and donating moving supplies for a small business in Milwaukee. He also hosted a private screening of “The Grinch” for local youth in foster care, a holiday shopping spree for youth from Big Brothers Big Sisters, and hosted more than 200 students from the Milwaukee Public Schools’ Black and Latino Male Achievement program at a December Bucks game.

Serve a Meal to People in Need

Detroit Lions tight end, Michael Roberts, defensive back, Charles Washington, and cornerback Jamal Agnew partnered with Q’doba to serve a meal to clients of Neighborhood Service Organization in Detroit.

Host a Community Dinner to Discuss Local Issues

The Health Democracy Coalition connected neighbors over mealtime conversations in their chapters across the US. Each dinner convened 5-15 people from across the political spectrum to talk about family, country, and philanthropy. The dinners helped to develop local learning communities. “In the absence of the traditional town square, we seek alternatives. When we connect in a safe space and break bread, we build relationships that are free from the distractions of politics. In this context we can learn and develop an appetite for new ways of connecting with each other.

Create Care Bags for Children in the Hospital Over the Holiday

A 7-year-old Virgina girl collected gifts and toys for babies and infants who were spending the holiday season in the hospital.

Fundraise for Your Favorite Cause

On GivingTuesday hundreds of thousands of people all over the world fundraised on behalf of their favorite nonprofit organization. A step above and beyond simply donating, fundraising for an organization helps spread the word about their mission amongst your friends and family and can be a gamechanger for a nonprofit that’s raising critical funds to do important work.

Write Letters to Troops

A small business in California spend the day writing holiday cards and letters to US troops stationed abroad during the holidays.

Make a Difference on GivingTuesday!