IDEAS FOR

Faith-Based Organizations, Schools, and Places of Worship

Community Campaigns

#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.

GiveMuslim

LaunchGood, a crowdfunding platform for Muslim causes and organizations, hosted a GivingTuesday campaign to showcase Muslim giving. The campaign leaders organized $100k in prizes from sponsors and businesses and used the day to supercharge nonprofits to activate their donors to raise operational funds. Participating organizations raised nearly $600k from 6,738 donors.

Places of Worship

Mobilize Your Congregation to Help Neighbors in Need

A Christian church in Chicago ran a project asking their congregation to “undecorate” their Giving Tree. The tree contained “leaves” with Christmas wishlist items from local children in need. They collected the items and held a wrapping party on GivingTuesday to prepare for a Christmas delivery.

The Church of Jesus Christ of Latter Day gave individuals and families around the world the opportunity to #LightTheWorld on GivingTuesday. Organizers placed 5 large, red “Giving Machines” in Salt Lake City, Gibert, AZ, New York City, London, and Manila, Phillipines. A variety of items were available to purchase, including food, clothing, eyeglasses, medicine, hygiene supplies, wheelchairs, sporting equipment, and livestock, which would benefit global charities like CARE, UNICEF, WaterAid, Water for People, Eye Care 4 Kids, Utah Food Bank, and Utah Refugee Connection. The machines were available through the Christmas season.

Giving is Fundamental to All Faith Traditions
Religious Organizations

Put Your Own Spin on GivingTuesday

Tent Schools International, a Christian organization that helps educate displaced children around the world, put their own spin on GivingTuesday referring to the day as #GivingTentsDay. Tent Schools International set up an event on Facebook, posted #Unselfie photos of staff and supporters, and focused their messaging on the goal of building a new tent school in Lebanon for Syrian children.

Mobilize Alumni and Clients of Your Services

Past and present United Synagogue Youth (USY) participants mobilized and joined forces to help raise over $5,867 for the USY Annual Fund this past Giving Tuesday. Armed with the hashtag, #IAMUSY, past and current USY participants shared their stories and tributes to USY and their involvement in USY changed their lives for the better.

Raise More Using Match Incentives

Mission:Dignity helps retired Southern Baptist ministers, workers, and widows make ends meet, buy groceries, pay the electric bill, get their prescriptions and not have to choose between food and medicine. On GivingTuesday 2018, the organization secured $250k in match dollars and had the biggest single fundraising day they’ve ever had. They gave donors specific ways they could participate from giving dollars to helping spread the word on social media.

Schools

Get Students Involved in Fundraising For Your School

Catholic Schools across the US fundraised during the #IGiveCatholic for GivingTuesday campaign. Students got involved in their school’s fundraising campaigns and volunteered to help with parish participants' social media channels. Monsignor Donovan Catholic High School in Athens, GA, held a Dollars for Scholars: Duct Tape Challenge. Parents and supporters could donate and in return duct tape a student 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.

Teach Your Students the Values of Giving and Generosity

Milwaukee Jewish Day School used GivingTuesday to spread awareness of their school and teach students the value of tikkun olam (repairing the world). They encouraged parents and students to participate in GivingTuesday by sharing #Unselfies and doing good deeds - from donating toys to cleaning out their closet to share with a local shelter.

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