When is GivingTuesday?

- December 3, 2019

What is GivingTuesday?

- GivingTuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.
- GivingTuesday’s global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life.

How big is GivingTuesday?

- With activity happening on every country on earth, GivingTuesday is the biggest generosity movement of all time.
- There are over 200 local GivingTuesday movements happening in the United States and 60 country campaigns.
- In just seven years, the GivingTuesday movement has raised more than $1 billion online in the U.S. alone.

When is GivingTuesday?

- GivingTuesday is held annually the Tuesday after Thanksgiving and this year on December 3, 2019. It is held on the same day in most participating countries in the world.

How did GivingTuesday start?

- GivingTuesday was launched in 2012 during what at the time felt like unprecedented disruption in global politics and the global economy.
We wanted to harness the power of social media to celebrate and inspire giving.

It’s succeeded beyond our wildest hopes and has grown into a true grassroots movement for generosity.

**So who’s behind it? Is there a connection to 92nd Street Y?**

- GivingTuesday was originally launched as a project of the 92nd Street Y. That organization nurtured GivingTuesday through it’s 7 years of growth, but GivingTuesday is now its own organization.

**Who can participate in GivingTuesday?**

- Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations. There are people and organizations participating in GivingTuesday in every country in the world.

- Participating in GivingTuesday is about **joining a movement for generosity**, and there are so many ways to do that. **Whether you give your voice, goods, your time, or your money**, being generous is a way to fight for the causes you care about and help people in need.

**Does it cost money to participate in GivingTuesday?**

- There are no costs to participating in GivingTuesday. GivingTuesday is a free and open movement to unleash generosity. All of our resources are available for free through our website.

- If you’re a nonprofit using a digital fundraising platform, there may be costs associated with the tool you choose to use – check with your technology providers.

**How can organizations get involved in GivingTuesday?**

- Interested in participating? We’d love to have your nonprofit join the movement! We ask that partners use GivingTuesday as an opportunity to inspire generosity in many ways in their communities. Check out the ideas & examples or download our case studies for inspiration.

- GivingTuesday can build on the strength of a global movement to increase exposure and build support for your organization’s mission, especially during the holiday giving season. The GivingTuesday team provides a variety of plug-and-play materials created by industry experts that can help you use social media and innovative marketing to draw attention, support, and resources toward your cause(s).

- You do not have to be listed on our page in order to participate in GivingTuesday, but we encourage you to register with us, as many people and media will refer to our page to identify campaigns close to them. You’ll also receive our newsletter with tips, ideas, tricks, and news.
● After you register with us, your nonprofit will be listed on our Participating Organizations page (48-72 hours after you submit the form). Your nonprofit will not receive a profile page on our website. Your listing will link directly to your nonprofit's website. In your outreach, please make sure you’re linking directly to your own donation form or website (not to GivingTuesday.org).

● Organizations do not receive donations through the GivingTuesday website. All donations need to be made through your organization's own donation processing platform.

● Official partners are responsible for their own promotional initiatives.

● Use social media to spread the word!
  o Talk about giving and generosity using the hashtag #GivingTuesday
  o Share our Facebook posts — facebook.com/GivingTuesday
  o Follow us on Twitter @GivingTuesday and use the GivingTuesday hashtag
  o Follow us on TikTok— GivingTuesday
  o Instagram — givingtuesday
  o Snapchat — add/GivingTuesday
  o Share our social media channels in your organizational and personal social networks
  o Announce your participation in GivingTuesday to your networks and email lists
  o Use the #UNselfie hashtag to talk about how you are giving and why
  o Organizations can share our our logo and graphics to help promote your GivingTuesday campaign. You can download logos from: www.givingtuesday.org/logos. In fact, feel free to change the logo! Don’t forget to tag us, we love seeing your creativity!
  o For more, visit the Social Media Tips section in this document and the Social Media Toolkit on our website

What’s a Community Campaign?

● There are over 200 local GivingTuesday movements happening in the U.S. - we call them Community Campaigns. From #GivingTuesdayCLT (Charlotte, NC) to #ILGive (Illinois) to #BethelGives (Alaska), community campaigns are uniting organizations and people to celebrate GivingTuesday in their town, city, state, or region.

● Benefits to participating in GivingTuesday with your local Community Campaign:
  o Participate in marketing and media opportunities that can help you get new eyes on your mission
  o Get access to potential new supporters
  o Participate in matching grants and prizes that some campaigns organize
  o Build your capacity with free workshops, support, training, and resources
How do Facebook’s fundraising tools work with GivingTuesday?

- We do not play a direct role in the Facebook GivingTuesday match program. **In order to be eligible for Facebook’s match program, you have to use Facebook's fundraising tools.** You can learn more about Facebook’s match opportunity here. If you have specific questions about the Facebook match program, you will need to contact Facebook directly.

- **You do not have to fundraise using Facebook’s tools in order to participate in GivingTuesday.** We encourage you to use whatever fundraising tools or donation platform that works for your organization and your donors.

- You do not have to participate in Facebook’s match program in order to participate in GivingTuesday. We encourage you to participate in whatever way works for your organization.

How does GivingTuesday influence overall giving?

- GivingTuesday is a great opportunity for organizations to inspire new supporters and givers to join their missions!

- Data shows that donors who give to an organization during GivingTuesday are **10 to 15 percent** more likely to give again, compared to donors acquired on typical days in similar campaigns.

- GivingTuesday provides an overall boost to nonprofit organizations. In 2017, **75 percent** of those making financial contributions on GivingTuesday were repeat donors, with an average gift size of $120. Data shows that GivingTuesday creates a net bump in overall yearly giving, and has proven not only to engage new donors, but to motivate existing donors to give more.

Is there any evidence that GivingTuesday has an impact beyond this one day?

- Although GivingTuesday falls on the Tuesday after Thanksgiving annually, in surveys taken by GivingTuesday participants, 82 percent of people say that GivingTuesday has inspired them to be more giving in their lives.

- By engaging in your community around GivingTuesday in December, you’re creating an opportunity to foster and strengthen relationships around generosity year-round.

How does GivingTuesday track and report on results and impact?

- Our Data Collaborative brings together over 60 partners and 40 global data labs to observe the movement’s innovations and understand the drivers and impacts of generosity.
This includes all of the major donation platforms, payment processors, giving platforms, the government (990 data, workplace giving), and social media platforms. These partners provide us with a wealth of data which we use to learn not just the total raised on GivingTuesday, but about general giving year-round, including what drives giving and how to inspire more of it. The data they provide to us is aggregated and cleaned - GivingTuesday does not have any of your donors’ private information. Check out reports and findings in our GivingLab — it can help you strategize for more successful fundraising!

**Are young people participating in GivingTuesday?**

- Younger generations are the ones most likely to participate in GivingTuesday.
- 67 percent of people between the ages of 18-34 who are aware of GivingTuesday participate in it in some way.
- Young people have been inspired to be more giving and they have tremendous power to inspire their peers in the spirit of generosity as well.
- It’s important to remember that generosity isn’t only about money. There are young people giving their voices and time to causes that they care deeply about. Through GivingTuesday efforts, young people are powerful forces for change.

**How do people get Involved in GivingTuesday?**

- In our awareness studies, we’re finding that people do participate in GivingTuesday in lots of different ways and most people do more than one thing. Giving money is the most common way people participate but most of those donors do something else as well. Supporters want to get involved in lots of different ways, and because GT gives them this opportunity, they take advantage of that.
- People demonstrate their generosity in many ways, including by giving:
  - **Voice**, by speaking up for the causes that matter to them and encouraging others to get involved. GivingTuesday gets over 21.7 billion social media impressions, with issues like education and women’s empowerment dominating conversations.
  - **Goods**, by organizing the collection of food, clothing, blood, or other goods and resources needed.
  - **Time**, by volunteering their time and expertise to do good in their communities.
  - **Money**, by making donations to individuals and organizations that share their values and can advance the issues they care about or help others. More than $1 billion has been raised online in the U.S. alone over seven years.