Getting Ready for GivingTuesday 2022
GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.

Over ten years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.
GivingTuesday is an interconnected global community powered by radical imagination. We envision a world where generosity is at the heart of the society we build together.
...AS COMMUNITIES
...AS COUNTRIES
...AS COALITIONS
...AS CAUSES
...AS ORGANIZATIONS & CARING INDIVIDUALS
Driving giving: money, time, goods, activism

TOTAL GIVING REPORTED IN 24-HOUR PERIOD IN THE U.S.
GivingTuesday 2021 Results

35M adults in the U.S. participated, a 6% increase from 2020

- 17.8M donated (+6%)
- 13.5M gave voice (+0%)
- 9.7M volunteered (+38%)
- 10.2M gave goods (+5%)

U.S. Participation on November 30, 2021
Giving Moments
2022: What we know

- Givers relate to causes not organization
- People give with heart rather than head
- Givers need simple ways…but engage them on their terms not just ours
Meet your audience where they are
2022: What we can do

- Set clear, realistic and stretch goals
- Engagement plan!
- Create multiple on-ramps to your mission. How else can people express generosity to support your cause?
- Messaging that is engaging: Human and hopeful, not crisis
- Tether giving movements together vs. in isolation
- Year-round content and engagement
Ways to engage givers

- Acts of Kindness or Good initiatives
- Gratitude Drives/thank-a-thons
- Direct fundraising
- Art and Volunteer activation
- Contests and Giving circles
- Amplifying community stories
- Free virtual experiences
- Community education, awareness and advocacy
- Collaborative activity with another organization
Collaboration for the Win

Angels Helping Dreams Come True
St. Jerome Gym Renovation

Collaboration for the Win

Collaboration for the Win
What we’ve learned: Great Campaigns

Relevance: Why your work matters in the current moment

Authenticity: Examples of the challenge/ how you’re responding

Urgency: We can’t do it without you (now)

Creativity: Standing out to show your unique value
Storytelling for Social Change

Why should someone give to your cause?

Don’ts

“Because it’s GivingTuesday” isn’t a strong enough reason.

Neither is “because you’ll get a tax write-off.”

Do’s!

- Reduce the distance between the individual and the cause
- Tell a powerful story that generates “contagious energy”
- Tap into emotion
Optimize Your Social Pages

Create + pin a stories about your organization’s mission over the next few weeks so new followers can easily see your impact

Pin posts that clearly demonstrates your work
Growth Strategies for Reaching More People on Social Media

- **NEW IG Collab posts** (Feed and Reels, cross posts to both accounts)
- **Instagram Live** (can have up to 4 guests, cross posts to all accounts)
- **TikTok + Reels** (only two mechanisms that are designed to show your posts to people who don't follow your account)
- **Twitter Spaces** (cross-posts to both hosts' accounts)
- **NEW Add Yours** sticker on Instagram (tracks who used the sticker. Ask people to share Stories about why they give!)

A chat with our friends @upworthy about some of the good we’ve seen from our communities this year as we get ready for #GivingTuesday on Nov 30!
Invite People to Share Their Participation in Your Mission
The Secret to GivingTuesday

- Reinforces urgency
- Sends a push notification on their phone/watch
- The calendar as a to-do list
- Can use Outlook or Google but BCC invitees
- AddEvent or Calndr.link
Do Not Sleep on Email!

EMAILS. EMAILS EVERYWHERE

#GIVINGTUESDAY
Build a space for all! Start simple!

Plan: Make a goal relevant to you.

Design: Make it special or distinct. Where will people get the info. Make it easy for giver.

Launch: Make call to action easy, inspiring and invite all to make a difference.

Share: the word with key partners + amplifiers. You are not the only voice.

Because **everyone** deserves a safe stable & nurturing home. #GIVEFORDV

“When it comes to philanthropic funding the racial disparity is clear. A more race-conscious approach to giving — giving Black — will lead to better results for the communities donors want to support.”

—Christine Lewis, Founder GiveBlick
Resources

The Complete GivingTuesday Toolkit

- Step-by-Step Campaign Workbook
- Templates and Tutorials
- How to Organize a Match toolkit
- Canva graphics
  (Canva.com/GivingTuesday)
- Ideas for activating your community

GivingTuesday.org then select your country