

# #GIVINGTUESDAY™

**Asha Curran - @radiofreeasha**

**Art Taylor - @wisegiving**

**Josh Lamont & Madeline Turner - @blackbaud**

**@GivingTues**

**[givingtuesday.org](http://givingtuesday.org)**

**#GIVINGTUESDAY™**



**Asha Curran**

**Director, Center for Innovation &  
Social Impact  
92Y**

**@radiofreeasha**

**92** | **Y**  
**140** *Years*



# #GIVING TUESDAY™

40+

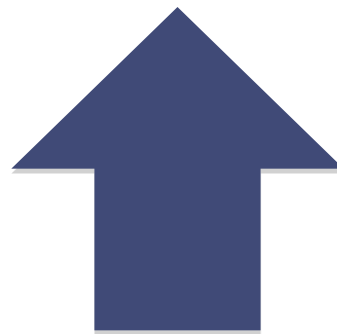
Countries had active #GIVINGTUESDAY efforts in 2013

10,000+

Charities, nonprofits, corporations, community groups and government agencies participating in #GIVINGTUESDAY

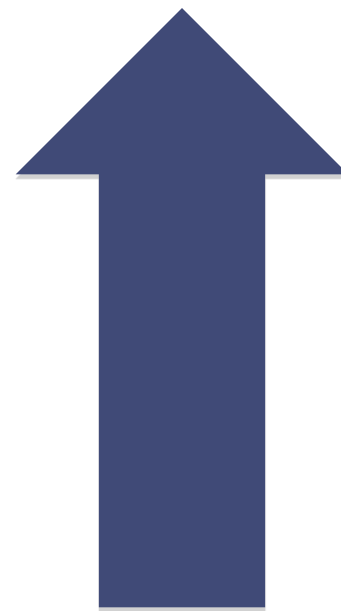
3BILLION+

Total global impressions in traditional and social media



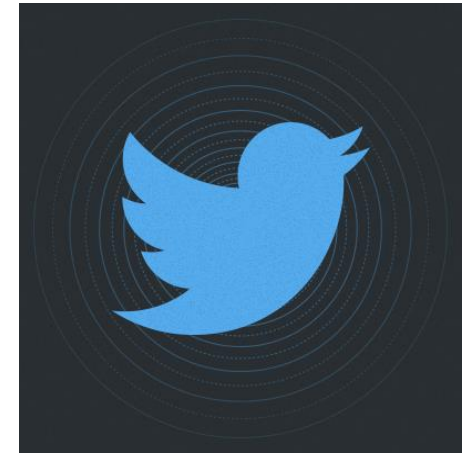
40%

Year-over-year increase in the dollar value of the average donation



270%

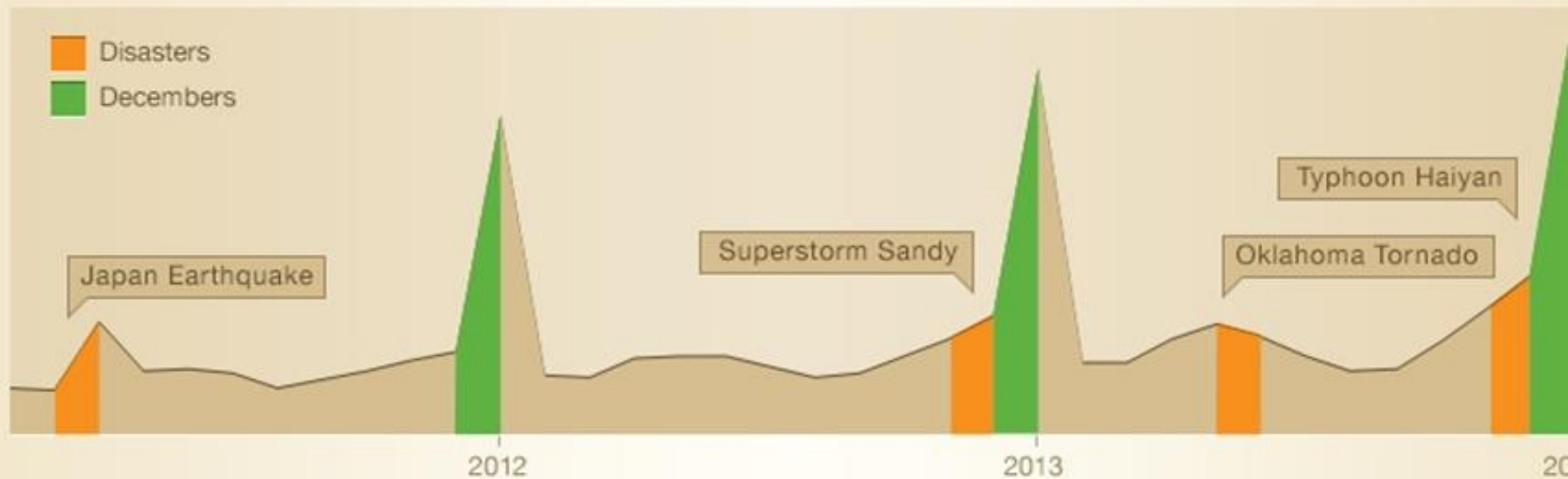
Online donation volume on Tuesday after Thanksgiving since 2011



CECP



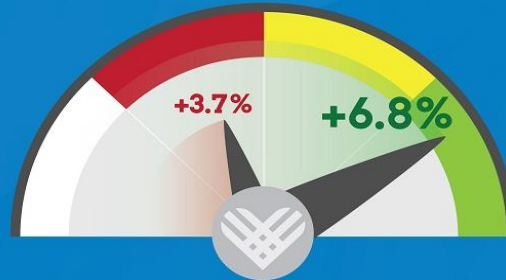
# ONLINE GIVING SPIKES FOR DECEMBER AND DISASTER RELIEF



# #GIVINGTUESDAY

## "Moving the Needle in Fundraising"

Organizations who participate in #GivingTuesday are attracting new donors and raising more money than their peers.



In 2013, nonprofits who participated in #GivingTuesday outgrew their non-participating peers in the all important December fundraising season by nearly **two to one**.



#GivingTuesday participants saw an **increase in online giving of 19.4%** while those who did not participate only grew their December online fundraising 8.4%.

Make sure to join today and share in the success!  
[donorperfect.com/GivingTuesday](http://donorperfect.com/GivingTuesday)



News & Articles > #GivingTuesday Prepares For Round #3 On December 2

## #GivingTuesday Prepares For Round #3 On December 2

By Patrick Sullivan - October 31, 2014

Last year it was the Unselfie. Now, the nonprofit sector is awaiting the next big surprise #GivingTuesday has in store next month.

"The thing about viral ideas are they're only potentially viral until they actually go viral," said Henry Timms, executive director of the 92nd Street Y (92Y) in New York City. "We'll see some unexpected things work. What's driving this is thinking about more engaged donors and supporters. People are trying to get others closer to

While #GivingTuesday is owned by no one — the word "movement" phenomenon — it could be considered the brainchild of Timms. #GivingTuesday (yes, the hashtag is part of the name) will take

"Year one was very last minute," said Timms. "We launched it in November. Last year the momentum began to build. This year is the year. There's going to be positive impact around that, especially total strategy. At its best, #GivingTuesday doesn't live in isolation

Volume jumped the second year compared to the first, both in partners and participants. The first year saw \$10.1 million from founding partner Blackbaud. That was a 53 percent increase from #GivingTuesday.



## NEWS

Facebook Twitter LinkedIn Google+ Email Print Comment (1)

December 4, 2013

## Giving Tuesday Shows Robust Results

By Raymund Flandez and Sarah Frostenson

All signs are pointing to a robust Giving Tuesday haul yesterday as nonprofits report big increases in their fundraising.

Online donations processed by Blackbaud on Giving Tuesday rose 90 percent, to \$19.2-million from some \$10-million during last year's event. The average gift online yesterday was \$142, up from \$102 on Giving Tuesday 2012, Blackbaud says.



Why Taylor Swift's '1989' Could Be The Last Platinum Album Ever



The Future Of Marketing Combines Big Data With Human Intuition



Faster, Sooner: Why The U.S. Needs 'Gigabit Communities'



Cause Integration

FOLLOW

Causecast: Where Business Connects with Cause  
full bio -->

Opinions expressed by Forbes Contributors are their own.

LEADERSHIP 10/15/2014 @ 12:11AM | 1,880 views

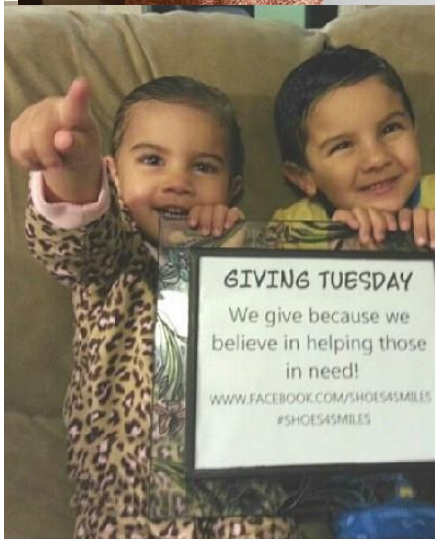
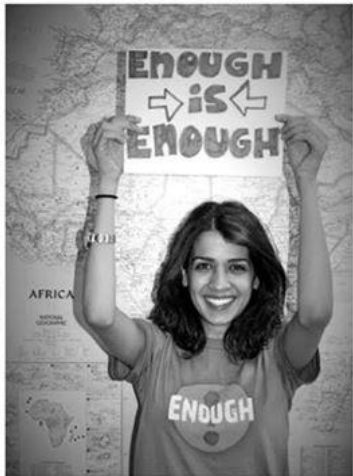
## Why Companies Should Care About Giving Tuesday

Ryan Scott, Contributor

+ Comment Now + Follow Comments

Can you hear it? The holiday drumbeat has begun. It's a long march up the hill towards Halloween, straight to Thanksgiving, 'round the curve past Black Friday, down the path by Cyber Monday, and then onwards to Christmas, Chanukah, Kwanzaa, and beyond. Plus New Year's.

But sandwiched in between all of this celebration is a quiet



Heidi Klum   
@heidiklum

 Follow

Do it for our friends in need [rdcrss.org/1e33jyR](http://rdcrss.org/1e33jyR)  
[#givewithmeaning](https://twitter.com/givewithmeaning) [#givingtuesday](https://twitter.com/givingtuesday) @redcross @AngelAlessandra  
[twitpic.com/dngsaf](https://twitter.com/dngsaf)

11:51 AM - 3 Dec 2013



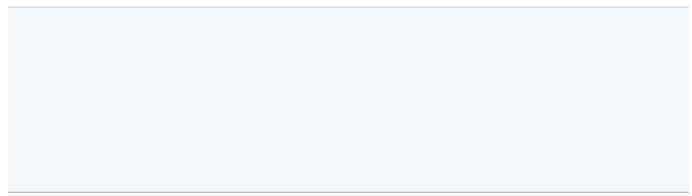
**Global Ministries**  
@umcmmission



#GivingTuesday “More than 11,000 donors from 32 countries made 16,300 gifts to 880 Advance project for a total of more than \$6.5 million.”

4/10/14, 12:31 PM

2 RETWEETS 1 FAVORITE



Reply to Global Ministries 128

A LITTLE GOES A LONG WAY

**B. MORE  
GIVES  
MORE**  
#GIVINGTUESDAY™

\$300

Provides 75 students with classroom instruments.



\$50

Provides a man with a suit for job interview.



\$5

Plants a tree in Baltimore's city.



\$10

Provides a child with a season of volleyball or basketball.



Pays for a wife's life to end from cancer treatment.

\$25

Pays 1,250 dollars to restore the health of the Chesapeake.



\$150

Supplies new beds for homeless veterans.



\$60

Serves a child in a summer reading program.



Feeds 3 abandoned dogs or dogs for 7 days.

\$500

Provides hot lunch for 500 people.



LET'S RAISE

\$5,000,000

Imagine how many organizations we can help if we reach our goal of raising \$5 million on #GivingTuesday, December 3rd. Make a donation of any amount to the cause that means the most to you and help Baltimore become the most giving city this year!

PLEDGE NOW» [BmoreGivesMore.com](http://BmoreGivesMore.com)

#GivingTuesday is a registered mark of 1%TC.

POWERED BY GIVECORPS



**MARYLAND**  
**GIVES**  
**MORE**  
#GIVINGTUESDAY™

#GIVINGTUESDAY **SALINE**



#GIVINGTUESDAY™  
DECEMBER 2  
ellflower

ILLINOIS  
GIVES  
BIG!  
POWERED BY DONORS FORUM

Tuesday, December 2nd  
#ILGiveBig

A red heart shape with white diagonal stripes, containing a silhouette of the Michigan State Capitol building.

#lansingloves  
#GIVINGTUESDAY™

#GivingTuesdayCFL

A dark blue silhouette of the state of Florida with a white GivingTuesday logo on the right side.

#GivingTuesday  
December 2, 2014

#GIVINGTUESDAYAR



AUSTRALIA



BRAZIL



CANADA



IRELAND



ISRAEL



LATIN AMERICA



MEXICO



NEW ZEALAND



SINGAPORE



UNITED KINGDOM

BLACK FRIDAY. CYBER MONDAY.

[Sign In](#)

#GIVINGTUESDAY  
DECEMBER 2, 2014

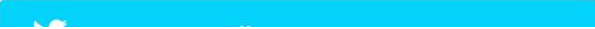
NEWS

TOOLS

JOIN

GLOBAL

Click [here](#) to watch our video and learn more about how the movement has become a reality.





# Recommendations for Your #GivingTuesday Initiative



**Art Taylor, President & CEO  
BBB Wise Giving Alliance**

**November 25, 2014**





# BBB Wise Giving Alliance

- Completes **rigorous** charity evaluations based on 20 **holistic** BBB Charity Standards
- Seeks to verify charity **trustworthiness**
- Recommendations for ensuring successful and ethical Giving Tuesday campaigns that help donors Give Wisely



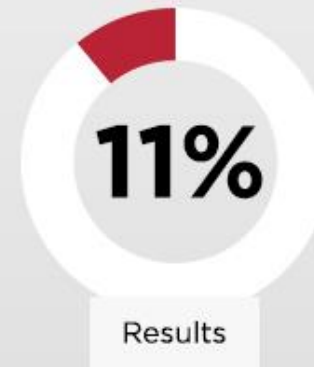
# **1. Avoid Emphasis on Financial Ratios in Giving Tuesday Messages**

- **Encourage public to donate on December 2nd**
- **Focusing on financial ratios as a means to ensure donor trust is a mistake**
- **Ratios don't provide the full picture of charity performance**
- **BBB WGA uses BBB Charity Standards that address charity governance, results reporting, appeal accuracy, donor privacy and other issues**



# ARE YOU MISPLACING YOUR TRUST?

Americans would verify trust in a charity by looking at:



**Finances are a poor single-measure of a charity.** Next time you donate, look for a BBB Accredited Charity meeting holistic, rigorous standards – not only finances, but ethics, reporting of results and more. See the whole picture, and then give with trust.



Source: Porter Novelli Styles survey, n=4,530 conducted June & July 2014 using an online panel. Respondents were required to select one option.



# THE OVERHEAD MYTH

## MOVING TOWARD AN OVERHEAD SOLUTION

To the Nonprofits of America:

We write to ask for your **help to end the Overhead Myth**—the false conception that financial ratios are a proxy for overall nonprofit performance. Last year we wrote a letter to the donors of America asking them to consider the results (especially outcomes and impact) created by nonprofits, and to not judge you solely on percent of charity expenses that go to administrative and fundraising costs. While overhead can help us identify cases of fraud or gross mismanagement and serve as a part of an organization's dashboard of financial management metrics, it tells us nothing about the results of your work (i.e., how you meet your mission).

You know as well as we that nonprofits are, to use the title of an article in the *Stanford Social Innovation Review*, prone to the “**Nonprofit Starvation Cycle**”: a spiral of donor demands, underinvestment in core costs, and limited results. This starvation cycle hurts nonprofits and donors, but, most important, it hurts our shared work for a better world. We want to work together with you to end the Overhead Myth. To that end, **we ask three things of nonprofits to help us move toward an Overhead Solution:**

- **First, demonstrate ethical practice and share data about your performance.** Proactively demonstrate why donors should trust you. Have the courage to share information about your goals, strategies, management systems, and governance processes.
- **Second, manage towards results and understand your true costs.** We have found that many nonprofits do not manage with an eye always on results—and even if they do, they don't know how much it costs to achieve those results. Organizations need to employ effective performance management systems and recognize that financial management is not just about audits and Forms 990, it is also about understanding the cost of achieving their missions.
- **Third, help educate funders (individuals, foundations, corporations, and government) on the real cost of results.** Have honest conversations with your funders about what it takes to do your work. Too often nonprofits contribute to the Overhead Myth by highlighting financial ratios as their core accomplishment—especially in their fundraising materials. Tragically, this can be at the expense of meaningful performance metrics and reinforces funders' confusion. Funders need to understand the truth if they are to change their behavior.

On the back of this letter **you will find more resources** for you as you make this transition. Our three organizations strive to make the sharing of nonprofit data easier, less repetitive, and more useful. As a field, we can move beyond the Overhead Myth to an Overhead Solution, but we need your help. Let us drive a conversation about nonprofit trustworthiness and performance that is worthy of the people, the communities, and the ecosystems we all serve.

Thank you,

Art Taylor  
President, BBB Wise Giving Alliance

Jacob Harold  
President & CEO, GuideStar USA

Ken Berger  
President & CEO, Charity Navigator



## **2. Ensuring accurate Giving Tuesday campaign messages**

- **Importance of oversight of staff that produces campaign messages**
- **Reducing the size of messages for a tweet or Facebook post should not reduce accuracy**
- **Double check facts, figures, photos and financial references made**
- **Your organization name alone won't inform donors what you do**
- **BBB Standard #15 calls for appeal accuracy**



### **3. Cause-related marketing on Giving Tuesday**

- **Some Giving Tuesday campaigns will involve sale of good or services that benefit a charity**
- **BBB Standard #19 calls for disclosure**
- **Promotion should specify actual or anticipated amount of purchase to benefit the charity**
- **And, if applicable, any guaranteed minimum or maximum amounts the charity will receive**
- **Promotions such as “proceeds to benefit XYZ charity” are too vague**



## **4. Respect donor privacy on Giving Tuesday**

- **Make sure websites have privacy policy that covers fundamental privacy elements as recommended in Standard #18:**
- **What information is being collected?**
- **How do donors contact charity to review it?**
- **How to inform charity don't want info shared?**
- **What security measures in place?**



## **5. Giving Tuesday campaigns should not pressure donors**

- **Encourage donations on December 2nd**
- **But potential donors should not be pressured to make an immediate decision**
- **Respect their need to vet charities before contributing to make responsible choices**





# ***Giving Tuesday***

- **Giving thoughtfully on December 2nd**
- **Good practices will help earn donor respect and strengthen trust for future donations**

**#GIVINGTUESDAY™**  
DECEMBER 2



**For more information about BBB Wise Giving Alliance and the Standards for Charity Accountability, visit:**

**[Give.org](https://www.give.org)**

# #GIVINGTUESDAY

SOCIAL MEDIA WEBINAR – Measuring Impact

(because)

#givingtuesday

#GIVINGTUESDAY  
DECEMBER 2, 2014



Sharing the Love



Tactics



Simple to share

Leveraging Influencers



Be Bold

Be #UNselfie

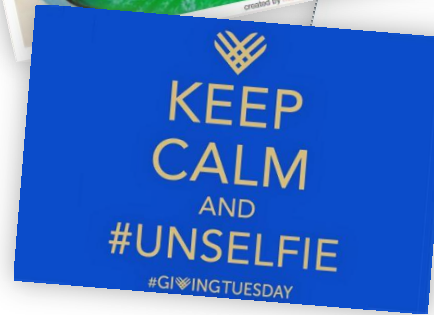


Tracking your Impact

# #GIVINGTUESDAY

SOCIAL MEDIA: SHARING THE LOVE


Give people something easy to share!



# #GIVING TUESDAY

SOCIAL MEDIA: SHARING THE LOVE

Everyone counts! From Main Street to 1600 Pennsylvania Avenue: we use social media as a way to feature all of our #GivingTuesday partners.

 GivingTuesday shared a link.  
Posted by Amber May [?] · October 20 · Edited

We love this video from 2013: Long lines for #GivingTuesday by Friends of Trees and Brighton West.



**Long lines for #GivingTuesday**  
community.givingtuesday.org

You thought the lines were long for Black Friday? Well check out the folks who want to make donations on Giving Tuesday! #GivingTuesday...

#givingtuesday Tweet

 The White House  
@whitehouse

After #BlackFriday & #CyberMonday, comes #GivingTuesday, a day for all Americans to give back and make a difference: [on.wh.gov/Yj2nuxB](http://on.wh.gov/Yj2nuxB)

11/27/12 9:07 PM

89 RETWEETS 14 FAVORITES

# #GIVING TUESDAY

SOCIAL MEDIA: SHARING THE LOVE



**#GivingTuesday is less than 40 days away!**

With over 11,800 partners and 3,200 Social Media Ambassadors, #GivingTuesday continues to build momentum thanks to YOU.

The collaboration of individuals, businesses and communities is what will make this year's kick off to the giving season more impactful than ever before.

We are excited to launch the new [Science of Giving](#)

## 5 WAYS to inspire others to join the #GivingTuesday movement

1. Share the Halloween inspired #GivingTuesday image on your social media networks.
2. Read this article about the [science behind giving](#) on the new [Science of](#)



## Social Media Ambassadors

- 3,200+ highly engaged supporters
- Provided with regular email updates and “Share This” social media messaging

blackbaud

# #GI ING TUESDAY

All I Want for #GivingTuesday is \_\_\_\_\_. #UNselfie





Be ready for the unexpected.  
We powered an Ice Bucket Challenge  
that dominated social media.

blackbaud®





Be BOLD (and creative)

blackbaud®

# #GIVINGTUESDAY

## SOCIAL MEDIA: KEYS TO #UNSelfie SUCCESS



Measure your success! Track who is using your #hashtag.

### #GIVINGTUESDAY

DECEMBER 3 | SOCIAL MEDIA UPDATES AS OF 3PM EST

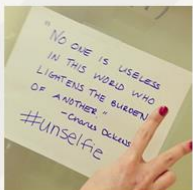
83,813,000 TWITTER IMPRESSIONS

TOP TWEETS

Smithsonian **Katie Couric** **Red Cross** **Bill Gates**  
**White House** **Barbara Streisand** **Mashable** **Twitter**  
**P Diddy** **Gates Foundation** **Danny Glover** **Eminem**  
**Heidi Klum** **Clinton Foundation** **Chelsea Clinton**  
**Victoria Justice** **No Kid Hungry** **Selena Gomez**



5,000+  
#UNselfies



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[storify.com/unfoundation/the-givingtuesday-unselfie](https://www.storify.com/unfoundation/the-givingtuesday-unselfie)

@UNFOUNDATION UNITEDNATIONSFOUNDATION @UNFOUNDATION

blackbaud

# #GIVINGTUESDAY

## SOCIAL MEDIA



### 2013 Recap

Social Media played a huge role in #GivingTuesday 2013:

- Trended 10 hours on Twitter
- 700 tweets/min at peak
- More than 2 billion people reached
- Hashtag was used 500k+ times
- Giving was up 90% YoY
- Donation amounts were up 40% YoY



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