

#GIVINGTUESDAY™

Melissa Cronin - @xnycgirl

Lys Hugessen - @GivingTuesdayCa

Heather Fields - @networkforgood

@GivingTues

www.givingtuesday.org

#GIVING TUESDAY™



Melissa Cronin

**Director, Special Initiatives
92Y**

@xnycgirl

BLACK FRIDAY



CYBER MONDAY

SALE!!

SHOP 'TIL YOUR MOUSE BREAKS!

#GIVINGTUESDAY™
DECEMBER 2

#GIVING TUESDAY™

40+

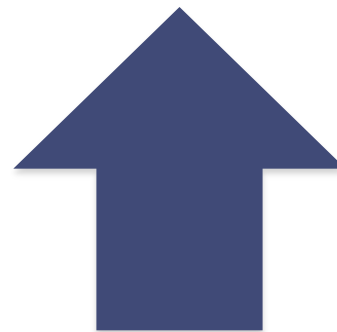
Countries had active #GIVINGTUESDAY efforts in 2013

10,000+

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

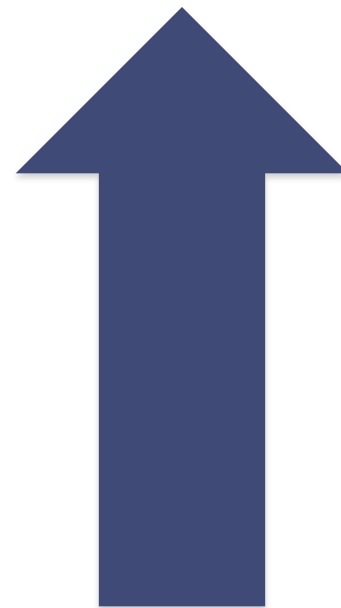
3BILLION+

Total global impressions in traditional and social media



40%

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



270%

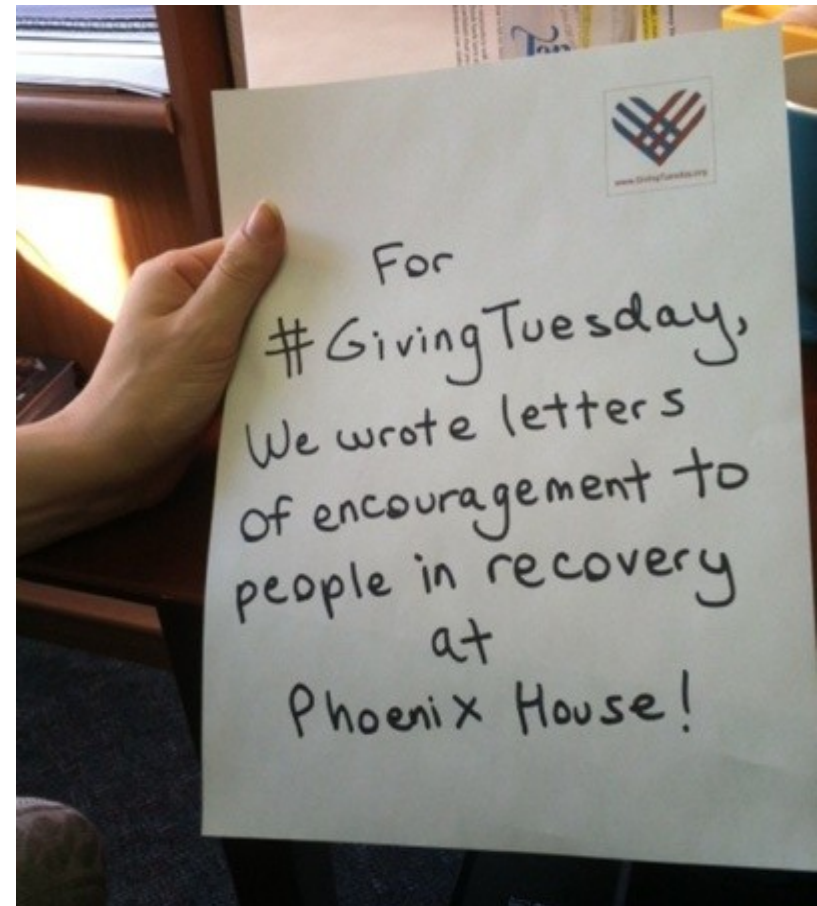
Online donation volume on Tuesday after Thanksgiving since 2011

2X Double your Donation
all donations matched Nov. 27th



© Laila Bahaa-el-din

www.panthera.org/givingtuesday
#GIVINGTUESDAY





The Michael J. Fox Foundation for Parkinson's Research

December 3, 2013

""We love Grandpop" and support @MichaelJFoxOrg! #unselfie #GivingTuesday *via my sis+hubby" Via @KMSieminski on Twitter.

Like · Comment · Share

 Dil Shergill likes this.



Write a comment...



People You May Know

[See All](#)



Heidi Lelle

3 mutual friends

[Add Friend](#)



Tweet



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





DRESS FOR SUCCESS®
WASHINGTON, D.C.

Help local women get back to work by supporting

#GivingShoesDay

December 3, 2013



I am supporting **#GivingShoesDay**
by collecting shoes for Dress For Success Washington,
D.C. to help the women of our city get back to work!

#GivingShoesDay is in support of **#GivingTuesday**,
a national day of giving that celebrates and encourages
charitable activities that support nonprofit organizations.

A box is placed on the landing outside of Arbor Education and
Training 101 G St. NE 2nd Floor Washington DC 20002.

Gently worn, in season shoes will be collected
this Tuesday, December 3! I hope you will join me in supporting this
great cause!



#GIVINGTUESDAY Social Media Ambassadors Tool Kit

GivingTuesday.org

Brought to you by:



Save the Date:
December 3, 2013

#GIVINGTUESDAY™



#GIVINGTUESDAY™

COMMUNICATIONS TOOLKIT

Thanks for being a part of #GivingTuesday!

#GivingTuesday inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season, showing that the world truly gives as good as it gets. The second annual #GivingTuesday will take place on **December 3, 2013**.

Where did the idea come from? The retail industry has long benefited from seasonal shopping that symbolically kicks off with “Black Friday” – a day that has since inspired “Small Business Saturday” and “Cyber Monday.” #GivingTuesday, then, serves as a celebratory, fully connected day to kick off the giving season, when many make their holiday and end-of-year charitable gifts.

#GivingTuesday brings together diverse networks of people, large corporations, small businesses and nonprofits across an ever-expanding range of new media platforms to encourage and amplify small acts of kindness in the service of changing our world for the better.

#GivingTuesday is not a new giving platform, but a call to action to celebrate giving and encourage more, better and smarter giving during the Holiday Season. It’s an organizing principle to encourage the creativity and energy of people all over the world to work together for good.

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation. **You are the most important part of making this movement a reality.** We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

In this toolkit, you will find:

- #Giving Tuesday Mega Messages
- #GivingTuesday Fact Sheet
- A list of #GivingTuesday Founding partners from 2012
- #GivingTuesday FAQ
- Social media guide with sample tweets and Facebook status updates
- Sample outreach email
- Partner questionnaire
- Sample #GivingTuesday action plan ideas
- Communications timeline
- Press Release Template

We hope these materials will help you and your voice embrace #GivingTuesday in a way that is most meaningful to your organization. Together, we are a powerful community.

We look forward to working with you!

-- The #GivingTuesday Team



The White House Blog

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Vice President Biden Speaks at America's Central Port on the Fifth Anniversary of the Recovery Act



Kicking Vehicle Efficiency into High Gear



Administration-Wide Response to the Drought

Celebrate #GivingTuesday



Jonathan Greenblatt
November 26, 2013
12:25 PM EST

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Typically, the holidays are a moment when many Americans volunteer to help the most vulnerable. Others make charitable contributions that can last throughout the holiday season. Next week, we will celebrate [#GivingTuesday](#), a worldwide effort to raise awareness and motivate action for the common good.

Started by the [United Nations Foundation](#) and the [92d Street Y](#), [#GivingTuesday](#) builds on the American tradition of giving back but uses technology to give this greater impact. This commemoration does not seek to coordinate funds toward any particular nonprofit or to direct volunteers to support a specific cause. Instead, [#GivingTuesday](#) is intended to encourage Americans to reflect and give back. It's a collective moment for individual and community action.

[#GivingTuesday](#) has significant momentum. More than 7000 partners across all 50 states are taking part. This includes large corporations and small businesses, faith-based organizations and secular nonprofits. This year, cities are stepping forward to galvanize the movement. They are celebrating local causes through unique campaigns like [BMoreGivesMore](#) in Baltimore; [#GivingTuesdayBucks](#) in Bucks County, PA; and [#GivingTuesdayPHL](#) in Philadelphia. In all these communities, nonprofits, businesses and government are collaborating to raise awareness and drive funds for those in need.

[#GivingTuesday](#) provides a wonderful opportunity for a national conversation about the ability of all Americans to participate in positive action. Indeed, the American impulse to help our fellow neighbor transcends politics and exemplifies our national spirit. Whether it's a family at the dinner table talking about giving to a local school organizing a blood drive to a large company organizing its employees to volunteer to an entire city rallying its residents to drive change – people everywhere can find their own ways to celebrate their common bond of community.

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PHOTOS OF THE DAY



VIEW PHOTO GALLERIES



Why We Give

By Bill & Melinda Gates

Thanks for taking a break from your holiday shopping to take a look at #GivingTuesday.

Everyone has their own reasons for giving back. For us, it's simply about making the world a more fair and equitable place. We know we were very lucky to grow up where we did, when we did. We believe everyone deserves the chance to live a healthy, productive life. Those are the values we learned from our families, and they're why we started our foundation.

In our work, we come across a lot of great organizations doing inspiring work in the U.S. and around the world. In fact, as we talked about #GivingTuesday, the hardest question we faced was, "Which groups should we highlight?" After a lot of discussion about all the great choices out there, we picked four.

When our children have a little extra money saved up and want to make a donation, they often turn to Heifer International and WorldVision. Through Heifer, you can donate an animal to a community in need—a gift that can benefit the recipients for years afterward. Through WorldVision and Save the Children, you can change a child's life by helping provide food, health care, education and more. And Donors Choose lets you help teachers meet their classrooms' needs, enabling projects that might not happen otherwise.

Whoever you support, and however much you give, thank you for participating in #GivingTuesday. It's a great way to help create the better world we all want. We wish you a happy holiday season.

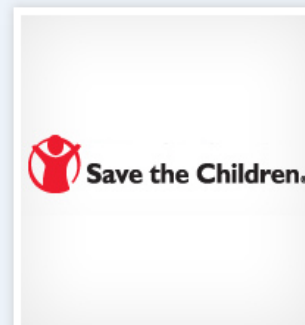
Bill & Melinda



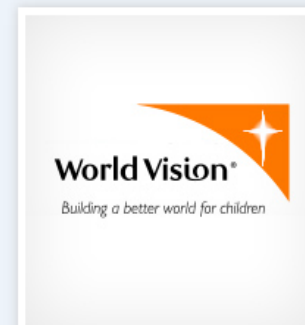
DonorsChoose.org is an online



Heifer International empowers



Save the Children gives children in



World Vision is dedicated to



Ellen DeGeneres ✓

@TheEllenShow



Follow

This #GivingTuesday, I'm supporting a great organization, the @AmericanCancer Society. You can, too. ellen.tv/1avKe1L

← Reply ↻ Retweet ★ Favorite ⋮ More

68
RETWEETS

107
FAVORITES



12:49 PM - 3 Dec 13



Barbra Streisand ✓

@BarbraStreisand



Follow

Celebrate, be thankful, join the new tradition: Consider donating to Philippines relief efforts or your favorite charity on #GivingTuesday

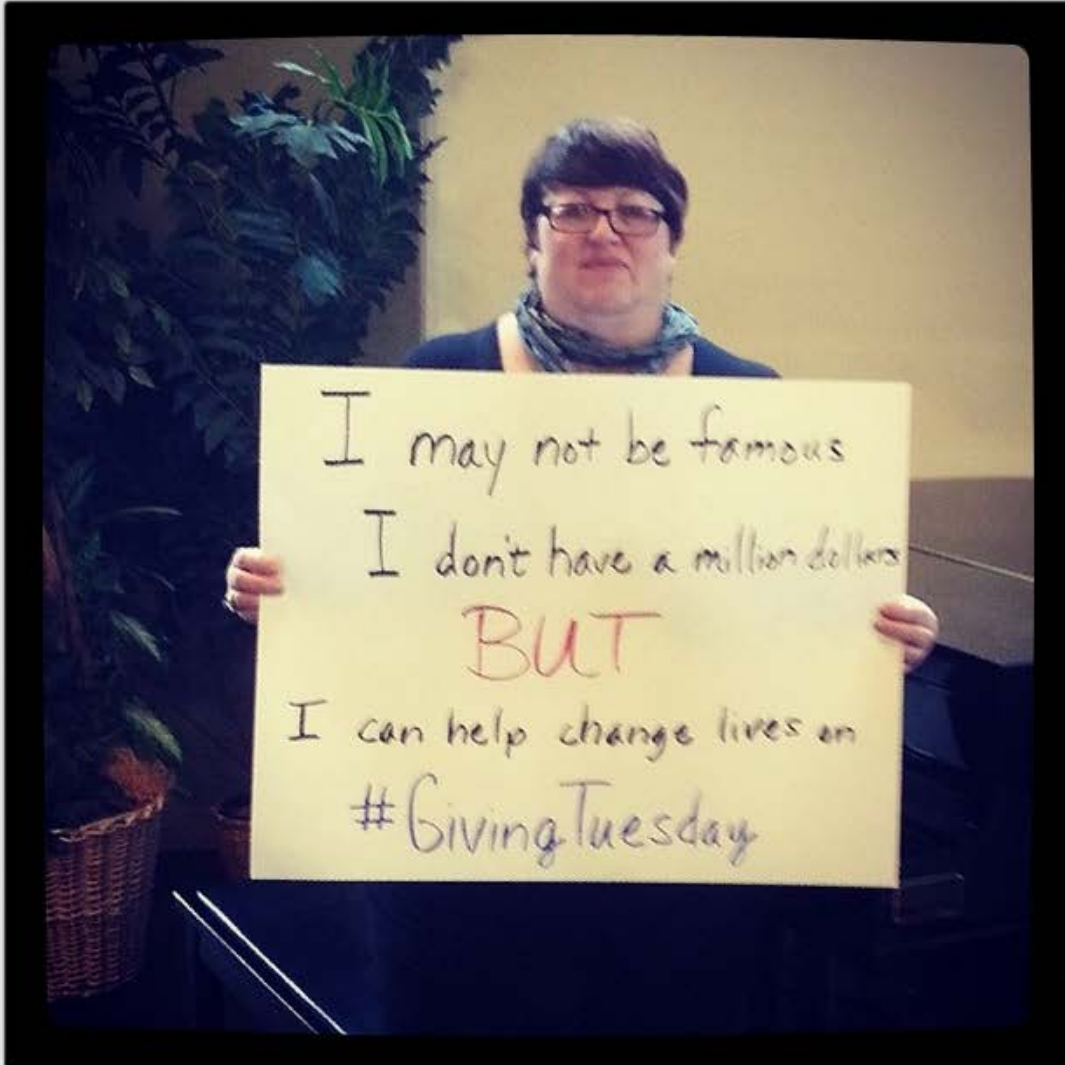
← Reply ↻ Retweeted ★ Favorite ⋮ More

14
RETWEETS

10
FAVORITES



8:31 AM - 3 Dec 13



trace360

Follow

17 hours ago · Mission Aviation Fellowship

Dec. 3 is #GivingTuesday #unselfie #MAF #changealife

embratora, doneste, mickiblair and 4 others like this.



doneste

Good one, @trace360!



Leave a comment...



A LITTLE GOES A LONG WAY

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

\$300

Provides 75 students with classroom instruments.



Donate on
#GivingTuesday
12-3-2013

\$50

Provides a man with a suit for job interviews.



\$5

Pays a tree in Baltimore's city.



\$10

Provides a child with a season of volleyball or basketball.



Provides a week of knitting from different people.



Pays for a web site to send from rescue treatment.

\$15



Provides Thanksgiving dinner for a family of 4.

\$25

Pays L200 systems to restore the health of the Chesapeake.

\$150



Supplies new beds for homeless veterans.

\$60

Starts a child in a summer reading program.



Feeds 3 abandoned cats 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 difference 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

#GivingTuesday is a registered mark of 501c.

POWERED BY **GIVECORPS**



THERE'S BLACK FRIDAY. THERE'S CYBER MONDAY. NOW THERE'S...

#GIVINGTUESDAY

GIVINGTUESDAYBUCKS.ORG

[HOME](#) | [ABOUT](#) | [FAQ's](#) | [WHY GIVE](#) | [PARTICIPATE](#) | [CONTACT](#)



MAKE
A DIFFERENCE



GIVE
LOCALLY



CLICK
TODAY

← PARTICIPATING NON PROFITS →



IS PROUD TO
SUPPORT THE WORK OF
[GIVINGTUESDAYBUCKS.ORG](#)



WHAT IS GIVING TUESDAY? 

HOW YOU CAN HELP? 

CHOOSE WHERE TO GIVE 

NATIONAL REACH WITH LOCAL IMPACT
IT CAN MAKE A DIFFERENCE FOR A LIFETIME



00 00 00 0
שניות דקות שעות ימים

#GIVINGTUESDAY Israel
31.12 פיוץ למילתים אחריו!

בית אודות מבצעים מיוחדים זיכוי מס של 35% עמותות צרו קשר חיפוש עמותה

GIVING TUESDAY

31.12 - היום שמשתלם לתרום

- ✓ תירמו און-ליין לכל 31,000 העמותות בישראל
- ✓ וקבלו פרסים ומבצעים רבים!
- ✓ כל תרומה בין 50-100 ש"ח תוכפל (עד ל-20,000 ש"ח סה"כ)
- ✓ תורם אחד יזכה ב-5000 ש"ח!
- ✓ זיכוי מס של 35%
- ✓ וועוד הרבה!

ללמדו עוד או לכל המבצעים

הצטרפו ליום הנתינה האינטרנטי הגדול בתולדות ישראל. תירמו לכל עמותה בישראל, קבלו הטבות ותסיימו את השנה עם מעשים טובים!

חיפוש שם, מילת מפתח, מספר עמותה... חפשו את כל 30,000 העמותות בישראל

התרומה האחרונה: 200.00 ש"ח מירושלים, שבועה לפני 1 שעות.



United States



Canada



Australia



Latin America



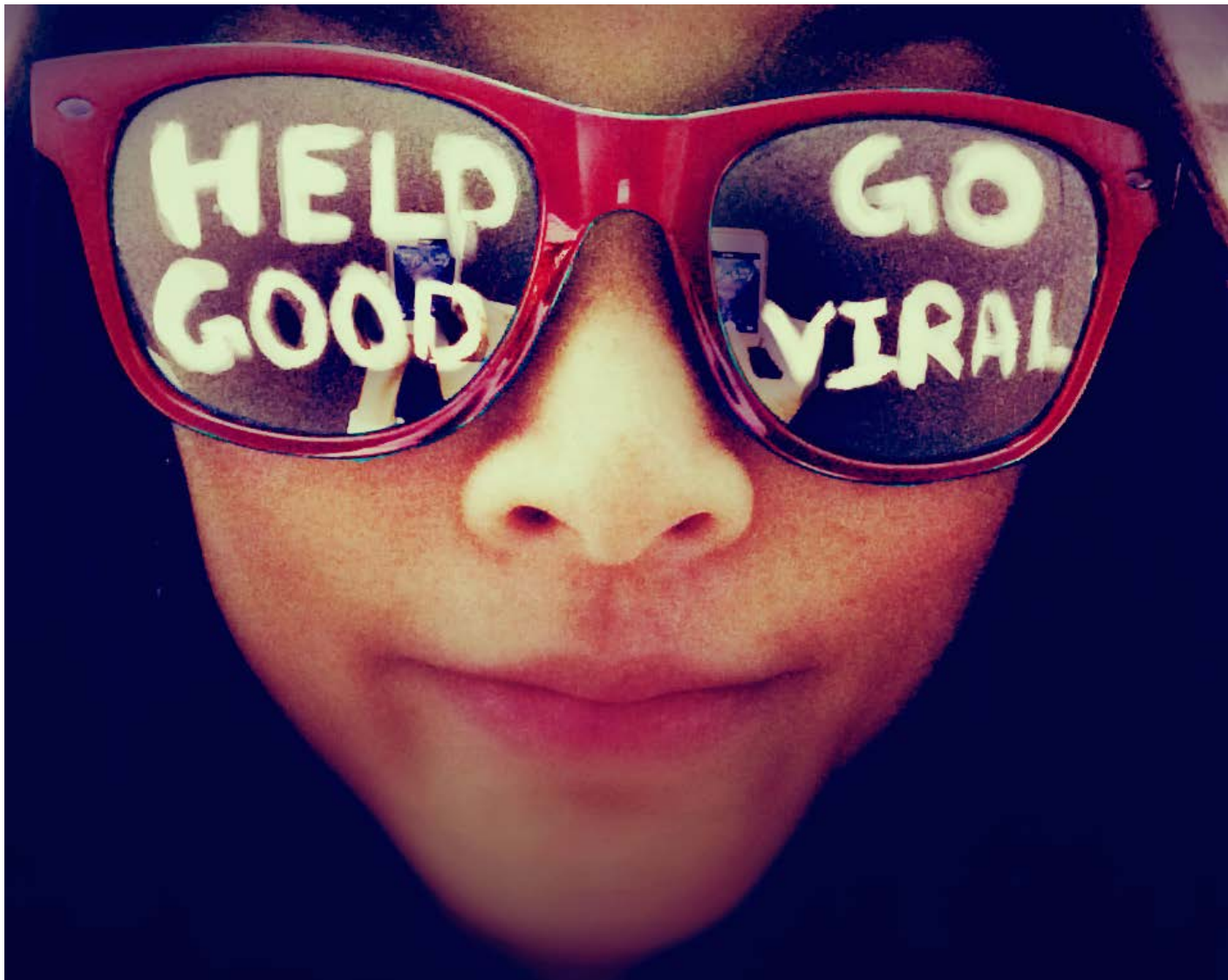
Mexico



Singapore







**NATIONAL DAY OF GIVING,
DEC 2ND #GIVINGTUESDAY**



The Canada Story



Canada imports a lot of stuff from the USA...

#GivingTuesday is the best thing we ever imported!



How did we get started?



www.GivingTuesday.ca

We got inspired by

#GI  ING TUESDAY™

2012

GIVINGTUESDAY™

15 founding partners on September 15, 2013



Goal: 250 partners in year 1

GIVING TUESDAY™

... by December 3rd

1,300+ organizations had joined!

GIVING TUESDAY™

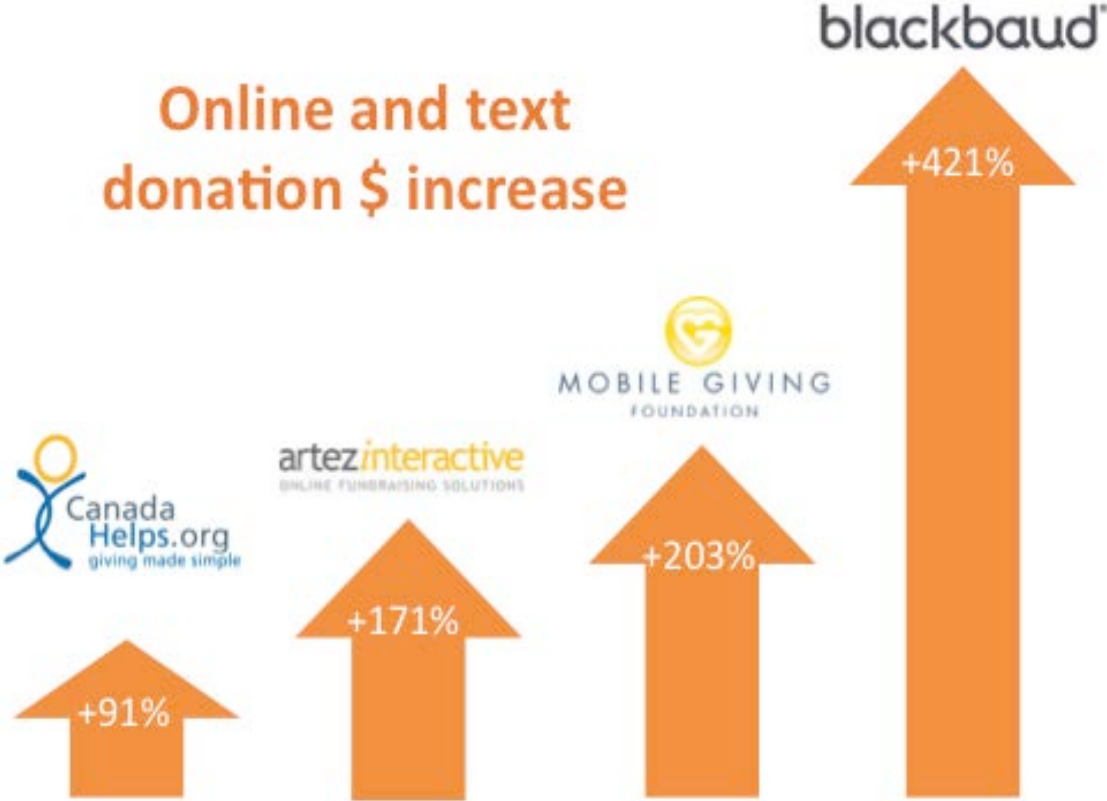
Charities, companies, schools, sports teams... everybody wanted to be a part of the launch of the giving season!



To help build #GivingTuesday in your community - reach out to influential organizations, networks and groups that can help get more reach and awareness

Amazing impact on donations on December 3 and throughout the month of December!

Online and text donation \$ increase





GI♥INGTUESDAY™

SAVE THE DATE DECEMBER 2, 2014

#GivingTuesday captures the imagination
and inspires people to take action



KEEP
CALM

AND

JUMP ON THE

GIVINGTUESDAY™

BANDWAGON

You're part
of it too!



#GivingTuesdayCA
www.GivingTuesday.ca
contact@givingtuesday.ca

Baltimore's #GivingTuesday Campaign



- Campaign to be the most generous city in America by raising \$5M for Baltimore causes
- Executed by dedicated group of partners
- Supported by agile marketing team
- Convened by GiveCorps
- Made it all about inclusivity and welcomed all forms of generosity

... It's not too late! We kicked off in September.

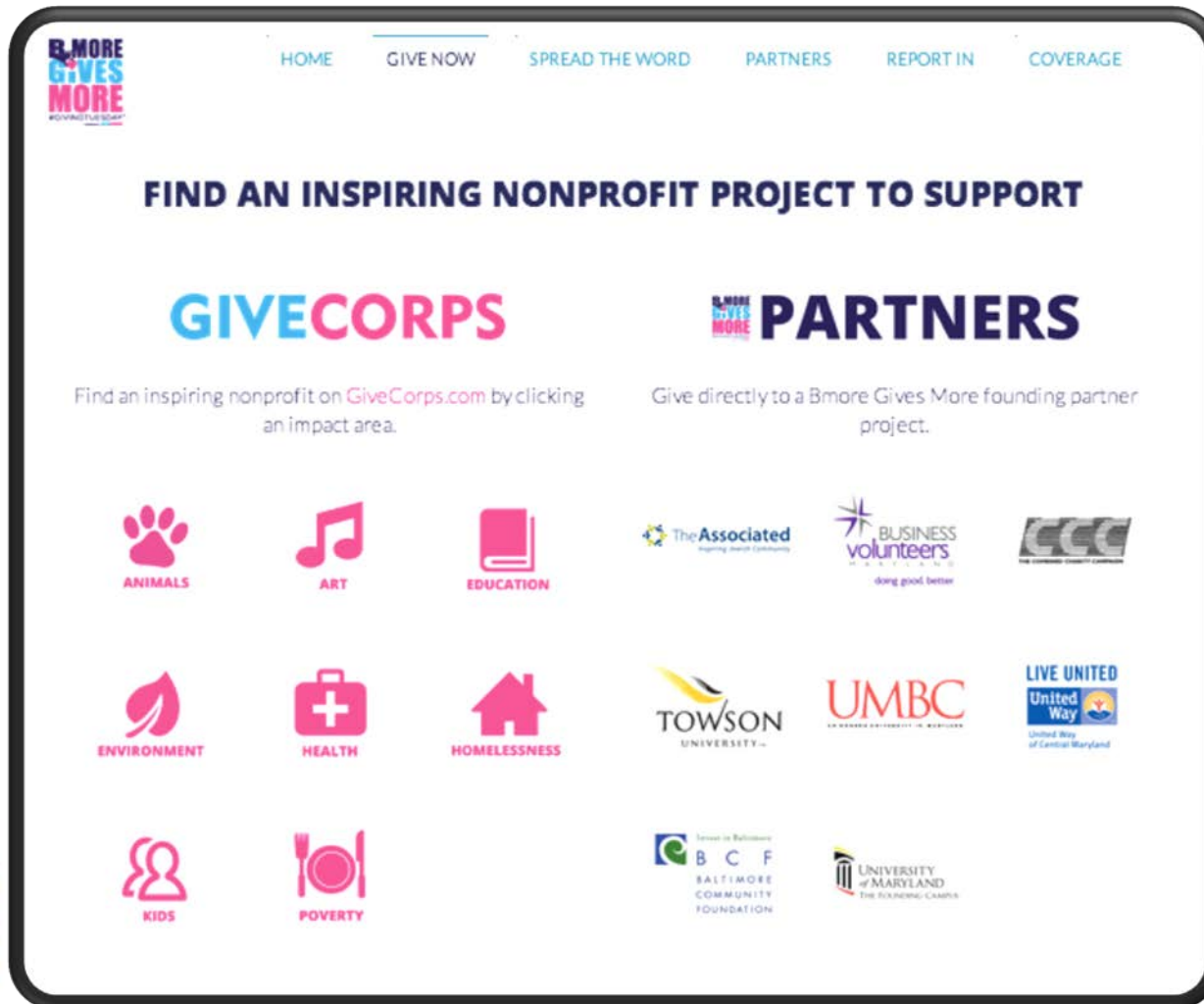


#BmoreGivesMore Results



- \$5.7M Raised!
- Led by top Baltimore nonprofits
- Hundreds of local nonprofits participating
- Supported by community-oriented small businesses
- Media push by partners and Mayor's office resulted in dozens of news articles

Dedicated Campaign Site






1. Set a big goal!



2. Engage the Establishment

A stylized city skyline background consisting of several blue rectangular buildings of varying heights and widths. Each building has a grid of smaller, lighter blue squares representing windows. The buildings are arranged in a row, with some taller than others, creating a silhouette of a city.

It's a young movement, but the establishment is a key partner! Promote them at key moments.

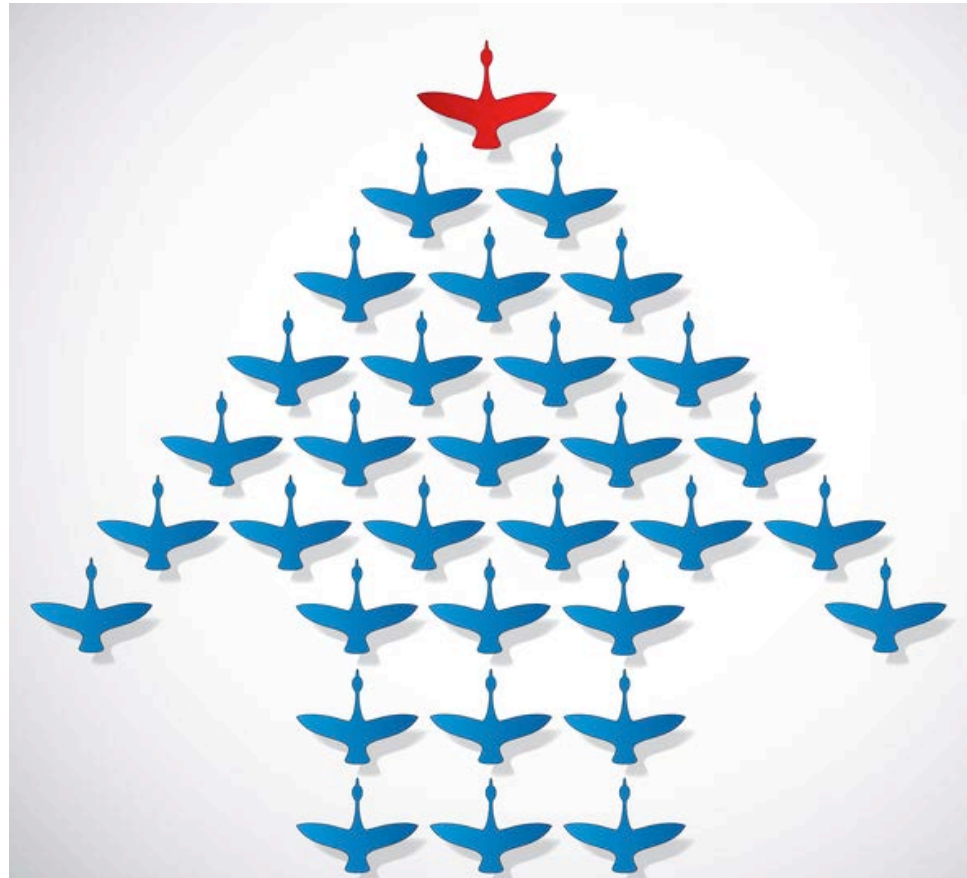
Easy for public officials to rally around big, feel-good goal.



Our mayor, Stephanie Rawlings-Blake, was a key social ambassador.



3. A passionate leader & team



4. Brand your campaign



#GIVINGTUESDAY



#MOMENTUM
www.lambdalegal.org/givingtuesday





5. Amplify through “hubs”




6. Be creative...and social

Stories, images, video, events




President Bill Clinton
Public Figure · 2,404,008 Likes · December 3, 2013 ·  Like Page 

This #GivingTuesday, join the Clinton Foundation in giving a gift that will improve the livelihoods of thousands of smallholder farmers in Malawi.
<http://wjcf.co/1auZ15S>



This Giving Tuesday, Help us Give a Peanut Sheller to Malawian Farmers

We're trying to raise \$10,000 to purchase one peanut sheller – that's just 1,000 people giving \$10 each. This simple machine can help thousands of smallholder farmers increase productivity and improve their livelihoods.

Like · Comment · Share ·  2,318  189  97



DECEMBER 3RD, 9AM - 9PM ET

#GIVINGTUESDAY

Join us for the first-ever
Google+ Hangout-a-thon



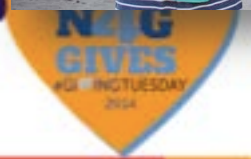
12 HOURS OF GIVING, LIVE ON GOOGLE+
FEATURING VETERANS UNITED, RUCKABYEBABY,
AND THE HEROES PROJECT

presented by
Mashable Google+




0:26 / 2:15

Participate in #GivingTuesday on December 3, 2013



7. Be Contagious

Weekly,
SHAREABLE
content



Donors

Partners

Large NPOs

Small NPOs

Ambassadors

Media

Volunteers

2 Hints: COPE - Create Once; Publish Everywhere
Avoid the information firehose!



8. Engage other community partners



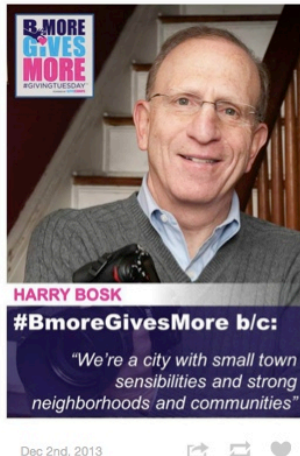
B. MORE GIVES MORE
#GIVINGTUESDAY

Adam Van Bavel

#BmoreGivesMore b/c:

"Our residents celebrate Baltimore's rich history, diverse culture & incredible potential."

Dec 2nd, 2013



B. MORE GIVES MORE
#GIVINGTUESDAY

HARRY BOSK

#BmoreGivesMore b/c:

"We're a city with small town sensibilities and strong neighborhoods and communities"

Dec 2nd, 2013



From: Charm City Run [mailto:tom@charmcityrun.com]
Sent: Friday, November 22, 2013 9:21 AM
To: boskman@theimage.com
Subject: 10% of sales tomorrow to non-profits for Give Corps #GIVINGTUESDAY

Give back tomorrow with Charm City Run!

CHARM CITY RUN

CHARM CITY RUN
The way of the city

Give back tomorrow with Charm City Run!

B. MORE GIVES MORE
#GIVINGTUESDAY

November 23

live.give.run.

Join us on Saturday, November 23
CharmCityRun will be giving 10% of all sales to make Baltimore the Most Generous City in America #GIVINGTUESDAY

This week's #GIVINGTUESDAY campaign supports the following organizations: Oyster Recovery Partnership, Irvine Nature Center, Chesapeake Bay Foundation, Blue Water Baltimore, Parks & People Foundation. All Charm City Run locations are participating!

Charm City Run is a Running & Walking Specialty company that is committed to fitting every customer in the "right" shoe based on their specific needs. We have 5 retail store locations around Maryland. If you are training for your next event or just looking for something comfortable to wear day-to-day stop in and check us out! Learn more at charmcityrun.com and charmcityrunline.com. **LIVE. GIVE. RUN.**



TAPAS TEATRO

SHOW THE WORLD WHAT BALTIMORE CAN DO. #GIVINGTUESDAY

B. MORE GIVES MORE DEC 03

Learn more about Giving Tuesday.
Visit BmoreGivesMore.com

Imagine ordering an entire meal of what you like most.

Want something a little different?



9. Gamify

Fun

Challenges

Fundraising Teams

Matching Funds



10. Build a parking lot

Things to do in 2014~~5~~

1

2

3

4



11. Celebrate, thank, celebrate.

**THANK
YOU**

VERY MUCH!



#GIVINGTUESDAY™

Melissa Cronin - @xnycgirl

Lys Hugessen - @GivingTuesdayCa

Heather Fields - @networkforgood

@GivingTues

www.givingtuesday.org