

# #GIVING TUESDAY™

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**@GivingTues**  
**#GivingTuesday**

# #GIVINGTUESDAY™



**Kait Sheridan**

**Director, Partnerships & Programs  
92Y**

**@sheridankait**

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





#GIVINGTUESDAY™

**Donate**

funds online or drop off  
non-perishable food

**Vote**

for us to receive \$20,000 at  
<http://ulink.tv/194>

**Volunteer**

at [volunteer.firstfoodbank.org](http://volunteer.firstfoodbank.org)

**Eat Pizza**

at any Barro's Pizza today  
and proceeds go to the food  
bank!



Have your gift  
get twice the lift.

Today only— Microsoft  
#GivingTuesday 1:1 match!



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

# #GIVINGTUESDAY

GIVINGTUESDAYBUCKS.ORG

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**MAKE  
A DIFFERENCE**



**GIVE  
LOCALLY**



**CLICK  
TODAY**

## ← PARTICIPATING NON PROFITS →



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



Advocates for Business  
& Those in Need



BRIGHT FUTURE AHEAD

ARTS & CULTURAL COUNCIL OF BUCKS COUNTY

CELEBRATING 50+ YEARS

Big Brothers Big Sisters of Bucks County

BOWMAN'S HILL

Bucks County Association for the Blind and Visually Impaired

Bucks County Keshivan Society

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**





**Giving Tuesday CLT** @GivingTuesCLT

7h

"Click" to buy today. "Click" to give tomorrow. @cfcrights has a \$10k #GivingTuesday goal to help kids in the CLT area. [cfcrights.org/donatevoluntee...](https://cfcrights.org/donatevoluntee...)

Collapse

← Reply ↕ Retweet ★ Favorite ≡ Buffer \*\*\* More







00 שניות 00 דקות 00 שעות 0 ימים

#GIVINGTUESDAY Israel  
31.12 פיוץ למשתלם לחיבה!

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!

ללמד עוד או לכל המבצעים



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

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

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



United States



Canada



Australia



Latin America



Mexico



Singapore

BLACK FRIDAY. CYBER MONDAY.

[Sign In](#)

#GIVINGTUESDAY  
DECEMBER 2, 2014

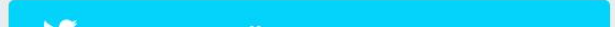
NEWS

TOOLS

JOIN

GLOBAL

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





Greater  
Good

Science  
Center

[greatergood.berkeley.edu](http://greatergood.berkeley.edu)

# Intro to Gratitude

What is gratitude, where does it come from and what does it have to do with happiness?

Gratitude is...

“The feeling of reverence for things that are given”

(Emmons, 2007, *Thanks*)

# Where does Gratitude come from?

“... gratitude stems from the perception of a positive personal outcome, not necessarily deserved or earned, that is due to the actions of another person.” (Emmons, 2003)

“ People feel grateful when they have benefited from someone’s **costly, intentional, voluntary** effort on their behalf.” (McCullough, 2008)



# Correlates of being grateful

## Grateful disposition predicts

– Life satisfaction	.53***
– Happiness	.50***
– Optimism	.51**
– Anxiety	-.20*
– Depression	-.30**
– Peer rate volunteerism	.19*
– Envy	-.17**
– Possessiveness	-.34**

# Correlates of being grateful

## Grateful disposition also predicts

- Reduced post traumatic stress in Veterans and female college students (Kashdan 2006, and Vernon 2009, respectively)
- More charitable giving
- More pro-social leadership behavior (Michie, 2009)

# Correlates of being grateful

## Gratitude experiences predict:

- Elevation & increased pro-social sentiments (Algoe & Haidt)
- Greater relationship satisfaction (Gordon, Algoe), gratitude as a barometer
- More helping (Clark), cooperation (Kurzban, 2001) as well as more cooperative, generous behavior (DeSteno, 2006, 2010), tips (“thank you” on bill: 11% higher tips) and Volunteerism (to home for elderly; Baseline return: 43% vs. Sent thank you notes: 80% return!)

# Correlates of being grateful

## Practicing gratitude

- Strengthens gratitude, and thus, promotes greater happiness across these personal and relationship domains.

# THE GRATITUDE LETTER

**WHY IT WORKS AND HOW TO DO IT**

**Presented by:**

*Karli Anne Christiansen*

*Director of Programs*

*TisBest Philanthropy*



# A LITTLE ABOUT ME:



# #GIVINGTUESDAY GRATITUDE DIARIES

#GIVINGTUESDAY™  
GRATITUDE DIARY

*Grades K-3*

K-3 TOOLKIT

#GIVINGTUESDAY™  
GRATITUDE DIARY

*Grades 4-8*

4-8 TOOLKIT

#GIVINGTUESDAY™  
GRATITUDE DIARY

*Grades 9-12*

9-12 TOOLKIT

[www.GivingTuesday.org/gratitude-project](http://www.GivingTuesday.org/gratitude-project)



# WRITING A GRATITUDE LETTER

## TO YOUR SUPPORTERS

### BUT WHY?

- Research shows that gratitude makes us happier and healthier  
*(source: Emmons et al, 2003)*
- Expressions of gratitude increase prosocial behavior by enabling individuals to feel socially valued *(source: Grant & Gino, 2010)*

# Expressions of gratitude increase prosocial behavior...

## PROSOCIAL BEHAVIOR:

- Voluntary actions that benefit other people or society as a whole
- Characterized by helping that does not necessarily benefit the helper  
*(source: Twenge et al, 2007)*

## FOR EXAMPLE:

Helping  
Sharing  
Cooperating  
Donating  
Volunteering









**...By enabling individuals to feel socially valued**



# **HOW CAN THIS BENEFIT MY ORGANIZATION?**

**Employees more likely to:**

- **Feel connected and engaged**
- **Put in extra effort**

**Supporters more likely to:**

- **Spend more time volunteering**
- **Donate more and more often**
- **Donate their social capital (connect you with on-and off-line social networks, spread the word about your mission)**

# THE GRATITUDE LETTER

## COMPONENTS OF A GREAT LETTER:

- **Genuine**
- **Specific**
- **Detailed**
- **Personal**



## **Target CEO**

Total length: 19 seconds

# THE GRATITUDE LETTER

## COMPONENTS OF A GREAT LETTER:

- **Genuine** ?
- **Specific** X
- **Detailed** X
- **Personal** X







## **Reading Partners CEO**

Total length: 54 seconds



# THE GRATITUDE LETTER

## COMPONENTS OF A GREAT LETTER:

- **Genuine** 
- **Specific** 
- **Detailed** 
- **Personal** 

# WRITING YOUR LETTER

- Address the person directly (“Dear \_\_\_\_\_”)
- Describe in specific terms what this person did, why you are grateful to this person, and how this person’s behavior affected your organization.
- Describe what your organization is doing now and how that can be attributed to his or her efforts.
- Be concise: too many words or details can lose impact.

*(Adapted from GG101x The Science of Happiness offered by The Greater Good Science Center at UC Berkeley on EdX)*

# KEEP CHECKING IN



# **THANK YOU!**

TisBest Charity Gift Cards:  
[www.TisBest.org](http://www.TisBest.org)

DiscoverGiving: Classroom Philanthropy:  
[TisBest.org/DiscoverGiving](http://TisBest.org/DiscoverGiving)

Compassionate Schools Network:  
[www.CompassionateSchoolsNetwork.org](http://www.CompassionateSchoolsNetwork.org)

**Contact me:**

**[Karli@TisBest.org](mailto:Karli@TisBest.org)**

# Gratitude Gram

Start a chain reaction of thanks

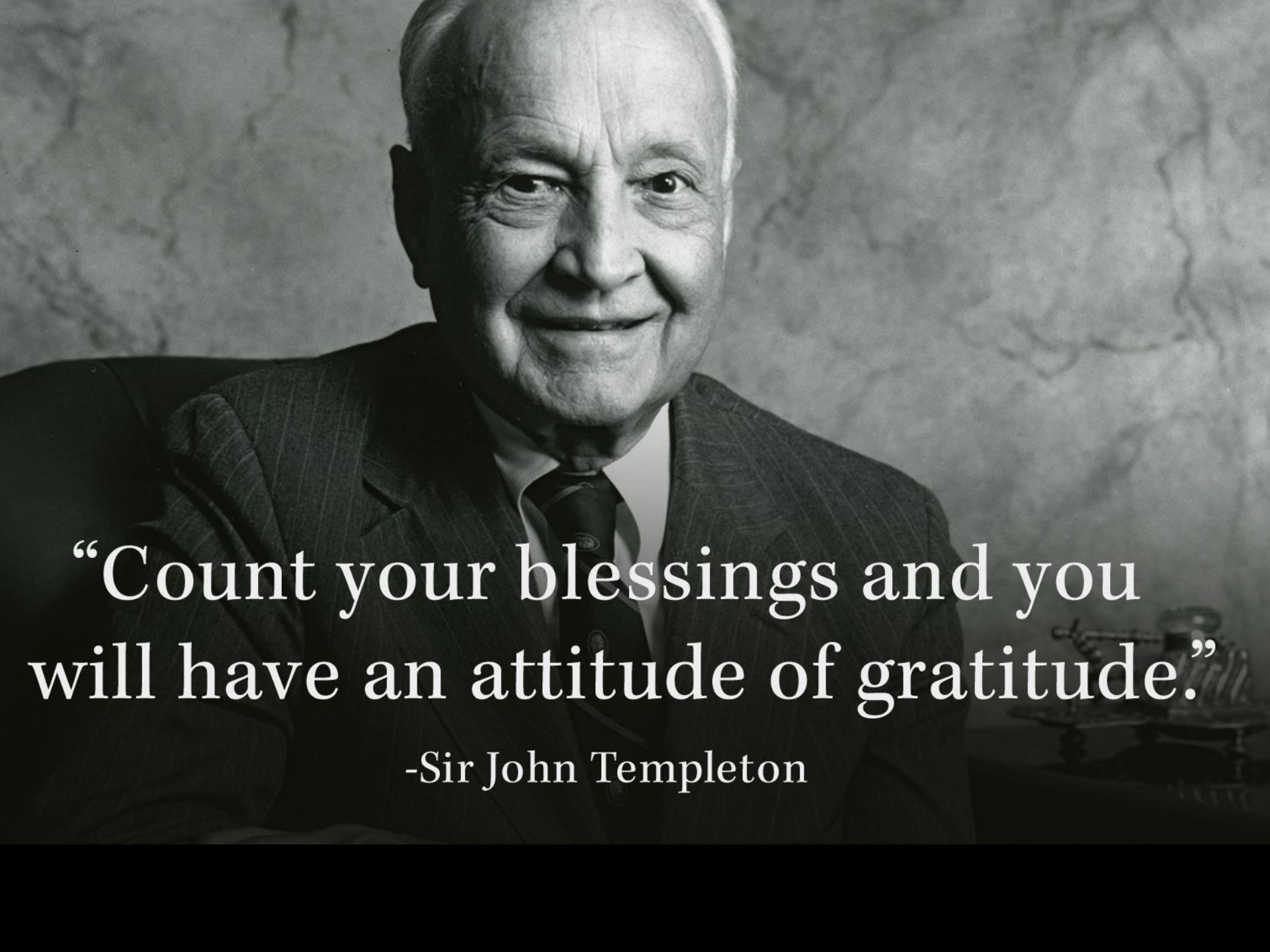


John  
Templeton  
Foundation

December 3, 2014

# John Templeton Foundation

- Founded in 1987 by the late Sir John Templeton
- Funds research and initiatives to advance humanity through discoveries in the fields of:
  - Science and the big questions
  - Character virtue development
  - Individual freedom and free markets
  - Exceptional cognitive talent and genius



“Count your blessings and you will have an attitude of gratitude.”

-Sir John Templeton



# Element of Gratitude



= \$16 million in grant funds

# Element of Gratitude



# Element of Gratitude

## GRATITUDE PARTNERS:

#GIVINGTUESDAY



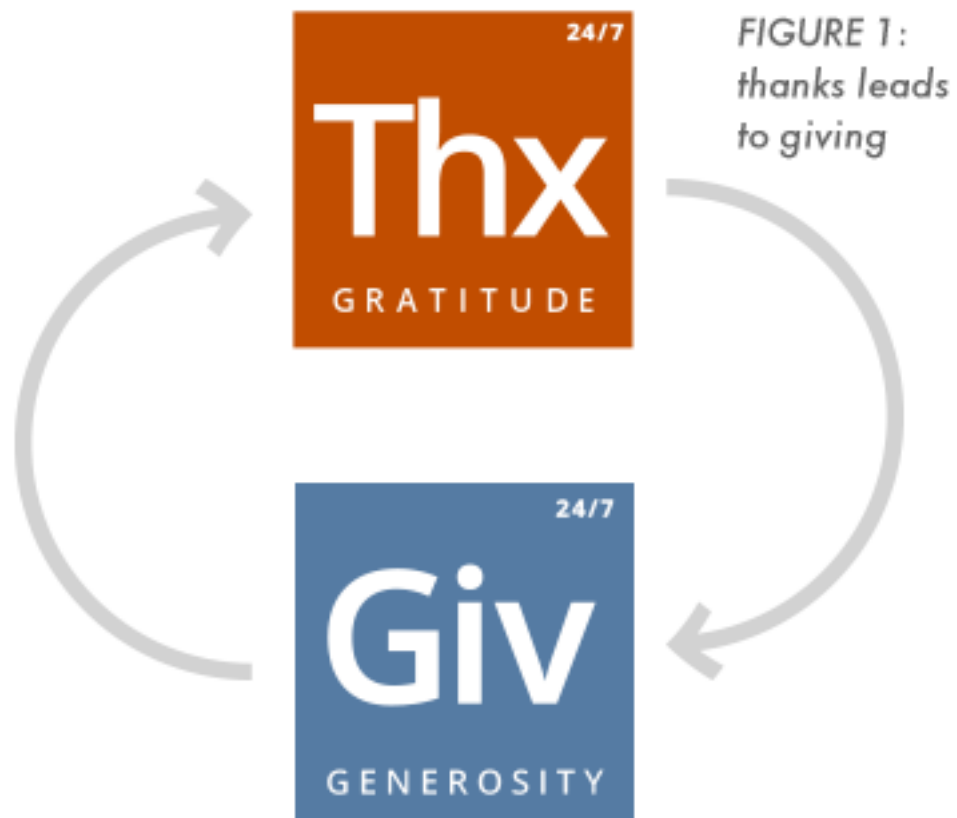
ENCORE.org

# Element of Gratitude



= up to 20% more generous

# Element of Gratitude





Start a chain reaction...

# Gratitude Gram



Elementofgratitude.org



John  
Templeton  
Foundation



# Gratitude Gram

- Free
- Totally customizable
- Socially sharable
- Emailable
- Good for both individuals and organizations

# Gratitude Gram

1

UPLOAD A PHOTO

2

ADD A GRATITUDE FILTER

3

WRITE YOUR MESSAGE

4

SHARE YOUR GRATITUDE GRAM



NEXT



John  
Templeton  
Foundation

# Gratitude Gram

1

UPLOAD A PHOTO

2

ADD A GRATITUDE FILTER

3

WRITE YOUR MESSAGE

4

SHARE YOUR GRATITUDE GRAM



CHOOSE A GRATITUDE FILTER



PURE



INC-RED-IBLE



SUNSHINE



NOSTALGIC



BLACK AND WHITE



STRAIGHT UP

NEXT



John  
Templeton  
Foundation

# Gratitude Gram

1

UPLOAD A PHOTO

2

ADD A GRATITUDE FILTER

3

WRITE YOUR MESSAGE

4

SHARE YOUR GRATITUDE GRAM



## WRITE YOUR MESSAGE OF GRATITUDE

Thank you for the big difference you all made.

Grateful,  
Susan

- Include my Gratitude Gram in the Gratitude Wall
- Email myself a copy

CREATE GRATITUDE GRAM

[GO BACK](#)



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[f SHARE ON FACEBOOK](#)

[🐦 SHARE ON TWITTER](#)

[📌 SHARE ON PINTEREST](#)

[✉ EMAIL](#)



Thank you for the big difference you all made.

Grateful,  
Susan

# Gratitude Gram

## IDEA 1: Volunteer Thank You



CREATE A GRATITUDE GRAM

We are thankful for all the mission orgs,  
churches, and missionaries bringing love  
to the world!

1 hour ago



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# Gratitude Gram

## IDEA 2: Event Thank You



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CREATE A GRATITUDE GRAM

Today I had a picture emailed to me of our dear friends, The Pace Family, that attended a Walk event to remember our Hannah. If you read under Hannah's name on Elli's t-shirt, it says "basically my sister." I feel grateful for this family who is like family to us. I'm also thankful today to see Hannah's name.

[28 minutes ago](#)





# Gratitude Gram

## IDEA 3: Donation Thank You



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Templeton  
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CREATE A GRATITUDE GRAM

The children of L'Orphelinat Notre Dame du Perpetuel Secours, in Croix des Bouquets, Haiti, thank you for all of your thoughts, prayers and donations past, present and future! Please help us survive and succeed by visiting us at [www.sustainableorphanagesforhaiti.com](http://www.sustainableorphanagesforhaiti.com) where we receive support for education, care and well-being. May this holiday season provide peace, love, global kindness and happiness to all of you!

[48 minutes ago](#)



# Gratitude Gram

4 hours ago



CREATE A GRATITUDE GRAM

Still thankful to have graduated college with these guys.



22 hours ago

communications@templeton.org



#Thxleads2giving

CREATE A GRATITUDE GRAM

We invite you to join us as we work to change lives and transform communities. Join us tomorrow for #GivingTuesday. Help us create stronger, healthier, communities.

6 hours ago



CREATE A GRATITUDE GRAM

Thankful for great performances at #DanceGalleryFestival in Texas and NYC this year!

1 day ago



#Thx

CREATE

#DanceGallery  
amazing artists

1 day ago



#Thxleads2giving

24/7

