Kait Sheridan, 92Y and #GivingTuesday - @sheridankait

Shawn Bakker, The United Methodist Church The Upper Room - @umcmission

Adam Weinger, Double the Donation - @2xdonations

@GivingTues

www.givingtuesday.org
Kait Sheridan
Director, Partnership & Programs
Center for Innovation & Social Impact
92Y

@sheridankait
BLACK FRIDAY
CYBER MONDAY

SALE!!

SHOP 'TIL YOUR MOUSE BREAKS!
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

www.panthera.org/givingtuesday
#GIVINGTUESDAY

For #GivingTuesday,
We wrote letters of encouragement to people in recovery at Phoenix House!
Global Ministries  
@umcmission

#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
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 351 Q St. NE 2nd Floor Washington DC 20002.

Gently worn, in season shoes will be collected thru Tuesday, December 31. I hope you will join me in supporting this great cause!
Celebrate #GivingTuesday

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 92nd 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 BMoreGiveMore in Baltimore; #GivingTuesdayBucks in Bucks County, PA; and #GivingTuesdayPNL 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 neighbors 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.
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 World Vision. Through Heifer, you can donate an animal to a community in need—a gift that can benefit the recipients for years afterward. Through World Vision 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 a better world we all want. We wish you a happy holiday season.

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

Celebrate, be thankful, join the new tradition: Consider donating to Philippines relief efforts or your favorite charity on #GivingTuesday
I may not be famous
I don't have a million dollars
BUT
I can help change lives on #GivingTuesday
A LITTLE GOES A LONG WAY

**B:MORE GIVES MORE**

Donate on #GivingTuesday 12-3-2013

- **$300**  
  Provides 76 students with classroom instruments.

- **$50**  
  Provides a child with a coat for cold weather.

- **$5**  
  Plants a tree in Baltimore City.

- **$10**  
  Provides a meal for a homeless person.

- **$15**  
  Provides Thanksgiving dinner for a family of 4.

- **$25**  
  Provides a family with transportation to a medical appointment.

- **$60**  
  Provides a family with cleaning supplies.

- **$150**  
  Supplies new books for Baltimore schools.

- **$500**  
  Provides care for 50 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

*#GivingTuesday is a registered mark of NW.
Powered by GiveCorps*
Give as good as you get.
Invest in youth with #GivingTuesday match.
@92Y This #GivingTuesday on 12/3 we’ll support @unionsettlement! Learn how they help youth prep for college & beyond: bit.ly/1eZtg0j
Double Your Impact on December 3
#GivingTuesday

ENDHUNGER.ORG
Society of St. Andrew

ON
#GIVINGTUESDAY

Your gift to the Southern Coalition for Social Justice will go twice as far

Support SCSJ on December 3.
Click here to watch our video and learn more about how the movement has become a reality.

Today is about giving to something bigger than ourselves.
NATIONAL DAY OF GIVING,
DEC 2ND #GIVINGTUESDAY
Overview of UMC #GivingTuesday 2013

- Participants chose from 850 projects and 300 missionaries
- $500,000 in matching funds was available
- $6.5 million was raised online
- 11,000 individuals and churches in 34 countries donated
What We Learned

• 95 percent of donors responded that the match was very or somewhat important in their decision to donate
• The match was gone very early in the day
• The “rules” around the match were very important and need to be clarified
#Giving Tuesday 2014

- $1 million in matching funds
- “Rules” for match have been adjusted
- Projects are encouraged to find their own match
- Adjusted message to encourage giving even if gift is not matched
Supercharge your #GivingTuesday Contributions with Employee Matching Gift Programs

Adam Weinger
President of Double the Donation
Adam@doublethedonation.com
LinkedIn - https://www.linkedin.com/in/adamjweinger
https://doublethedonation.com
Employee Matching Gift Agenda

The Basics

The Importance of Marketing

Do These Four Things Today
What Are Employee Matching Gift Programs?
65% of Fortune 500 companies and many other smaller companies match employee donations to a wide range of nonprofits.
Which Company Created The World’s First Matching Gift Program?
General Electric

**Employee Eligibility:** Employees, retirees, and surviving spouses

**Ratio:** 1:1

**Match Amounts:** $25 - $50,000 annually

**Eligible Organizations:** Nearly all US 501(c)(3) organizations or educational institutions and UK based nonprofits

**Submission Deadline:** Registered by the donor by April 15\textsuperscript{th} of the following year

**Submission Process:** Electronic
Employee matching gift programs are offered by a wide range of companies.
The Basics

The Importance of Marketing

Do These Four Things Today
Many employees have no idea their companies match their donations to nonprofits.

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Nonprofits MUST be proactive about promoting matching gifts.
The Basics

The Importance of Marketing

Do These Four Things Today
Double the Donation is providing its tools for free from 11/18/14 – 12/16/14

We provide donors with company specific forms, guidelines, and instructions. For complete details visit https://doublethedonation.com/giving-tuesday/
#1 – Add a matching gift link to your #GivingTuesday webpage

“Click here to see if your company will match your donation!”

Direct donors to https://doublethedonation.com/giving-tuesday/
#2 – Create a matching gift email to send out on 12/3/14

Encourage donors to see if their employer will match their gift by going to https://doublethedonation.com/giving-tuesday/
#3 Promote matching gifts on social media

Encourage donors to see if their employer will match their gift by going to https://doublethedonation.com/giving-tuesday/
#4 – Join the matching gift group through the official #GivingTuesday community
Ask Me A Question!

Submit a question to the LinkedIn Matching Gift: https://www.linkedin.com/groups/Matching-Gifts-Nonprofit-Development-Matching-4863004/about

Connect with me (Adam Weinger) on LinkedIn: http://www.linkedin.com/in/adamjweinger/

Email me at Adam@doublethedonation.com
#GivingTuesday™

Kait Sheridan, 92Y and #GivingTuesday - @sheridankait

Shawn Bakker, The United Methodist Church The Upper Room - @umcmission

Adam Weinger, Double the Donation - @2xdonations

@GivingTues

www.givingtuesday.org