

# #GIVING TUESDAY™

**Kait Sheridan, 92Y and #GivingTuesday - @sheridankait**

**Shawn Bakker, The United Methodist Church The Upper Room - @umcmmission**

**Adam Weinger, Double the Donation - @2xdonations**

**@GivingTues**

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

# #GIVINGTUESDAY™



## Kait Sheridan

Director, Partnership & Programs  
Center for Innovation & Social Impact  
92Y

@sheridankait

# BLACK FRIDAY



**CYBER MONDAY**

**SALE!!**

**SHOP 'TIL YOUR MOUSE BREAKS!**

#GIVINGTUESDAY™  
DECEMBER 2

# #GIVING TUESDAY™

40+

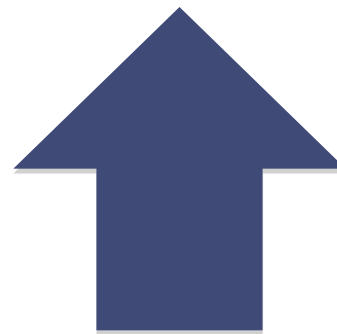
Countries had active #GIVINGTUESDAY efforts in 2013

10,000+

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

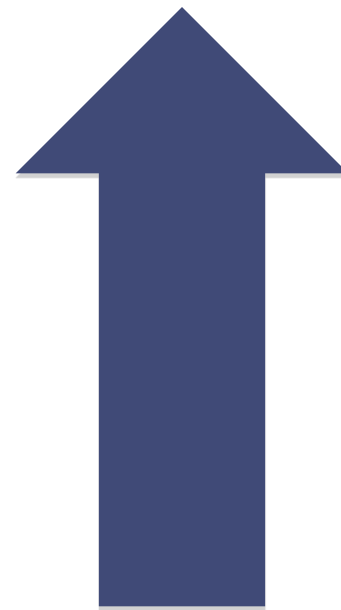
3BILLION+

Total global impressions in traditional and social media



40%

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



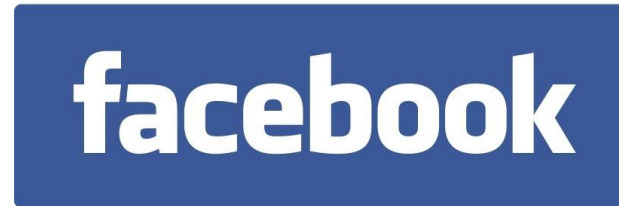
270%

Online donation volume on Tuesday after Thanksgiving since 2011




**STANFORD PACS**  
CENTER ON PHILANTHROPY AND CIVIL SOCIETY





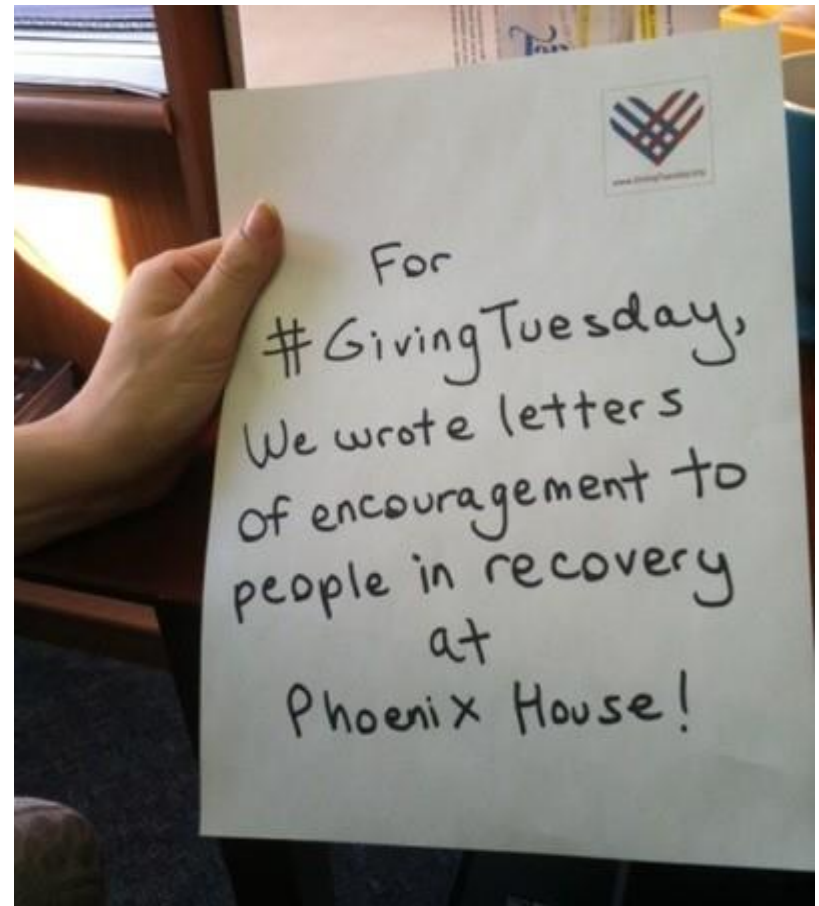


**2X Double your Donation**  
all donations matched Nov. 27th



© Laila Bahaa-el-din

[www.panthera.org/givingtuesday](http://www.panthera.org/givingtuesday)  
**#GIVINGTUESDAY**





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 301 Q St. NE 2<sup>nd</sup> 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!



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Kicking Vehicle Efficiency into High Gear



Administration-Wide Response to the Drought

## Celebrate #GivingTuesday



Jonathan Greenblatt

November 26, 2013  
12:25 PM EST

### Share This Post

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Share



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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Submit

### 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



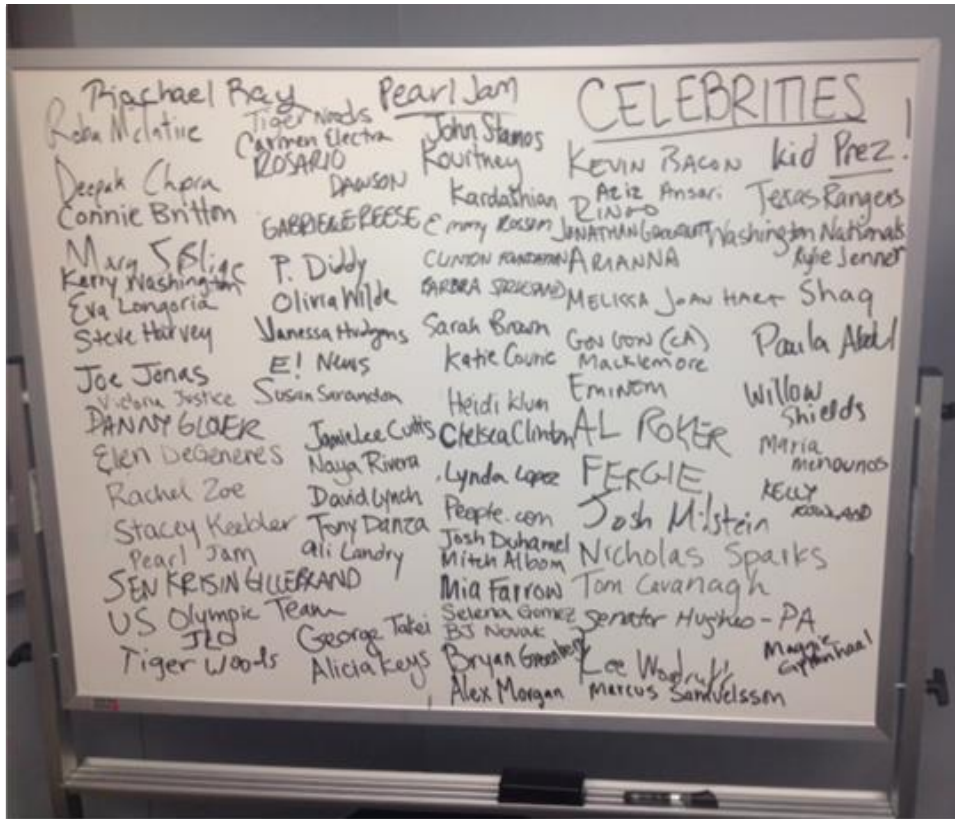
Heifer International empowers



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](http://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

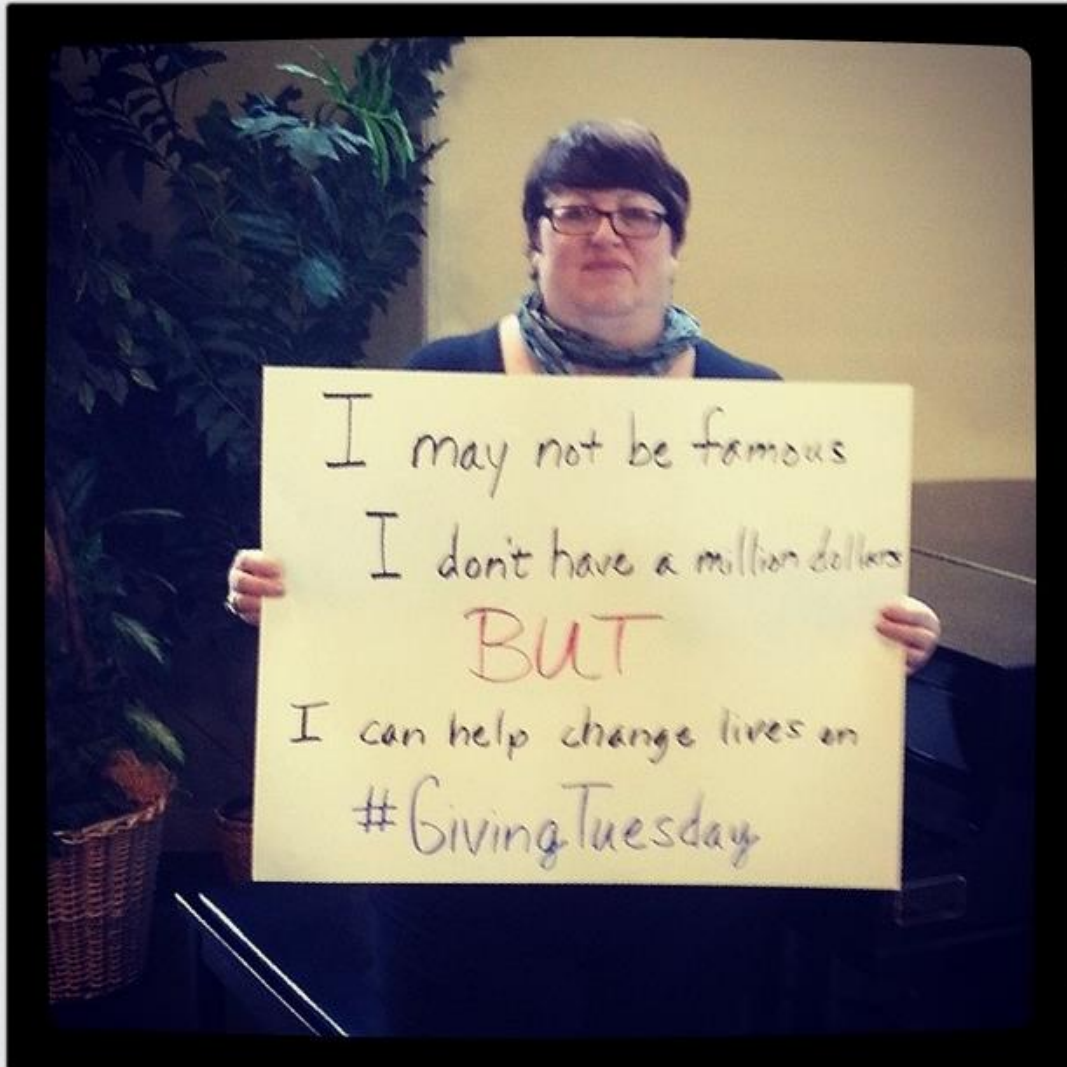
RETWEETS

10

FAVORITES



8:31 AM - 3 Dec 13



trace360

Follow

17 hours ago · Mission Aviation Fellowship

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

emratora, 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.



**\$50**  
Provides a man with a suit for job interviews.

**\$5**  
Plants a tree in Baltimore's city.

Pays for a job title in and from cancer treatment.

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

**\$10**  
Provides a child with a portion of vegetables at breakfast.

Pays for a job title to restore the health of the Chesapeake.

**\$150**  
Supplies new beds for homeless veterans.

**\$60**  
Sponsors a child in a summer reading program.

**\$25**  
Feeds 2 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 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. © 2013.

POWERED BY **GIVECORPS**







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, שבועה לפני 1 שעות.



United States



Canada



Australia



Latin America



Mexico



Singapore







Give as good  
as you get.

Invest in youth with  
#GivingTuesday match.





# FOUNDATION



AT&T NYC  
@ATTNYC



Following

@92Y This #GivingTuesday on 12/3 we'll support @unionsettlement! Learn how they help youth prep for college & beyond:  
[bit.ly/1eZtg0j](http://bit.ly/1eZtg0j)

↩ Reply ↻ Retweeted ★ Favorite ⋮ More

RETWEETS

5



7:44 AM - 19 Nov 2013



#GIVINGTUESDAY™

**\$5,000 Challenge Match**

*Double the Impact of Your Gift!*

**PSPCA**  
Pennsylvania SPCA

Save the lives of  
pets like "Bull"  
Adopted in 2011



**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.



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.



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

**WHEN METHODISTS  
ARE UNITED**



**TUESDAY, DECEMBER 2**

 [www.umcmmission.org/give](http://www.umcmmission.org/give)


# 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

**WHEN METHODISTS  
ARE UNITED**



**TUESDAY, DECEMBER 2**

 [www.umcmmission.org/give](http://www.umcmmission.org/give)


# #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

**WHEN METHODISTS  
ARE UNITED**



**TUESDAY, DECEMBER 2**

 [www.umcmmission.org/give](http://www.umcmmission.org/give)



Double *the* Donation  
matching gifts made easy

# Supercharge your #GivingTuesday Contributions with Employee Matching Gift Programs

Adam Weinger

President of Double the Donation

[Adam@doublethedonation.com](mailto: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



Double *the* Donation  
matching gifts made easy



# What Are Employee Matching Gift Programs?



**Double *the* Donation**  
matching gifts made easy

# DID YOU KNOW



65% of Fortune 500 companies and many other smaller companies match employee donations to a wide range of nonprofits.



**Double *the* Donation**  
matching gifts made easy



Which Company Created  
The World's First  
Matching Gift Program?



**Double** *the* **Donation**  
matching gifts made easy



# 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<sup>th</sup> of the following year

**Submission Process:** Electronic



**Double the Donation**  
matching gifts made easy

# Employee matching gift programs are offered by a wide range of companies



**Double the Donation**  
matching gifts made easy



The Basics



The Importance of Marketing



Do These Four Things Today



**Double the Donation**  
matching gifts made easy

# Many employees have no idea their companies match their donations to nonprofits

## Employee Matching Gift Participation Rates

Financial Services		Technology	
Wells Fargo	11%	Xerox	3%
Bank of America / Merrill Lynch	16%	Verizon	8%
Morgan Stanley	35%	Dell	12%
American Express	70%	Microsoft	65%
Consumer Goods		Pharmaceuticals	
Nike	5%	Merck	7%
General Mills	5%	Bristol-Myers Squibb	13%
Kraft Foods	11%	Eli Lilly and Company	15%
Johnson & Johnson	25%	Pfizer	30%

**Nonprofits MUST be proactive about promoting matching gifts**



The Basics



The Importance of Marketing



Do These Four Things Today



Double *the* Donation  
matching gifts made easy

# Double the Donation is providing its tools for free from 11/18/14 – 12/16/14

Thanks For Supporting Us On

## #GIVINGTUESDAY™

Did You Know Many Companies Match Donations from Employees?

Resources for Nonprofits

1. Offer Overview
2. Promote Matching Gifts
3. FAQ
4. Additional Resources

See if your employer will match your donation!

Enter your company name:

Matching Gift and Volunteer Grant information provided by



**Double the Donation**  
matching gifts made easy

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

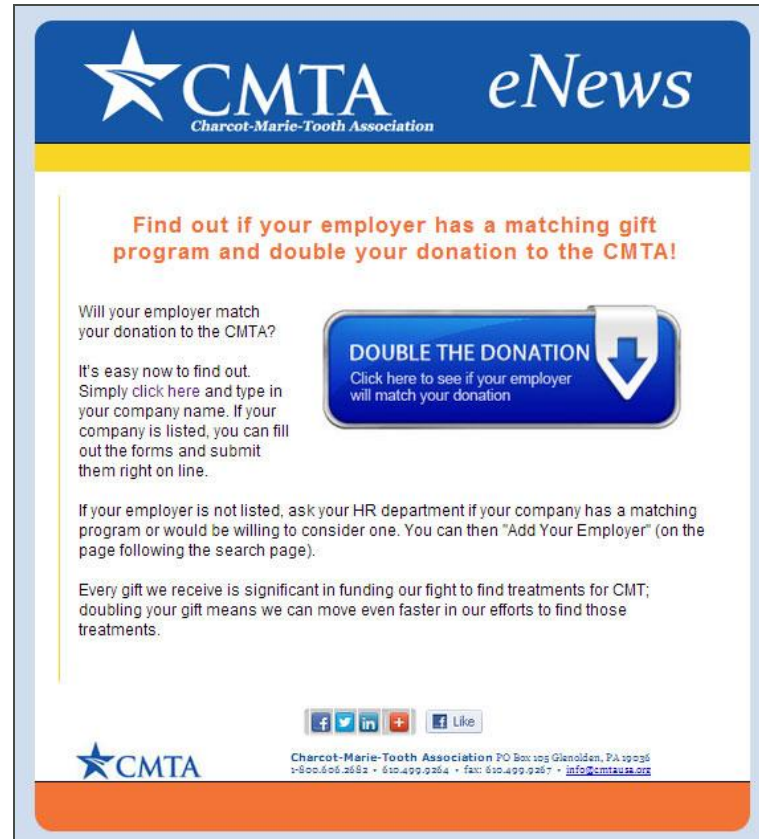
“Click here to see if your company will match your donation!”



Direct donors to

<https://doublethedonation.com/giving-tuesday/>

# #2 – Create a matching gift email to send out on 12/3/14



**CMTA** eNews  
Charcot-Marie-Tooth Association

**Find out if your employer has a matching gift program and double your donation to the CMTA!**


Will your employer match your donation to the CMTA?


It's easy now to find out. Simply click here and type in your company name. If your company is listed, you can fill out the forms and submit them right on line.

If your employer is not listed, ask your HR department if your company has a matching program or would be willing to consider one. You can then "Add Your Employer" (on the page following the search page).

Every gift we receive is significant in funding our fight to find treatments for CMT; doubling your gift means we can move even faster in our efforts to find those treatments.

**DOUBLE THE DONATION**  
Click here to see if your employer will match your donation



 **Charcot-Marie-Tooth Association** PO Box 105 Glenolden, PA 19036  
t: 800.606.2682 • 610.499.9264 • fax: 610.499.9267 • [info@cmtausa.org](mailto:info@cmtausa.org)

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



**CMTA** Charcot-Marie-Tooth Association: The Time is Now  
6 hours ago

Will your employer match your donation to the CMTA?

It's easy now to find out. Simply click here and type in your company name: [www.doublethedonation.com/cmta.php](http://www.doublethedonation.com/cmta.php)

Every gift we receive is significant in funding our fight to find treatments for CMT; doubling your gift means we can move even faster in our efforts to find those treatments.

**Donating ...?**  
Find out if your employer is one of the more than 1,400 US companies that have matching gift programs and make yours a double scoop!

Unlike · Comment · Share

You and 20 others like this.

**Lisa Moretti** Mine is!  
Like · Reply · 2 · 5 hours ago

Write a comment...



**Georgia Conservancy** @GaConservancy  
Want to double the impact of your donation? See if your employer has a **matching** gift program with Double the Donation! [bit.ly/Rh5l8o](http://bit.ly/Rh5l8o)  
Followed by **EHE Atlanta** and 2 others  
Expand



**Center Puppetry Arts** @CtrPuppetryArts  
Double Your Donation! See if your company offers a gift matching program [ow.ly/ip4ID](http://ow.ly/ip4ID)  
Expand



**CASA, Pikes Peak** @CASAPikesPeak  
Double your donation! Many employers sponsor matching gift programs. Find out if yours does > [bit.ly/16CGrh2](http://bit.ly/16CGrh2) @2xDonations  
Expand



**Fernbank Museum** @FernbankMuseum  
Double Donations! See if your company offers a gift matching program. [bit.ly/GDK153](http://bit.ly/GDK153)  
Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



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

The screenshot shows the #GivingTuesday website interface. At the top, the logo reads "#GIVINGTUESDAY™" with a red heart icon, and the date "DECEMBER 2, 2014" is displayed below it. A "Welcome Double t" message is visible in the top right corner. A red navigation bar contains the following tabs: NEWSFEED, MY PROFILE, SHARE YOUR STORY, TOOLKITS, and LOGOS.

On the left side, there is a sidebar for "Double the Donation" with a green logo. The sidebar menu includes: Feed, Search All Partners, Groups, Recently Viewed (highlighted), My Groups, Active Groups, My Archived Groups, Files, and Topics. A green arrow points to the "Groups" link.

The main content area is titled "Recently Viewed Groups" and features a search bar with the placeholder text "Type a Group Name...". A green arrow points to this search bar. Below the search bar is a table with columns for "Group", "Last Activity", and "Membership".

Group	Last Activity	Membership
 <b>Giving Platforms</b> Giving Platforms provide a lot of services and opportunities to help with your #GivingT... 5 Members Owner: <a href="#">Kait Sheridan</a> (92nd Street Y)	Sep 3	✓ Member ✕
 <b>#GivingTuesday - Matching Gifts</b> Did you know corporations donate billions of dollars each year through employee matchin... 165 Members Owner: <a href="#">Double the Donation</a> (Double the D	Sep 21	🔑 Owner

A second green arrow points to the "#GivingTuesday - Matching Gifts" group listing in the table.



# 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](mailto:Adam@doublethedonation.com)



**Double** *the* **Donation**  
matching gifts made easy

# #GIVING TUESDAY™

**Kait Sheridan, 92Y and #GivingTuesday - @sheridankait**

**Shawn Bakker, The United Methodist Church The Upper Room - @umcmmission**

**Adam Weinger, Double the Donation - @2xdonations**

**@GivingTues**

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