



#GIVINGTUESDAY

# IDEAS & EXAMPLES

# IDEAS FOR NONPROFITS

- **Get creative!** Many nonprofits are rebranding #GivingTuesday for their organizations. From #GivingShoesDay to #GivingZooDay, give a twist to our name and logos to promote your brand and mission.
- Did you know many donors work at companies that double the donations made by employees? Encourage your donors to submit **matching gift requests**.
- **Use social media to launch a new fundraising or awareness campaign.** Use the #GivingTuesday hashtag early and often on Twitter. Your constituents should know that you are part of this movement.
- **Integrate #GivingTuesday into your end-of-year campaign.** Use this day to experiment and try a new strategy to close those end of year gifts.
- We've seen a lot of success with **matching grants**. Ask a board member or sponsor to put up a matching gift. You can use this to incentivize new or larger donations or to kick off your end-of-year campaign.
- Consider trying **mobile or online giving**. #GivingTuesday is a great day to engage your online community and transform followers and fans into donors.
- Organize a **volunteer project** for your organization. Invite donors, employees and your neighbors to get together to celebrate giving by creating a day of service.
- **Share your story!** Reach out to press outlets in your community and spread the word by sharing your story with us at [info@givingtuesday.org](mailto:info@givingtuesday.org). Feel free to use our sample press release to pitch your story.
- **Obtain skilled volunteers.** Nonprofits can access professional expertise in HR, technology, strategic planning and marketing through skilled volunteering. Learn more from the [Taproot Foundation](#).



# IDEAS FOR SCHOOLS

## GET YOUR CAMPUS INVOLVED IN #GIVINGTUESDAY!

Here are some tips for getting students, teachers, teams and clubs to lead #GivingTuesday initiatives for their schools:

- **Launch a school-wide giving day.** On #GivingTuesday, the University of Michigan launched #GivingBlueDay as the university's first online giving campaign. In 2016 the day raised more than \$5.5 million for the school and helped build excitement amongst students and alumni.
- **Utilize social media** in the lead up to and on #GivingTuesday to highlight your cause – encourage fellow students to take action that day to support something they care about.
- **Appoint #GivingTuesday student ambassadors** at the beginning of the semester to help bring together existing groups to promote #GivingTuesday on campus.
- **Host an on-campus volunteer fair** on #GivingTuesday for student groups and potential non-profit employers.
- **Announce a new fundraising initiative** – for example, Northwood University used #GivingTuesday to announce their capital campaign.
- **Organize a blood drive, clothing or book drive, or another giving activity on your campus.**
- **Engage parents and alumni** – Arizona State University had great success by securing a matching grant from a proud mom.
- **Engage professors and start a discussion about philanthropy and volunteerism**, and what students would like to see more of on campus relating to giving.



- **Present an award to a student leader on #GivingTuesday.**
- **Contact your department dean and ask about pro bono projects for students.**

# IDEAS FOR RELIGIOUS ORGANIZATIONS

**#GivingTuesday is a great opportunity to engage constituents with the service work you do during the holidays and throughout the year.**

- **Create a toolkit** to share with your organization's branches to spread the word about your mission and to fundraise for service projects. Remember to share what you are doing on social media using hashtag #GivingTuesday!
- **Organize a community-wide event** on #GivingTuesday to unite your constituents and engage them in giving or volunteering.
- #GivingTuesday is a great time to **launch an interfaith initiative**. Plan an event with another house of worship in your community and learn how a different faith approaches giving during the holiday season.
- **Create a holiday gift wish-list** for your parishioners and constituents to purchase gifts for others in need.
- Get the head of your church or organization to **dedicate a sermon to giving** the week of #GivingTuesday.
- **Secure a matching grant** and ask constituents to double the impact of their gift by supporting your organization's service work.
- **Host a donation or goods drive** to collect goods to donate to those in need.
- **Use #GivingTuesday to kick off a longer holiday celebration** that teaches your community about service opportunities and how they can give in December.
- **Organize a community event** at your center for worship to talk about philanthropy and the importance of helping others.



# IDEAS FOR COMMUNITIES

**GET YOUR TOWN OR CITY INVOLVED IN #GIVINGTUESDAY!** There are many ideas and resources to get your city involved. Please contact us to talk about how we can help you organize a local #GivingTuesday movement.

- Baltimore's #BMoreGivesMore took #GivingTuesday to a whole new level in 2013. Now, over 80 cities, states and counties have organized local #GivingTuesday movements. Check out the movement around the country on our USA page or read the giving day e-book for tips and strategies to launch a giving day in your community.
- Build a committee or coalition of nonprofits, small businesses, and other community leaders to organize a **#GivingTuesday movement in your neighborhood.**
- **Start a hashtag** – join #GivingTuesdayPHL (Philadelphia), #GivingTuesdayBucks (Bucks County, PA), #GivingTuesdayHI (Hawaii), #ILGive and others to build buzz locally.
- Get your mayor to **proclaim November 28, 2017 #GivingTuesday.** Use our Mayoral Proclamation Toolkit to get your local officials on board.
- **Partner with small businesses** to host local events that celebrate giving and local charities.
- **Organize a community clean up day** – get local volunteers together and work on community beautification projects in your neighborhood.
- **Email us** – we know there is a lot of planning and organizing that goes into building a movement. Let us know how we can help!



# IDEAS FOR FAMILIES

It's never too early to talk to your kids about philanthropy. Here are some ideas for how you can get your family involved in #GivingTuesday:

- **Ask your children to select a toy or gift to donate to** children in need.
- **Volunteer with your teens** in the local community.
- **Use the Family Dinner Project toolkit** to talk to your kids about giving back at family dinner. Work together to brainstorm ideas for how your family can help others.
- **Hold a neighborhood yard or bake sale** and donate proceeds to an organization of your choice on #GivingTuesday.
- **Help your kids collect spare change** or donate part of their allowance to a charity fund each week. Work with them on researching causes and charities and select a nonprofit to donate the funds to at the end of the month.
- **Ask your kids what they are thankful for** and encourage them to say thank you by doing something kind for others.
- **Make a family challenge to have each family member do at least one act of kindness per day.** Help with your siblings' chores. Open the door for a neighbor. Do one small act a day to make a difference.

