



NONPROFIT BEST PRACTICES: STILL ON THE FENCE

#GIVINGTUESDAY

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Nonprofit Leaders: Still on the Fence about #GivingTuesday?

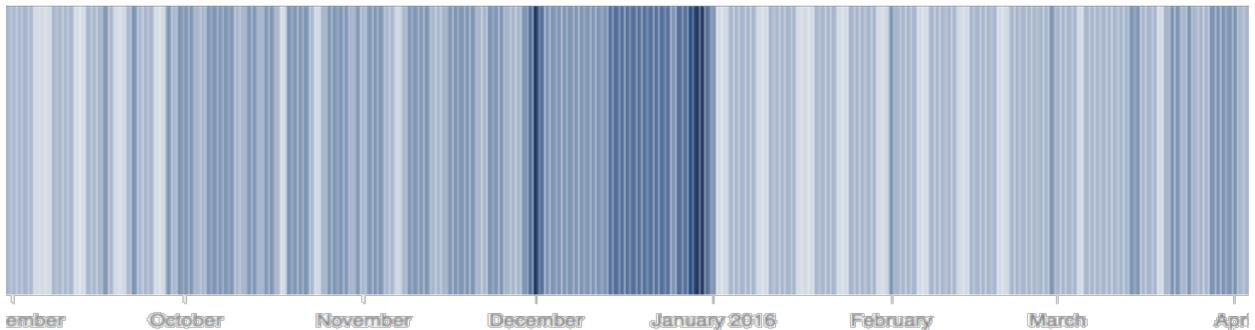
By Jamie McDonald

Leader of Civic and Higher Ed Campaigns, #GivingTuesday

With 4 months to go, nonprofit leaders are increasingly focused on year-end, and talk of #GivingTuesday is growing. It's a critical time, and your team has a full plate. Is #GivingTuesday worth it? The data is clear...Yes!

BY DOLLARS BY NUMBER OF DONATIONS

3rd biggest day of the year by dollars; 2nd biggest day by number of donors.



By the numbers

#GivingTuesday started with a simple idea – to be a counterpoint to the consumerism of Black Friday and Cyber Monday. From a couple hundred nonprofits in 2012, #GivingTuesday is now an international day of giving around the globe. In fact, Network for Good recently released data showing that #GivingTuesday is the third biggest giving day of the year in terms of dollars (and the second biggest day in terms of number of donors). Only December 30 and 31 were bigger giving days in 2015.



And nonprofits that participate raise more overall in December, as you can see in the chart on the left.

How can #GivingTuesday work for your organization?

For most nonprofits, the question should not be 'if', but 'how' to incorporate #GivingTuesday into your December giving season.

While year-end giving is often driven by tax concerns or annual deadlines, #GivingTuesday is a day that is all about doing good. Its very name rallies people around their desire to GIVE, to join together in a collective spirit of generosity. To make a difference. To matter in their communities.

It's not an obligation – it's an opportunity to be part of something that's big and meaningful and feels great.

And just as disaster relief organizations recognize how important it is to raise funds when there is heightened public awareness, all nonprofits can capitalize on the awareness and excitement of #GivingTuesday.

It can be an opportunity for experimentation that can set your organization on a new path. Henry Timms, the founder of #GivingTuesday, says, "Taking risks and trying new things are the biggest issues the charity sector has to face. It can be easy, as a sector with so few resources and so many demands, to be conservative and steady as she goes. But, in a time when the world is changing so much, we have to change as a sector too."

There's more than one approach.

Experiment. Learn. Pursue new goals. There is not just one strategy for success on #GivingTuesday.

While raising funds is typically a primary objective of a nonprofit's #GivingTuesday campaign, your #GivingTuesday goals can be about more than dollars raised. Consider focusing on recurring givers, new donors, volunteers, in-kind gifts, or even social media followers. This [great post from WholeWhale](#) gives 29 creative ideas for building a strong #GT campaign.

At a minimum, #GivingTuesday is a chance to tell fresh stories. But it can also be a launchpad to attract new or younger supporters, to accelerate your social media presence or to diversify your fundraising channels. The lessons you take away from #GivingTuesday can impact year-end giving throughout December—and your fundraising into 2017.

Ready to get started?

Now is the time to start planning your #GivingTuesday campaign. So take a deep breath and get ready for the sprint to year-end. In the coming weeks, we'll be sharing practical advice and tools to make it a little easier to plan and run a successful campaign.

Get ready for the most wonderful time of the year!