

# GIVINGTUESDAY™



## THE GLOBAL DAY OF GENEROSITY!

Charities, businesses and the public have been doing GOOD STUFF in lots of different ways over the past few years.

There is no “right” way to participate as long as it supports generosity and giving. Fundraise, find volunteers, celebrate impact, say thanks or help spread the word.



GIVINGTUESDAY™

WHAT IS THE IMPACT?

# GLOBAL CELEBRATION



**150+**  
countries

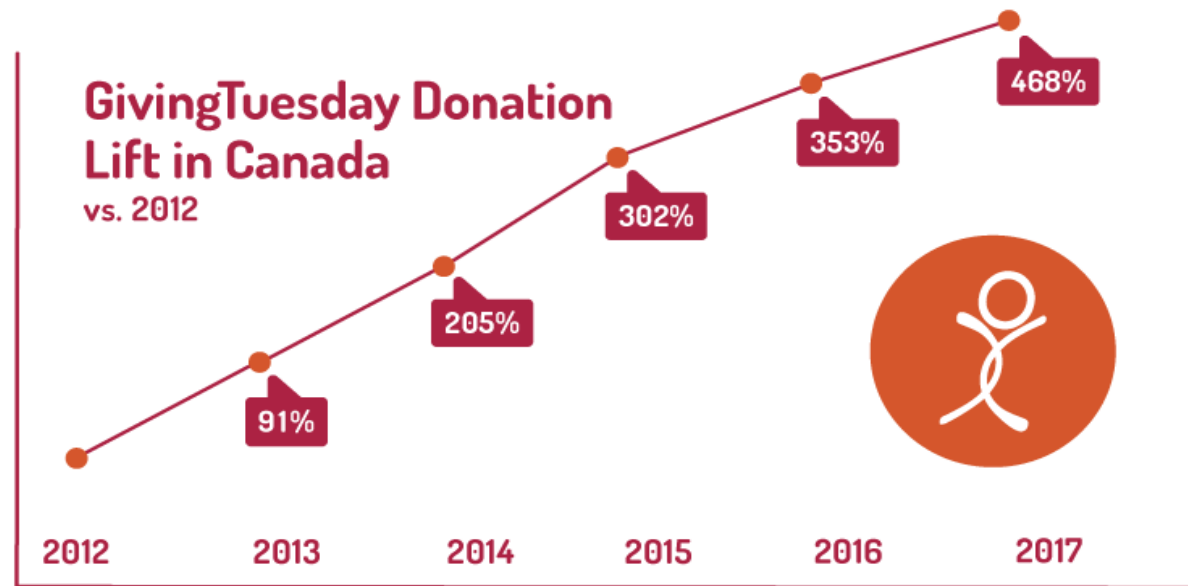
**21.7**   
billion Twitter  
impressions



 6+ MILLION CANADIANS  
DO GOOD STUFF

**6,000+** charities and  
businesses  
participated

## IMPACT ON DONATIONS

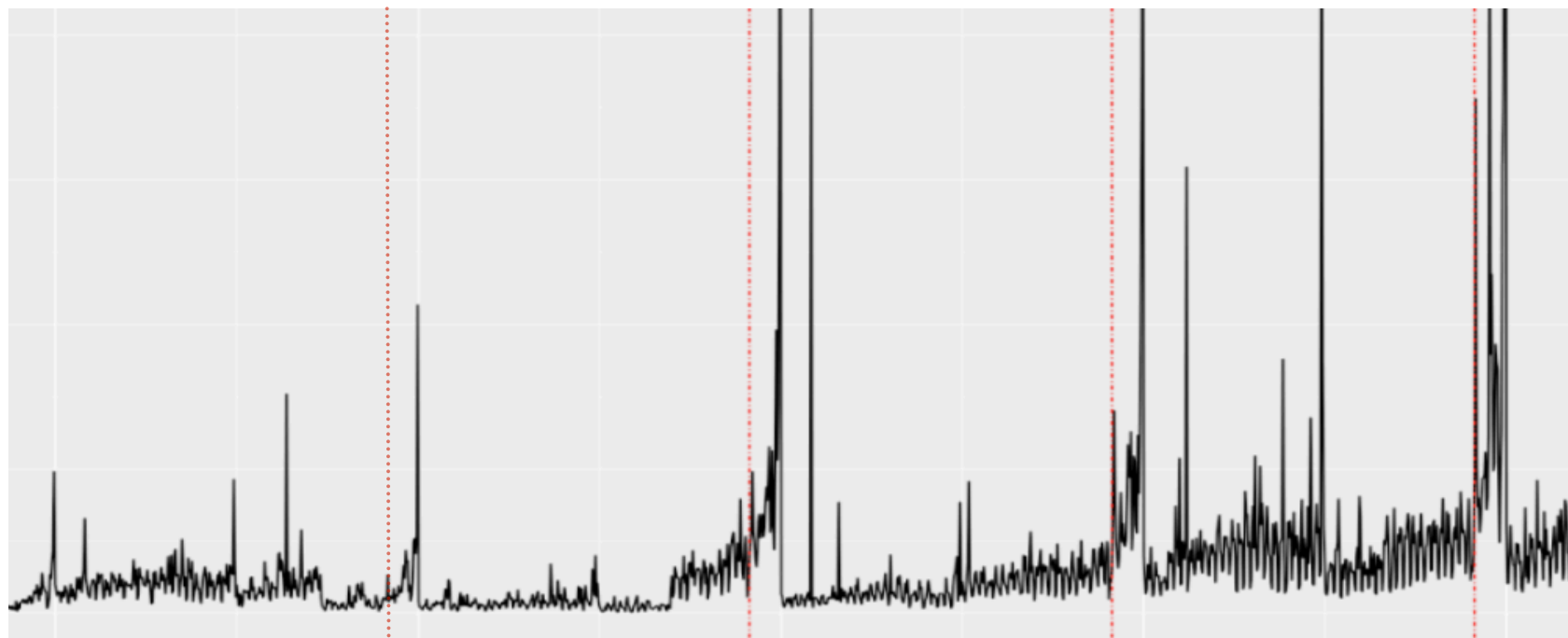


**54%**  
increase

new monthly  
donation versus  
2016 on CanadaHelps

**\$300+**million  
raised online in USA

- #GivingTuesday US data dive
- Net lift on donations, no corresponding dip
- Becoming the biggest day of the year for fundraising and crowdfunding
- Organizations that participate do better on the day and throughout December



## GIVING MORE THAN



**157 blood donations**  
in Waterloo Region



**1,460 hugs** for  
charity in Halifax



**A mountain of toys** donated  
to kids in need in Langley



**4,707 lbs of food**  
donated in Kitchener



**40 developers** made social  
good apps in Calgary



**10 bird nest boxes** built  
in Stanley Park, Vancouver



**1 truck** filled with food & toys  
in Sherwood Park, Alberta



**9,850 giving pledges**  
made on CanadaHelps



**13 small businesses** gave  
back in St. Marys, Ontario



**1,650 poutines** sold  
for charity in Victoria

## 43 COMMUNITY MOVEMENTS



**Mayoral proclamations  
from coast to coast**

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WAYS TO DO GOOD STUFF



## Innovation and creativity



# OFFICIAL ATTEMPT

*Most money raised online  
for charity in 24 hours*



## Innovation and creativity



## Partnership and collaboration



OVER \$10k  
DONATED  
ON GIVING  
TUESDAY



## Matching gifts are very motivating



FEED NOVA SCOTIA  
@FEEDNOVASCOTIA



Following

Happy #GivingTuesdayCa! Today only,  
\$1=\$2 with @Sobeys matching campaign!  
Donate online: [canadahelps.org/dn/19631](https://canadahelps.org/dn/19631)



**DOUBLE**  
*your impact today!*

**\$1 = \$2**

Sobeys is matching all financial  
donations today up to \$10,000!

**sobeys**  
Better food for all.



GIVINGTUESDAY

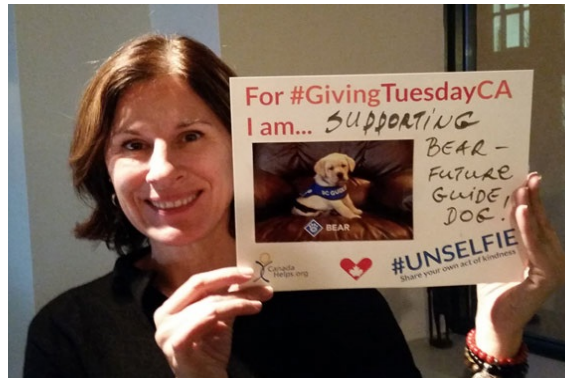
OVER \$150k  
RAISED ON  
GIVING  
TUESDAY

**Recruit or engage volunteers. Companies and individuals are looking for opportunities to volunteer on and around GivingTuesday.**



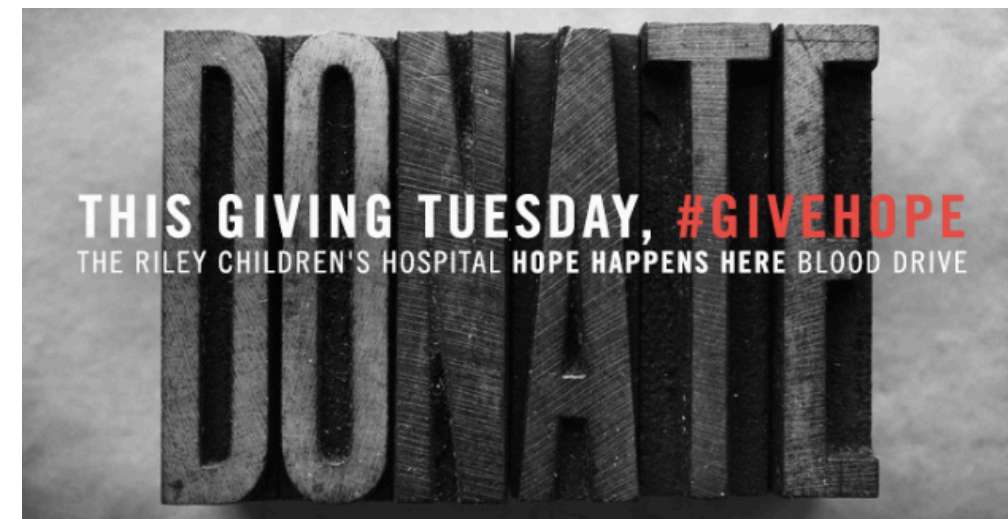


## Get creative on social media





Organize a blood drive in your organization or community wide



Say THANK YOU to donors, volunteers, staff or supporters!



Get involved with your local movement! In 2017 local groups rallied across Canada, engaging their communities in creative and inspiring ways.

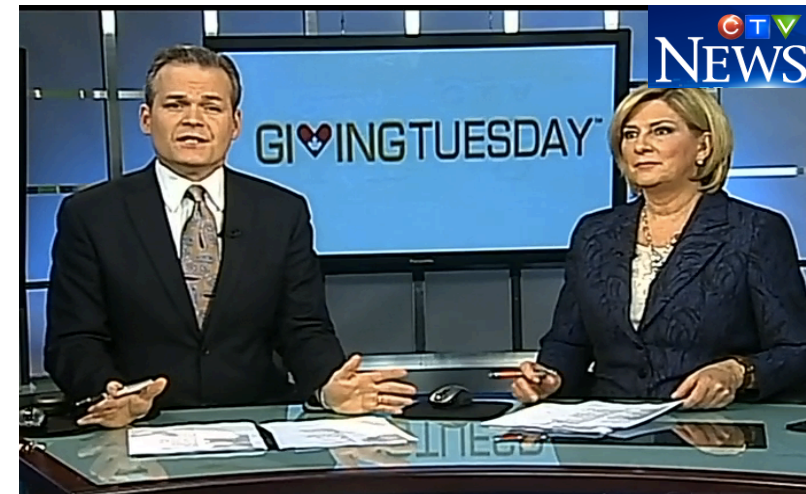




## Get involved or start a community movement!



Give the media something to talk about!



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DO GOOD STUFF: 3 SIMPLE STEPS!



## 1

### Set a goal

- New donors
- Incremental donations from current donors
- New monthly donors
- New volunteers
- Build awareness or social media reach

*Tip: Use SMART goals eg. “500 pairs of socks”*

*(Specific Measurable Attainable Realistic Timely)*



## 2

### Plan an activity

- ☐ Launch your year end appeal
- ☐ Organize a volunteering activity
- ☐ Announce and celebrate a success
- ☐ Create a THANK YOU campaign
- ☐ Hold an open house
- ☐ *Some of the best campaigns launched weeks before and continued well into the month of December*

**TIP:** GivingTuesday is a great time to try something new. Avoid “Give to us today because it’s GivingTuesday”

**Mark November 27<sup>th</sup>  
in your calendar!**



## 3

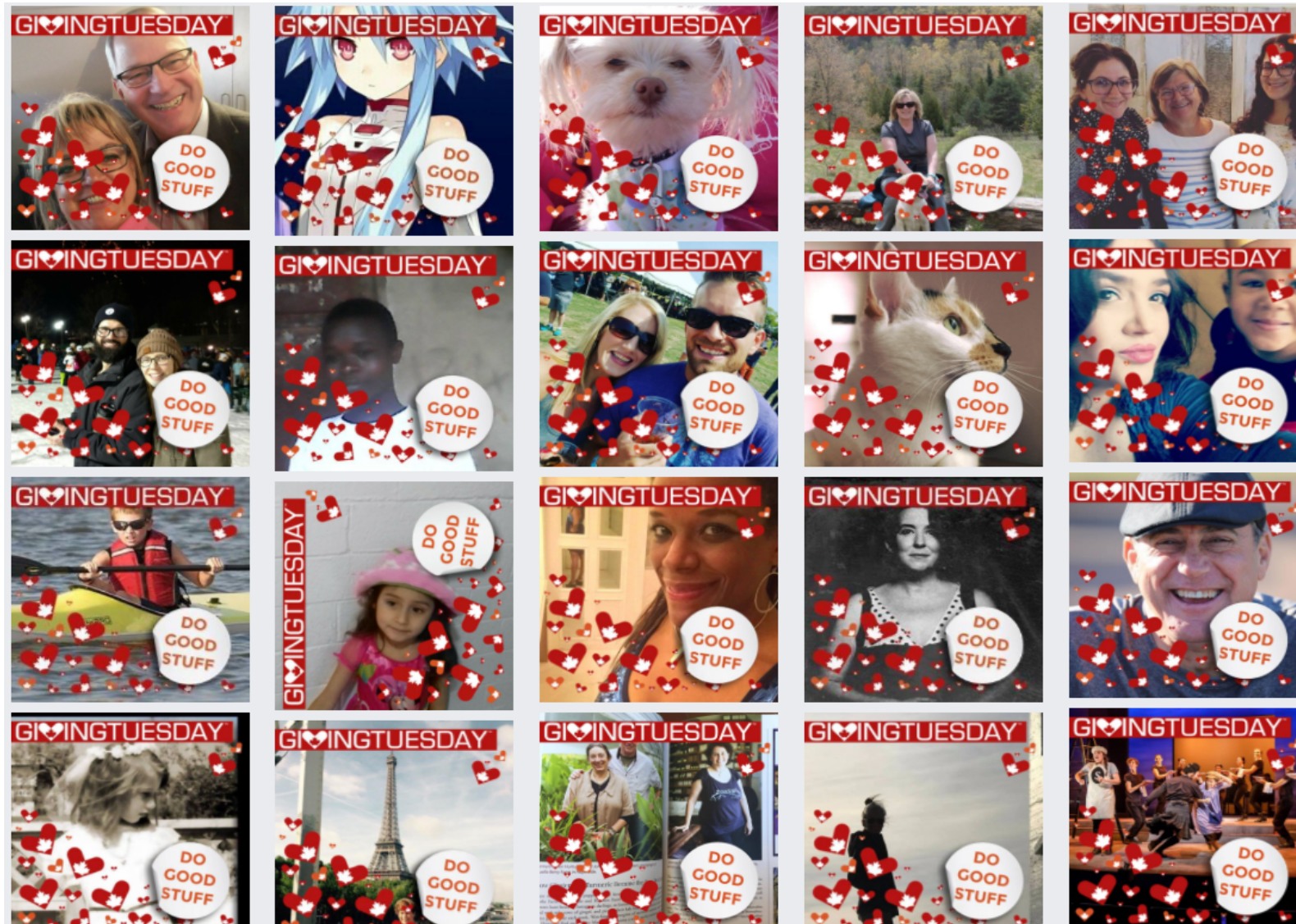
### Communicate with your community

- ✓ Use email, social, phone, or in person meetings.
- ✓ Make sure all your communications drive to a specific action (if you're asking for donations make sure all your messages include your online donation link)
- ✓ Share your GivingTuesday goals and activity to build anticipation and excitement.
- ✓ Ask your supporters to share their stories.
- ✓ Celebrate as a community on November 27<sup>th</sup>!



#GivingTuesday  
#GivingTuesdayCa  
#UNSELFIE





No matter who you are or  
where you live, everybody  
has the capacity to  
**DO GOOD STUFF!**





Make sure your organization is part of the action!





Become an official partner and get resources  
[GivingTuesday.ca](https://givingtuesday.ca)



