IDEAS & EXAMPLES

#GIVINGTUESDAY™
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. 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.
LOCAL NONPROFITS

ENOECH PRATT FREE LIBRARY (BALTIMORE, MD)
For their second year, the Pratt Library of Baltimore challenged another library to a fundraising showdown. On the heels of an NFL game between the Baltimore Ravens and Cincinnati Bengals, Pratt kicked off a fundraising challenge with Cincinnati Public Library to see which library could raise more on #GivingTuesday. The executive director of the library that raised less money agreed to dress up and perform a reading from a book written by a local author from the winning city. They both used the hashtag #BookBowl to mobilize their campaign. Together, the libraries raised funds for their respective programs, earned greater social media followings and created a new model for collaboration that benefited both communities. The Pratt Library alone raised $39,340 from 165 donors.

HOME OF THE SPARROW (EXTON, PA)
Home of the Sparrow provides housing and supportive services to homeless and low-income women who want to improve their lives and be self sufficient. For #GivingTuesday, they ran a #WinterWhiteOut campaign on social media to collect paper product necessities (toilet paper, paper towels), since those goods are not covered by government assistance.

TABLE (CHAPEL HILL, NC)
TABLE feeds hungry children in the Chapel Hill-Carrboro area. For their #GivingTuesday campaign, they wanted to celebrate the diversity of their volunteers and highlight people who support their work year round. Every Tuesday in the weeks leading up to #GivingTuesday, they highlighted one volunteer, starting with a teacher who donated 100 bowls for TABLE’s empty bowls program. They did a social media push around the campaign and pitched an article to a local paper. By focusing on their volunteers, TABLE was able to tell a powerful story about the various programs they provide to their community.

SKÁ-NOÑH – GREAT LAW OF PEACE CENTER (IROQUOIS HERITAGE CENTER, NY)
Ská:noñh – Great Law of Peace Center connected the underlying spirit of #GivingTuesday to key tenets of the Haudenosaunee Native Americans, who “teach the practice of Thanksgiving, the importance of gratitude and the notion that we are not alone, but dependent on one another, and the world around us.” Ská:noñh ran an online fundraiser and social media campaign for their Oral History facility and asked their community to help them share the stories of the Haudenosaunee.

CARON (PENNSYLVANIA AND FLORIDA)
Caron ran an awareness and fundraising campaign for #GivingTuesday to help break down the stigma around mental illness and addiction. Caron asked their community to send words of encouragement to those who might be afraid to seek out help via their website or by using the hashtag #SendHope on Twitter. For every submission they received, $2 was donated towards treatment scholarships.
TULSA STEM ALLIANCE (TULSA, OK)
Tulsa STEM Alliance ran a book drive for the book *Hidden Figures*. These books went to high school girls in the Tulsa area for a virtual book club, which provided the girls with the opportunity to read about and discuss underrepresented groups in STEM and ask questions of science professionals. Over 250 books were distributed through the campaign.

BETTER FUTURE FACILITATORS (AKRON, OH)
Better Future Facilitators works with homeless women and men in shelters to help them launch small businesses. On #GivingTuesday they partnered with Impulse Training, a local gym, to host a 20 hour bike-a-thon to build awareness and raise $4,000 to help fund an interest-free startup loan for one of their graduates to buy equipment for his/her new business. They focused on small donations, with each of their 50 volunteer riders asking their friends for $20 donations.

BAKER INDUSTRIES (MALVERN, PA)
Baker Industries is a work rehabilitation program for people with disabilities, recovering substance abusers, individuals on parole, and the homeless. Many of their participants struggle to have three meals a day, so for #GivingTuesday 2015 they planned a #500Lunches campaign. Volunteers assembled 500 non-perishable lunches to have on hand throughout the year for workers unable to afford a nutritious lunch. Building on the success of the previous year, Baker Industries volunteers assembled 500 breakfasts for #GivingTuesday 2016.

GOODWILL OF NY/NJ
The Goodwill of NY/NJ helped spread the giving spirit of #GivingTuesday through its #ActofGoodwill campaign. For the entire month of November, individuals posted acts of goodness, kindness, giving or any type of charity they performed. Goodwill NY/NJ tracked all #ActofGoodwill hashtags on social media and, for each use, an anonymous donor gave $1 to the organization.

MIND BODY AWARENESS PROJECT (OAKLAND, CA)
The Mind Body Awareness (MBA) Project delivers mindfulness and emotional literacy programs to at-risk youth. On #GivingTuesday, the MBA Project launched their #givingmindfulness initiative. They invited their community to write holiday cards to share words of encouragement with a young person inside juvenile hall in the Bay Area. The MBA Project also encouraged people to spread the word on social media using the hashtag and to support their work with a donation. Over 300 cards were collected during the two-week campaign and then delivered on December 20. They produced a video to explain and promote the campaign. You can watch the video here.
CAMP K (SALT LAKE CITY, UT)
Camp K, a charity camp for children and adults with disabilities, tied their 50th anniversary to a charity boxing gala on #GivingTuesday. Local news personalities, government officials, camp alumni and heavyweight champion Riddick “Big Daddy” Bowe participated. Camp K brought in sponsorship from local businesses, sold tickets to their supporters and asked for donations from those who could not attend. They promoted the event with the hashtag #KO4CAMPK (Knockout for Camp K) and received coverage in the local news media. The boxing gala was an opportunity to promote inclusion, empowerment and support for people of all abilities around the world. You can read more here.

WINDRUSH FARMS (NORTH ANDOVER, MA)
Windrush Farm is a nonprofit horse farm that specializes in teaching physically, emotionally and learning-disabled children and adults to ride and work with horses. They created a #GivingShoesDay campaign to outfit their horses with special winter horseshoes. They asked supporters to donate and also share their reasons for giving on social media with the hashtag #GivingShoesDayWF. Windrush exceeded their goal and the collection of stories and photos from the campaign was displayed at Windrush’s Holiday Barn Party on December 14.

LAWYERS FOR CHILDREN (NEW YORK, NY)
Lawyers for Children participated in their first ever #GivingTuesday in 2016. They set up a crowdfunding campaign on Crowdrise and secured a match to drive urgency and excitement. A board member pledged a 1:1 match for any donation from an existing donor, and a 2:1 match for any gift from new donors. Ultimately, they received 117 donations which, with the match, totaled to $139,313 (124% of their goal) to support their work helping vulnerable children in foster care in New York City.

OPERATION SUPPLY DROP (AUSTIN, TX)
Operation Supply Drop supports active military, veterans and their families. For #GivingTuesday, their online fundraising campaign tied donation amounts to specific initiatives that their gift could support, from $5 to pay for a meal at a homecoming event or family day, to $100 to provide supplies veterans could use for community service projects. They raised $14,500, surpassing their goal of $10,000.

PARTNERSHIP WITH NATIVE AMERICANS (ADDISON, TX)
PWNA partnered with Newman’s Own Foundation to help deliver Christmas meals to hundreds of homebound elders. They set a goal of $10,000 for an online fundraiser and the foundation agreed to match donations up to that amount. PWNA shared stories and images to demonstrate the impact even small donations could have on elders in isolated Native American communities. By the end of the campaign, over $20,000 was raised to support this important work.

MUSIC FOR LIFE FOUNDATION (KANEHO, HI)
The Music for Life Foundation connected #GivingTuesday to their programs “Giving Back by Going Back,” which encourages musicians and performers to give back to their former school or community by going back by way of donating, speaking to and inspiring students and youngsters. On #GivingTuesday, 40 ukuleles were donated to a local high school in Kaneohe.
HUMANE SOCIETY OF INDIANAPOLIS (INDIANAPOLIS, IN)
The Humane Society of Indianapolis secured a $20,000 match on #GivingTuesday to help them reach their goal of $40,000. They created fun social media graphics to grow excitement for both the match and their goal. They also arranged for several NFL football players from the Colts to visit their facility on #GivingTuesday. The team played with the animals and presented a $5,000 donation. The organization then leveraged the visit for additional exposure on traditional and social media. (You can read an article here.) The campaign raised $45,232 for their organization.

HOMEAID PUGET SOUND (PUGET SOUND, WA)
HomeAid Puget Sound worked with a team of volunteers to assemble and distribute over 3,000 CareKits to their local homeless community. CareKits are safe, reflective backpacks filled with essential hygiene products, a rain poncho, hand warmers, homelessness resources and much more. It was a seamless and inexpensive outreach activity that brought in new volunteers and shed a light on the important work the organization does year round.

TOMTOD IDEAS (CANTON, OH)
TomTod Ideas celebrated #GivingTuesday with a twist. Instead of asking their community to give to them, they used the day to say thank you to the people who support their work. The nonprofit’s employees and board members spent the day delivering balloons, food trays and swag bags to local sponsors and donors. In addition to strengthening their relationship with these sponsors, TomTod Ideas also garnered local media attention for the programs they run to support middle school students.

HYPELITE (NEW MILFORD, NJ)
The education nonprofit Hypelite hosted their third annual #GivingTuesday evening event this year to raise awareness and goods for homeless people in New Jersey. The event was held at a local high school and students from all district schools were encouraged to participate. Hypelite partnered with local restaurants and performers to create a festive atmosphere. Students donated warm weather gear and other necessities (including 321 toiletry kits and 495 pairs of socks) that were then distributed to five local charities.

TWIST OUT CANCER (PHILADELPHIA, PA)
Twist Out Cancer (a nonprofit that provides psychosocial support to cancer survivors and their loved ones through creative arts programming) partnered with PiperWai (a start-up deodorant company) on a Sock Hop fundraising event for #GivingTuesday. The unexpected collaboration came together because the two organizations have offices in the same WeWork co-working space and wanted to partner on an outside-the-box initiative Sock Hop attendees had the opportunity to learn about Twist Out Cancer’s programs and resources for those touched by cancer. In addition, all donations made that day were matched 100% by the Coleman and Schusterman Foundations. They surpassed their $30,000 goal, raising nearly $50,000 from 230 individual donors and the matching grants.

BALTIMORE CORPS (BALTIMORE, MD)
Baltimore Corps partnered with Close Up Baltimore (the project inspired by “Humans of New York”) to feature personal stories of 15 people doing significant work around Baltimore — from the police department to the city council and beyond. These stories spoke to what were some of the biggest moments, questions and initiatives in Baltimore over the past year, as well as what progress will look like moving forward from the front lines. For the final week of the campaign, they featured five up-and-coming entrepreneurs who represent promise for some of Baltimore’s most important communities.

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Humane Society of Indianapolis

Case Studies
#GivingTuesday™

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