IDEAS & EXAMPLES

#GIVINGTUESDAY™
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.
RELIGIOUS ORGANIZATIONS

#GIVECATHOLIC
Launched in 2015 by the Archdiocese of New Orleans, the #GiveCatholic campaign was the first online giving day by Catholics to support the works of the Catholic Church in the history of the United States. In 2016, the campaign expanded to include five more parishes in the southeast region. Donors were sent to the iGiveCatholic.org home page and clicked on a specific parish, school or ministry listed there to make their donations. Supporters could check the live leaderboard throughout the day to see how their favorite organization was doing. Participants could also see their stats throughout the day and reach out to their members to encourage donations that would improve their positions on the leaderboard. All the participants got the word out through social media, email and print communications. The campaign netted $1,807,311 from 6,826 gifts to benefit 300+ organizations. A similar campaign, #WeGiveCatholic, also ran in the northeast.

UNITED MUSLIM RELIEF
The United Muslim Relief raised funds to buy winter coats for 1,000 Syrian refugees in Jordan, Palestine, Lebanon and Turkey. Each coat was only $25, so their messaging focused on how small gifts can have a big impact and the importance of ordinary people coming together to do extraordinary things on #GivingTuesday.

HILLEL OF WESTCHESTER
On #GivingTuesday, the Hillel of Westchester asked students on college campuses for new program and event ideas with the tagline “100 Positive Ways to Keep America Great.” Some of the programs that will become a reality because of #GivingTuesday include: advocacy training, heightened legislative/civic involvement, cause-specific awareness events for LGBTQ, environmental, immigration and faith-based organizations, and a college-student-to-youth tolerance mentoring program.

THE SIKH COALITION
The Sikh Coalition celebrated #GivingTuesday by reminding their community that before there was #GivingTuesday, there was dasvandh, the Sikh tradition of giving treasure and time in support of a good cause. The Coalition launched a campaign to advocate for the rights of all Americans. They also secured a 1:1 match (up to $100,000) from a group of generous supporters. They finished first on the giving platform Network for Good’s leaderboard, raising more money than any other nonprofit on #GivingTuesday.
UNITED METHODIST CHURCH
The United Methodist Church (UMC) embraced the theme “Give light. Give love. Give life.” for their #GivingTuesday campaign. UMC asked their community to identify and support mission programs and personnel with gifts via The Advance, their conduit for United Methodist designated giving around the world. Their community was also encouraged to donate time, say a prayer or create a non-financial way to support the missionary or project. UMC created logos and toolkits for specific contingencies (e.g. youth pastors, missions, service project leaders) in several languages. More than 2,550 people in 19 countries contributed over $850K to United Methodist mission projects and missionary support through the 2016 UMC #GivingTuesday campaign.

THE JEWISH FEDERATION OF LEHIGH VALLEY
The Jewish Federation of Lehigh Valley’s Campaign for Jewish Needs was a 60 day challenge from October through #GivingTuesday. They secured a generous matching grant that doubled the impact of new gifts and increased existing gifts. Over $1.2 million was contributed in just 60 days.

ARCHDIOCESE OF NEWARK
Archdiocesan Center’s campaign raised both funds and goods to support their work. Employees collected nonperishables and socks for Catholic charities and donated blood. They also included #GivingTuesday as part of mass and had a collection bucket for #GivingTuesday at local churches.

UNITED MISSIONS OF HOPE
The United Missions of Hope (UMH) and the Anchorage community came together for a #GivingTuesday themed celebration dinner. Partners donated items for a silent auction, raffle and door prize to support UMH’s mission. The first #GivingTuesday dinner in 2015 took place in a living room with 17 friends; this year’s served 100 people in the community.

WORLD VISION
For the third year, World Vision and Thirty-One Gifts (which sells purses, totes and home décor) partnered to double donors’ #GivingTuesday gifts with a product match. Thirty-One Gifts matched any donation supporters made on #GivingTuesday, with product donation up to $2 million, including apparel and bags to help women and children in need.

Winter Coat Drive
Keep a neighbor warm this winter
Please donate to Jewish Federation’s
#GIVINGTUESDAY™
Winter Coat Drive
To benefit CUMAC the regional food bank/thrift shop
Donate new or gently-used coats
Collection locations accepting donations today:
Jewish Federation of Northern New Jersey
50 Easton Avenue, Paramus
Barnert Temple
Congregation B’Nai Jeshurun
344 Route 208 South, Franklin Lakes
Congregation Beth Aaron
960 Queen Anne Road, Tenafly
JCC of Paramus/
Congregation Beth Tikvah
E. 204 Midland Avenue, Paramus
Shomer Torah
30 Fitchman Avenue, Wayne

Learn more about #GivingTuesday
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Jewish Federation of Lehigh Valley
#GIVINGTUESDAY™

To learn more contact Info@GivingTuesday.org.

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