IDEAS & EXAMPLES

#GIVINGTUESDAY™
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.**
SCHOOLS

WEST END DAY SCHOOL (NEW YORK, NY)
West End Day School saw #GivingTuesday as the perfect opportunity to teach their students the importance of giving. Students put together birthday boxes for children in homeless shelters. The birthday boxes were filled with birthday cake supplies (cake mix, frosting and candles), a present and a book donated by West End Day School students. The students also took part by writing and decorating a postcard for people in hospitals and long-term care. You can learn more from this video.

KOUTS AND CHESTERTON MIDDLE SCHOOLS (KOUTS AND CHESTERTON, IN)
A teacher used #GivingTuesday to educate students at two local middle schools about digital citizenship and applying their social media skills for good. Students from Kouts Middle School and Chesterton Middle School in Indiana used Facebook, Twitter, Instagram and Snapchat to raise money and awareness for Simiyu House, an organization that provides education to orphans in Kenya. With posts, pictures, videos and hashtags, students put all of their social media energy toward a single focus: giving back. The Simiyu House campaign is a great example of how educators can use #GivingTuesday as a platform to teach students to be service-minded, positive and proficient citizens online. They created a video to recap the campaign.

LEARNING TO GIVE (NATIONAL)
Learning to Give, an online resource for teachers, provides free lessons to teach the purpose and power of giving and helping others. For #GivingTuesday, teachers were asked nationwide to simply teach one (#teach1) lesson on giving. They provided eight lessons to get started and helped teachers build a culture of giving and service in schools.

MONTESSORI CENTER SCHOOL (GOLETA, CA)
The Montessori Center School used #GivingTuesday as a rallying point for their annual fund, which launched at the beginning of the school year and ended December 31. Their mascot is a Meerkat, and for #GivingTuesday they created a Meerkat mascot image with the slogan “Meerkats Give.” The image and hashtag were used to amplify their campaign in the lead-up to #GivingTuesday on social media and email and in their annual yearbook. They also posted videos from teachers and parents about giving to the school, branded with the Meerkat logo. They ran promotions on the school’s internal parent network that allows parents to get messages on their mobile devices as well.
REGINA DOMINICAN HIGH SCHOOL (WILMETTE, IL)
Regina Dominican High School set a new one-day fundraising record. The goal of their campaign “Fund Four Years” was to raise the equivalent of two school tuitions in order to unlock a matching gift. The Regina Dominican community not only hit the goal to trigger the match, but also raised an additional $66,280. This amount plus the matching gift will pay for six students’ tuitions.

PRAIRIE TRACE ELEMENTARY (INDIANAPOLIS, IN)
An elementary school teacher taught her students about #GivingTuesday and encouraged them to perform Random Acts of Kindness for other students throughout the school. She made a donation of $1 to Schools on Wheels (a nonprofit that provides tutoring and educational advocacy to school-age children impacted by homelessness) for every #RAK performed. The students also collected 30 pairs of gloves to give to the students that Schools on Wheels serves.

REGIS HIGH SCHOOL (NEW YORK, NY)
Regis High School challenged students, alumni and parents with six different activities as part of their #Give2Regis fundraising campaign on #GivingTuesday. For Challenge #1, a student or faculty member was added to a Regis Mannequin Challenge video for every Annual Fund donation made before 10 am. There were 115 donations; see the video here. For Challenge #2, two faculty members played the basketball game H-O-R-S-E, and the loser had to then sink foul shots equal to the number of donations made between 10 am and noon. There were 117 donations; see the video here. Other challenges included memorabilia raffle items and a competition between the four classes. With 665 gifts, Regis broke their record for most gifts in a 24-hour period. In addition, seniors also volunteered at service locations throughout the day. You can find a full recap here.
#GIVINGTUESDAY™

To learn more contact Info@GivingTuesday.org.

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