GivingTuesday

Busting myths about the world’s global giving day.
A little about me

Strategy and Communities Lead, GivingTuesday

Led 3 GivingTuesday campaigns totaling more than $20 million raised in 2013/2014, including BMoreGivesMore, first community campaign

Joined GivingTuesday team in 2015.
We are a movement of millions, representing all faiths and political views, with activity in every country on every continent.
188 Communities

- Cities, States, Towns, communities of Color and Culture
- Why do communities work? People identify with their city or town. All for one; one for all. Giving feels more tangible when it’s making a difference around the corner.
Inspiring communities
The day drives online giving to nonprofits.

More than $1 Billion raised.
It’s about donors.

GivingTuesday is now one of only three days where donors look for nonprofits to support.
It’s about ideals that resonate across the globe.

- We all have something to give.
- Local impact. Global movement.
- More inspiring to give together.
- All kinds of giving are valued: time, skills, voice, money.
- Emphasis on creativity and collaborations.
The challenge

80% of nonprofit leaders agree that innovation is an urgent imperative.
The challenge

40% of those leaders think their organizations are actually set up to innovate.
GT is about innovation

82% of participating organizations use GivingTuesday to experiment or try something new
Myth: Fundraising Tuesday
People want to be valued – beyond their wallets.
Most people participate in more than one way, giving more than just money.

- 28% gave money.
- 37% gave in other ways (e.g., donating food, clothing drives, and other forms of nonmonetary giving).
- 35% did both.
Ingenuity: Action, Impact...and Dollars
Get attention

#LovenotestoBaltimore

Crew of people got up at 4:00am and wrote love notes to Baltimore all around the city so people would see them on their way to work, school on #GivingTuesday
 Myth: Young people don’t give
84 percent of millennials gave to charity and 70 percent of them donated more than an hour to a charitable cause, according to the Case Foundation’s *Millennial Impact Report*.
76% of 18-34yo aware of GT, participate
Myth: Small donors aren’t worth it.
Don’t make assumptions about small gifts

$5.00

$2.6 billion

Are you treating small donors like future Michael Bloomberg’s?

@Jamie_mcd63 @givingtuesday
Myth: It’s impulse giving
It’s thoughtful giving
Myth: GT donors don’t stick
GT converts more loyal and generous
Myth: You’re competing for attention
#GivingNewsDay

On #GivingNewsDay invest in nonprofit journalism. Every donation is doubled.

GIVE TODAY  NewsMatch

WCMU Public Radio, Michigan
Community Action, Local Businesses

Warm Hearts
Warm Homes
Support the station you love, and keep a neighbor warm.

Collaborations for the win.

Baltimore and Houston Public Libraries

#RAVENS vs. TEXANS
Pratt Library vs. Houston Public Library

#BookBowl #GivingTuesday

GIVING ZOO DAY

Tuesday, November 27, 2018

GivingZooDay
"Give Catholic" on #GivingTuesday!

December 3, 2019

110 : 12 : 15 : 50
days hours mins secs

REGISTRATION OPENS AUGUST 19
Myth: GT is just taking away from year-end
Nonprofits raise more during year-end\(^3\) when they participate in #GivingTuesday.

Average year-end giving (2012–2016)

<table>
<thead>
<tr>
<th>Participated in #GivingTuesday(^2)</th>
<th>$17.7k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not participate in #GivingTuesday</td>
<td>$1.2k</td>
</tr>
</tbody>
</table>

14x increase

Source: Network for Good
Myth: It’s all about social media
Sometimes there is nothing like togetherness.

**GivingTuesday Archbold**

- 250 people in town of 4300
- 12 nonprofits
- $250,000 in matching funds
- 1 Chicken dinner
- $1.6 million dollars raised
Myth: Great campaigns cost a lot
Lean resources; Fat creativity.

Badass Brooklyn Animal Rescue

@Jamie_mcd63  @givingtuesday
Be authentic
Be authentic. Find the joy.
Myth: Donor Fatigue
Storytelling: Land the helicopter.
Think like a brand.
Zero in on theme and iconic story.
Myth: You’re just reaching the same donors
New and sticky donors

GivingTuesday data show that this day is an absolute bonanza. It brings in twice as many new donors as December 31, three times more than a typical day during disaster relief, and over 13 times more than a typical day.

Source: Classy.org
Myth: Set reasonable goals
Goal → destination
Set a Big, Ambitious Goal.

Donors
New Donors
Dollars
Monthly Givers
Participation
Event attendees
Social Followers
Creative collaborations
Myth: Find the most experienced leader you can
Tap a passionate leader

Join Jensine & the World Pulse team on FACEBOOK LIVE
29 November, 2016  #GivingTuesday

You’re invited to join Jensine and the rest of the World Pulse team for a special Facebook Live event! We’ll be announcing TWO brand new programs that will amplify our impact around the world. We hope to see you on Facebook on:

29 November, 2016 at 9am PST / 28 November, 2016 at 5pm UTC

You’re one of the first to know – so jump on Facebook to RSVP and invite your friends!

Join the party

• You?
• Young development staffer or board member with fresh thinking
• Willing to experiment
• Strong collaborator who can tap partners to amplify campaign
• Pro-tip: Show the world your people. Going live with staff and volunteers puts a human face on your station
It’s just a day.
Keep it going all year.

#GivingTuesdayEveryTuesday. #GivingTuesday365
Giving is not an end goal; it is the means to an end.

It’s how we build the community we want to live in.
Thank you.

Discussion.