

10-29-19

#GIVINGTUESDAY™ NWO



Myth-Busting
Around
#GivingTuesday



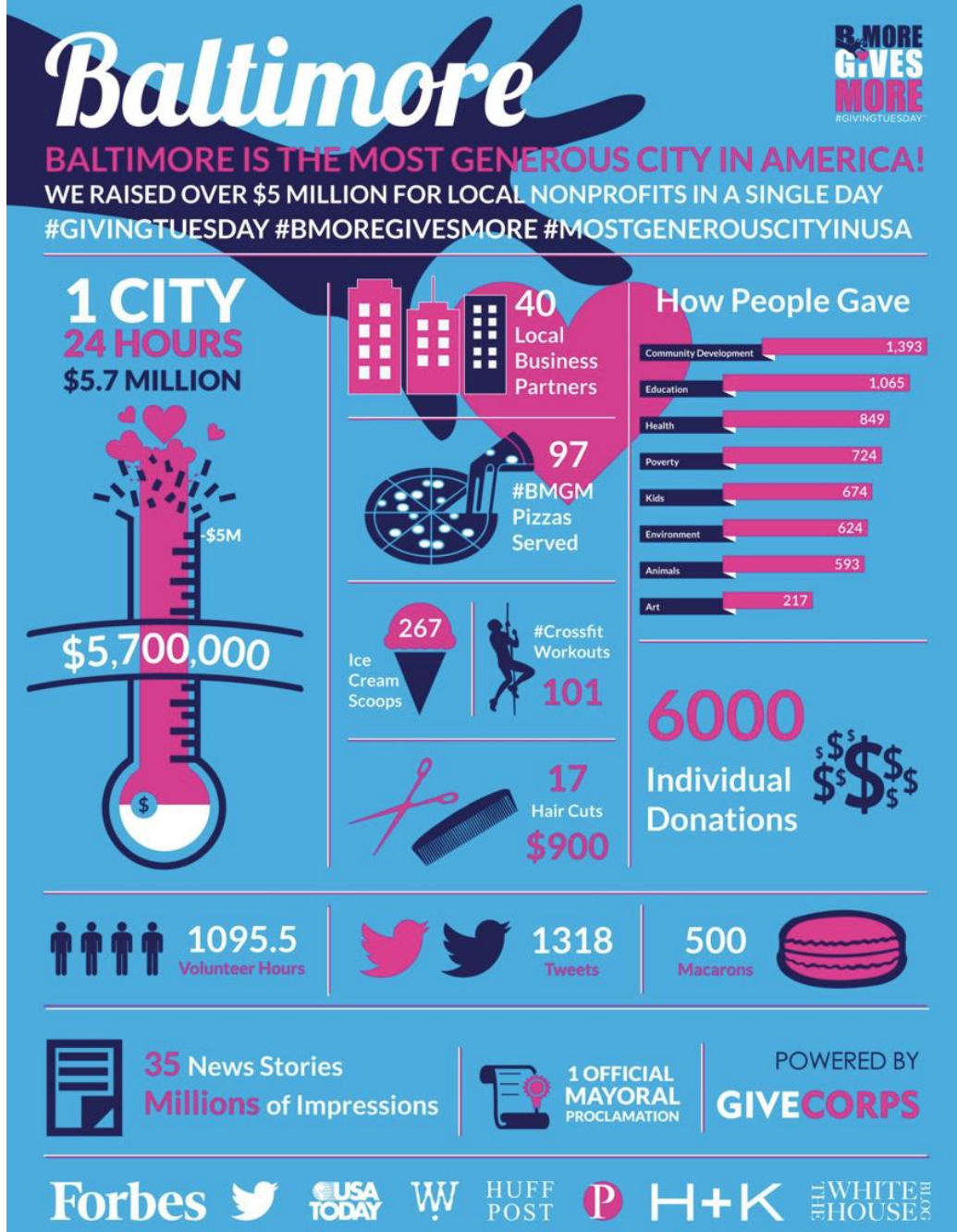
Jamie McDonald
GivingTuesday.org

The Center
for nonprofit resources



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.**



#GIVINGTUESDAY

#GIVINGTUESDAY
Barbados

#GIVINGTUESDAY

#GIVINGTUESDAY

#ЩЕДРЫЙ ВТОРНИК

Un Día para Dar
PUERTO RICO

GIVING
Tuesday Liberia

#GIVINGTUESDAYCOSTARICA



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.





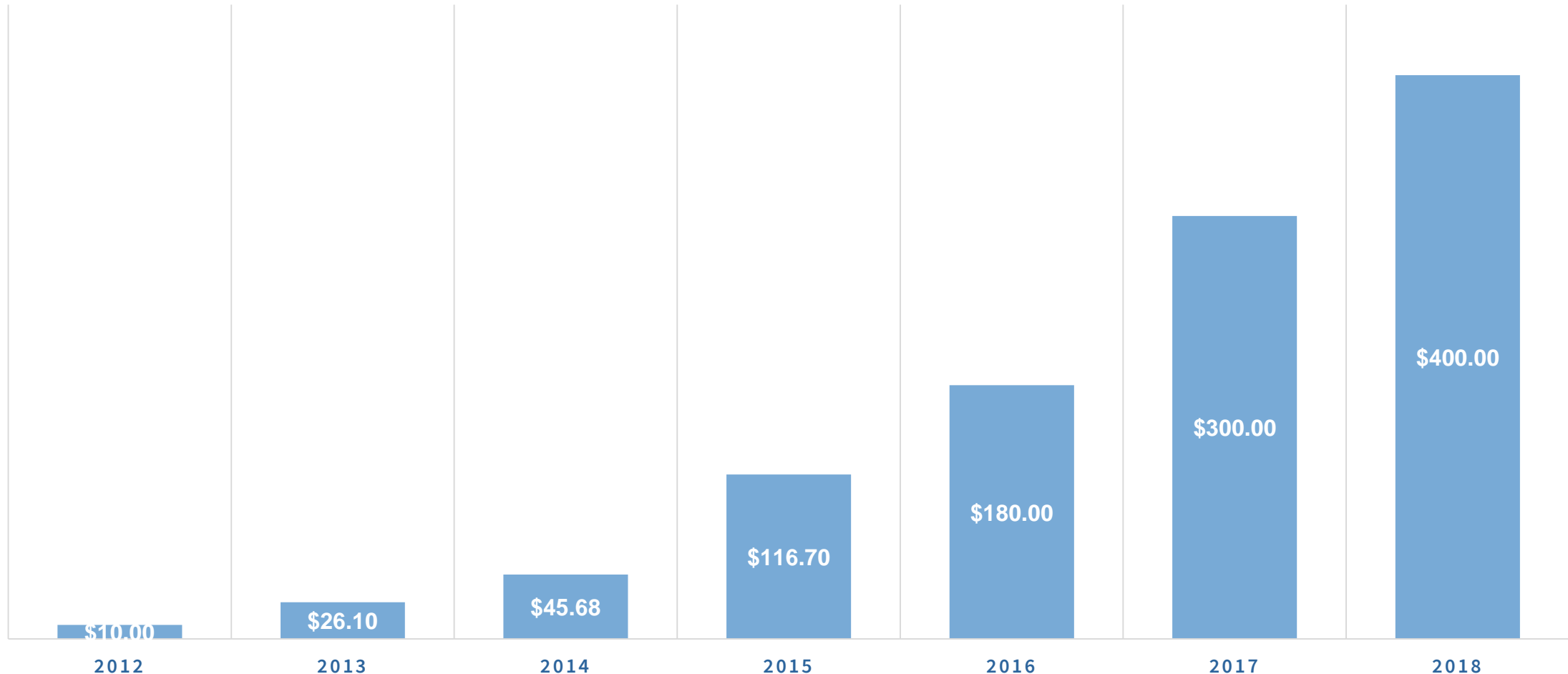
Inspiring communities



Future Chapters Current Chapters

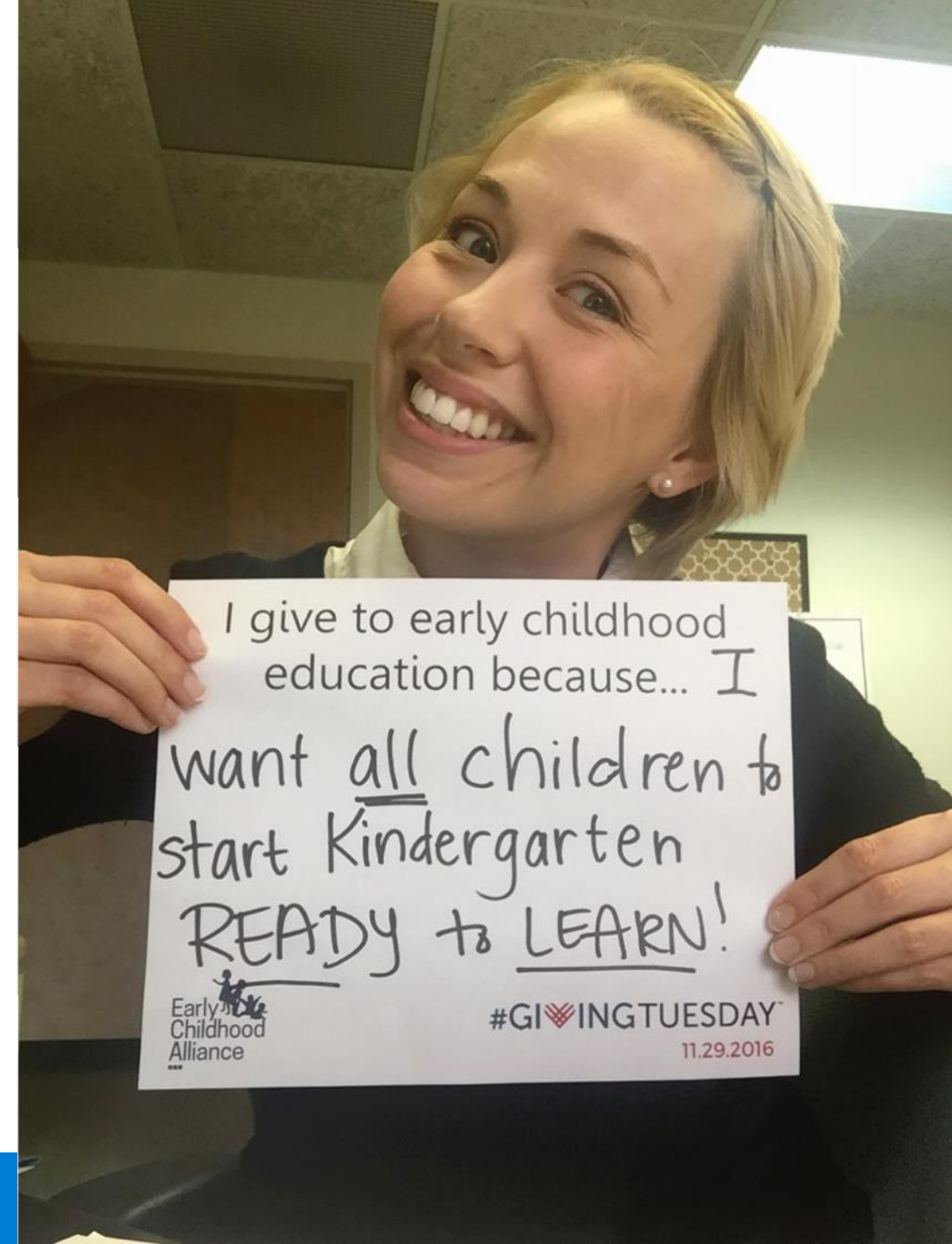
The day drives online giving to nonprofits.

More than \$1 Billion raised.



It's about donors.

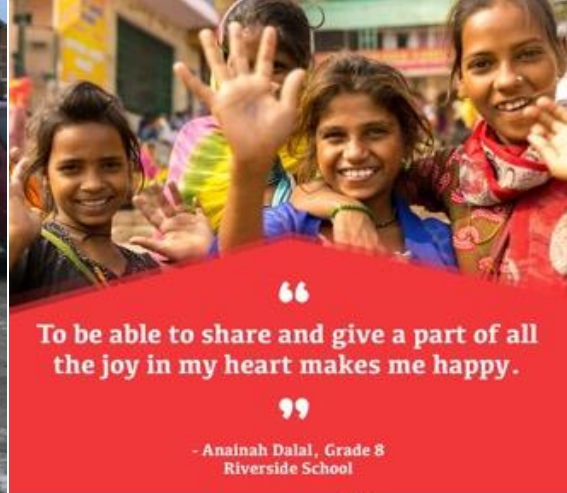
GivingTuesday is now one of only three days where donors look for nonprofits to support.





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.



#GIVINGTUESDAY
INDIA OCT 3, 2017





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

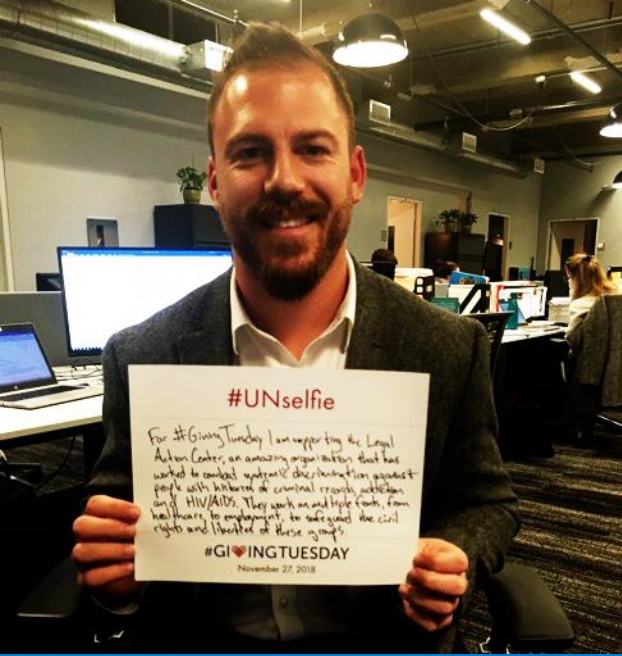
82%

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

35%
did both

37%
gave in
other ways



e.g. donating food, clothing
drives, and other forms of
nonmonetary giving



Ingenuity: Action, Impact...and Dollars



Get attention



#LovenotestoBaltimore

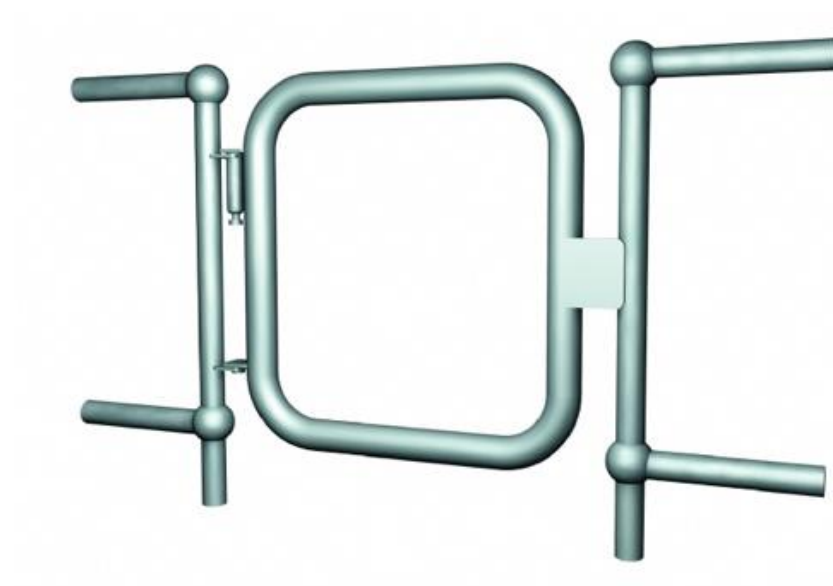
Crew of people got up at 4:00am and wrote love notes to Baltimore all around the city so people would see them on their way to work, school on #GivingTuesday



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](#)

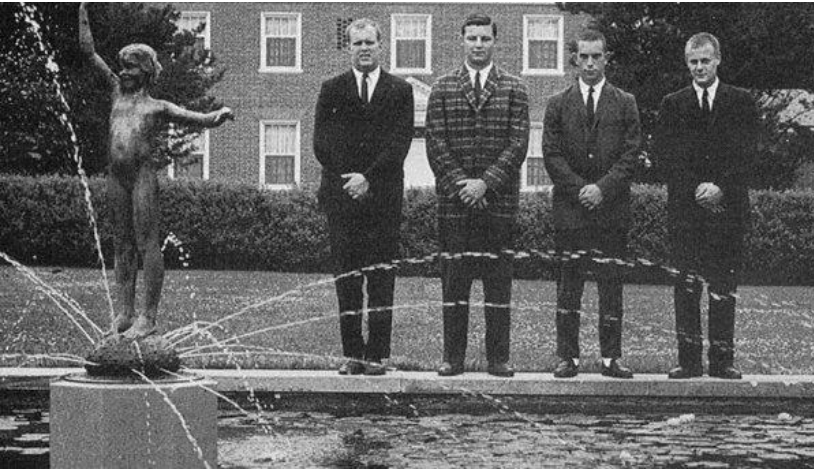


76% of 18-34yo aware of GT, participate



Myth: Small donors aren't worth it.

Don't make assumptions about small gifts



\$5.00



\$2.6 billion

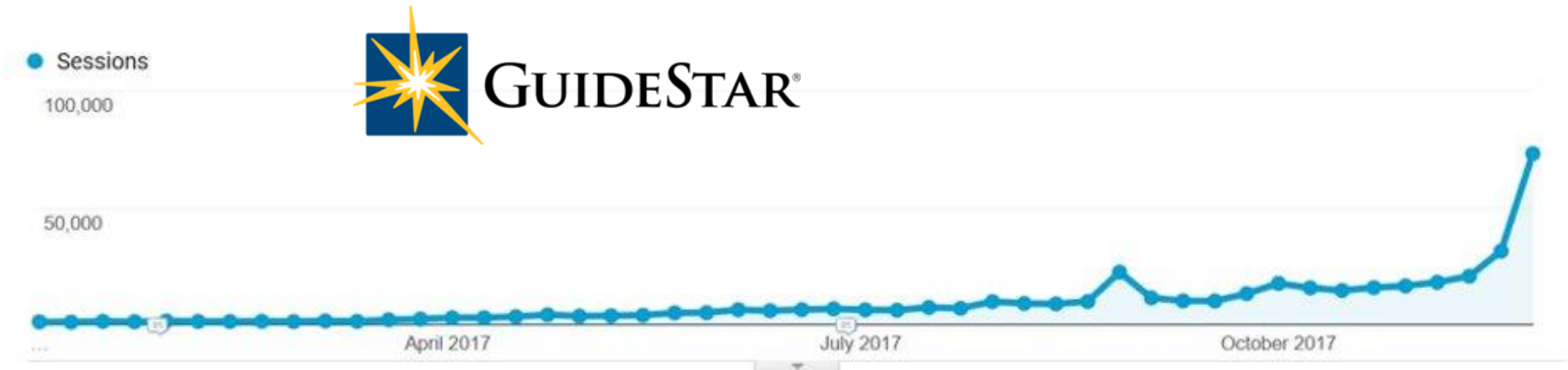
{ Are you treating small donors like future Michael Bloomberg's? }



Myth: It's impulse giving



It's thoughtful giving

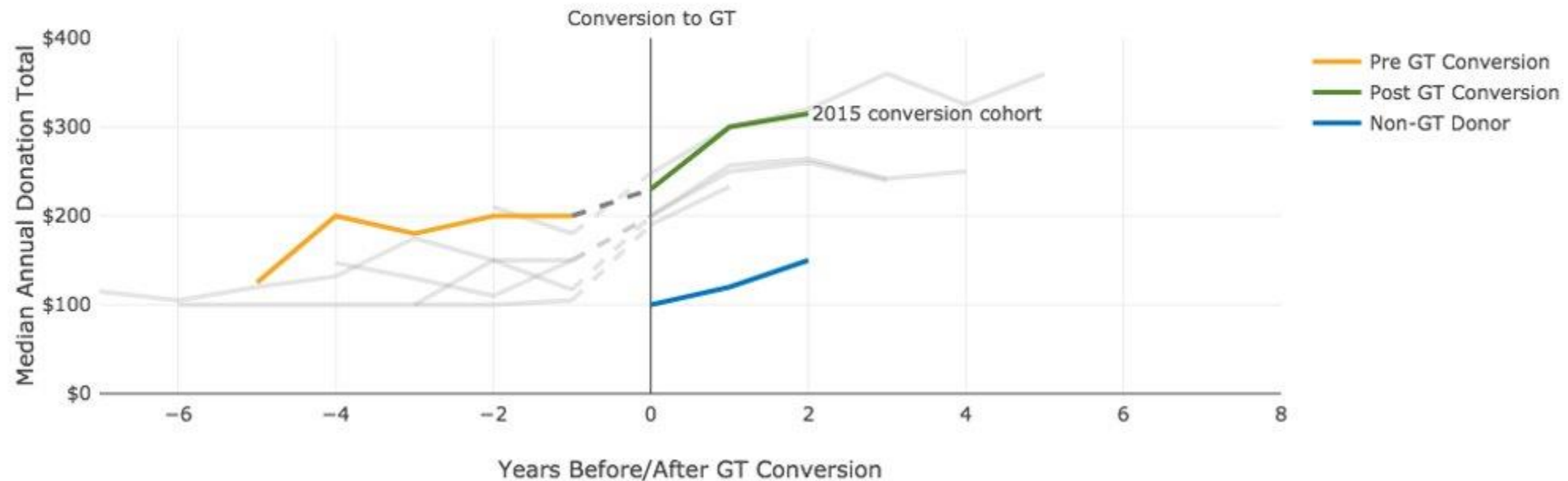




Myth: GT donors don't stick



GT converts more loyal and generous





Myth: You're competing for attention

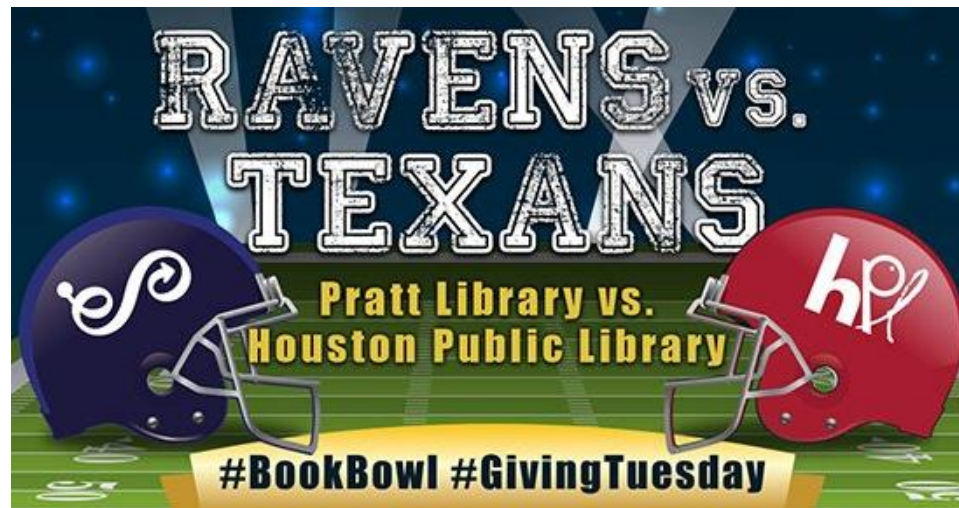


#GivingNewsDay

WCMU Public Radio, Michigan
Community Action, Local Businesses



Collaborations for the win.



Baltimore and Houston Public Libraries



GivingZooDay

#iGIVECATHOLIC

▼ MENU



#iGIVECATHOLIC

REGISTRATION OPENS AUGUST 19

"Give Catholic" on #GivingTuesday!

December 3, 2019

110 : 12 : 15 : 50
days hours mins secs

-
-
-
-



**#GIVING
BREWSDAY**



**#GIVING
TUESDAY
NEWS**



#GivingARTSday
Support The ARTS Council

TOOLS
#GIVINGTUESDAY



**#GIVING
SHOESDAY**





**Myth: GT is just taking away from
year-end**



Nonprofits raise more during year-end³ when they participate in #GivingTuesday.

Average year-end giving (2012–2016)

PARTICIPATED
in #GivingTuesday²

\$17.7k



14x
increase

**DID NOT
PARTICIPATE**
in #GivingTuesday

\$1.2k

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

**GIVE A LITTLE.
SAVE A LIFE.**

BADASS
BROOKLYN ANIMAL RESCUE

#GI[♡]INGTUESDAY™

DECEMBER 2

bit.ly/DonateBadassBK




Be authentic



Be authentic. Find the joy.



 GlobalGiving





Myth: Donor Fatigue

Storytelling: Land the helicopter.



**Think like a
brand.**





Zero in on theme and iconic story.

Give Homeless New Yorkers
A Reason to GIVE THANKS

#GIVINGTUESDAY™

PROJECT RENEWAL
Restoring Lives. Restoring Hope.

Create a Fundraising Page Manage my Page

I'm Back! Meet Harry Dickerson

\$73,799
OF \$65,000 RAISED

1475 NIGHTS OF SAFE
SHELTER FOR MEN AND
WOMEN IN NEED THIS
HOLIDAY SEASON

0 DAYS REMAINING
THIS CAMPAIGN WILL END ON 12/4/13 AT 12:00 AM

Make a Donation

50,000 New Yorkers are homeless.
Harry was one of them.
YOU can help.

Facts:

- The number of single adult New Yorkers who are chronically homeless has more than doubled in the last four years.
- Nearly one in three homeless individuals struggle with substance abuse disorders, and among those who have been homeless for two years or more that number approaches 100%.

Like 53 Tweet 47 Share 31



Myth: You're just reaching the same donors

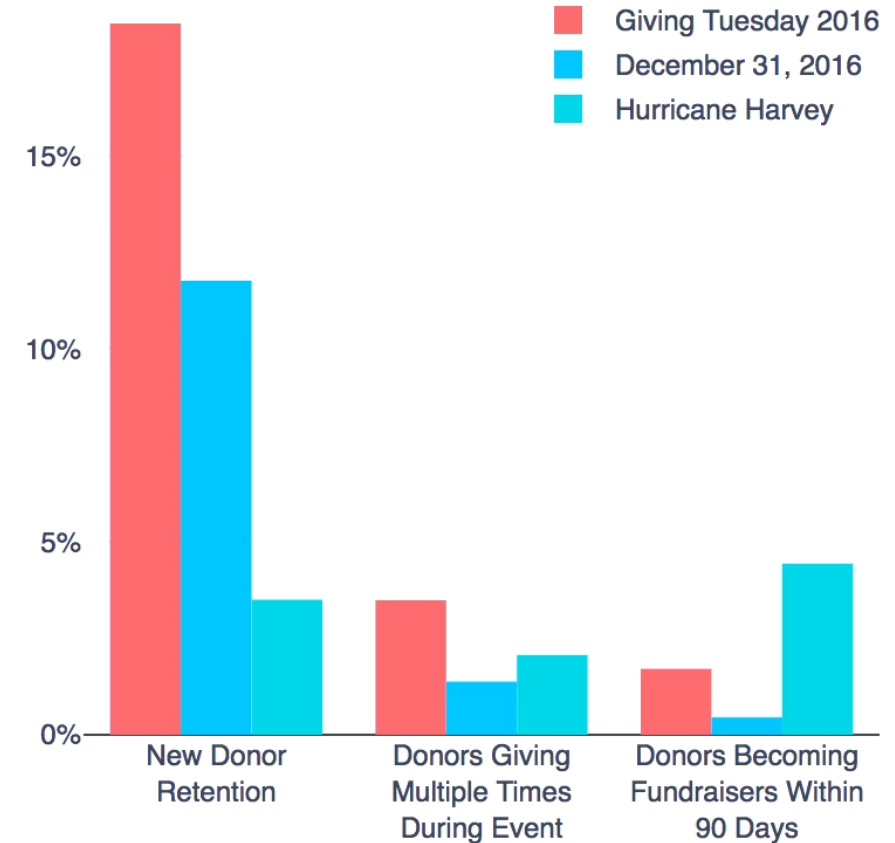


New and sticky donors



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

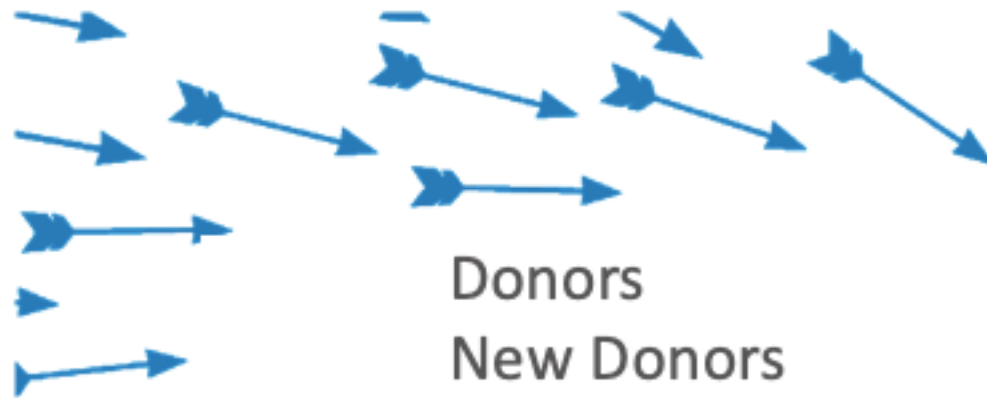


Goal → destination





Set a Big, Ambitious Goal.



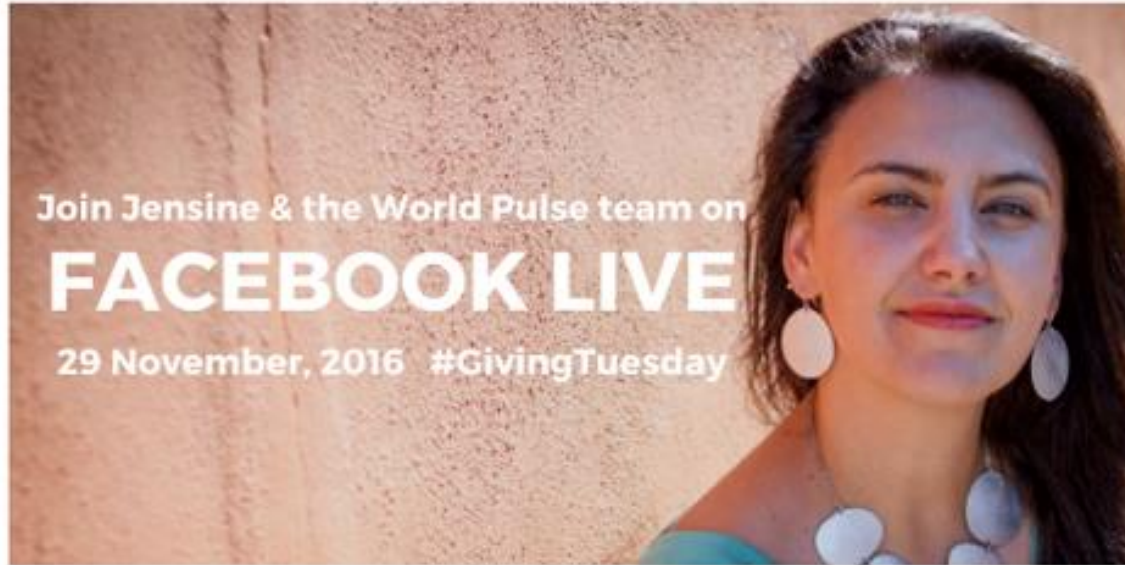
Donors
New Donors
Dollars
Monthly Givers
Participation
Event attendees
Social Followers
Creative collaborations





Myth: Find the most experienced leader you can

Tap a passionate leader



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



March 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Compliment ten people today. #GiveKindness	2 @GivingTuesday	3 Make someone smile today. #ShareKindness	4 On #GivingTuesday, learn something new about a different culture. #ShareKindness	5 Learn something new about a different culture. #ShareKindness	6 Post something positive on social media. #ShareKindness	7 Post something positive on social media. #ShareKindness
8 Put a surprise in your child or partner's lunch. #ShareKindness	9 Put a surprise in your child or partner's lunch. #ShareKindness	10 Think about what you can do to support gender balance. #ShareKindness	11 Think about what you can do to support gender balance. #ShareKindness	12 Think about what you can do to support gender balance. #ShareKindness	13 Think about what you can do to support gender balance. #ShareKindness	14 Think about what you can do to support gender balance. #ShareKindness
15 Point kindness out and leave them in the local park. #ShareKindness	16 Point kindness out and leave them in the local park. #ShareKindness	17 Point kindness out and leave them in the local park. #ShareKindness	18 Point kindness out and leave them in the local park. #ShareKindness	19 Point kindness out and leave them in the local park. #ShareKindness	20 Point kindness out and leave them in the local park. #ShareKindness	21 Point kindness out and leave them in the local park. #ShareKindness
22 Build a "Yes" list. #ShareKindness	23 Build a "Yes" list. #ShareKindness	24 Build a "Yes" list. #ShareKindness	25 Build a "Yes" list. #ShareKindness	26 Build a "Yes" list. #ShareKindness	27 Build a "Yes" list. #ShareKindness	28 Build a "Yes" list. #ShareKindness
29 Put your phone away and talk with your gift donor. #ShareKindness	30 Put your phone away and talk with your gift donor. #ShareKindness	31 Put your phone away and talk with your gift donor. #ShareKindness				

#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.