

# 15 IDEAS

## FOR YOUR CHARITY ON

### #GIVINGTUESDAY



#### 1) Spread the word

People are looking to do something good on #GivingTuesday, invite others to be a part of it with you. Whether it's donations, volunteers, or something else, ask people to support you on #GivingTuesday.

#### 2) Go social media crazy

#GivingTuesday has been successful because it's viral on social media, so don't hold back and use the hashtag to join the global conversation.

#### 3) Launch your Year-End Giving campaign

People tend to give more at the end of the year. In fact, it's highest donation time for most charities due to the holiday spirit and tax deadlines. #GivingTuesday is the perfect time to launch your campaign and spread the word!

#### 4) Get your CEO to dress up in costume

OK, it might be a stretch, but you can challenge your CEO to get out and promote the day (maybe your Board Members too?)

#### 5) Celebrate the work that you already do

We know you do so many good things already, so spend the day giving yourselves and your supporters a pat on the back and telling people about it.

#### 6) Pair up

Find a local business, or reach out to one of your corporate partners and ask them to support you on #GivingTuesday. They can match donations, tell their customers about you, or even share your work on their social media.

#### 7) Don't forget the kids

#GivingTuesday is a weekday, and kids are in school on a weekday. Get in touch with your local school and see if they'll help support you on the day, or better yet for their Christmas appeals.

#### 8) Say thanks

Why don't you say thanks to your staff, your donors, your followers and fans, your volunteers, and all the people who help you to do good things all year round? This helps your supporters feel they are a part of something bigger, and raises awareness for any potential new supporters!

#### 9) Partner with your peers

While we all want our organizations to be the center of attention, often we're all stronger together! Consider launching a joint appeal on #GivingTuesday with other charities in your community or other charities whose missions may complement yours.

#### 10) Challenge someone to a good-off

You know those businesses across the road? Why don't you challenge them to a #GivingTuesday competition to see who can raise the most money on one single day?

#### 11) Go offline (a bit)

While #GivingTuesday has its roots in online giving, your supporters (new and old) might be more inclined to give if they see you in person on #GivingTuesday. Dust off your bucket and go speak to people face to face.

#### 12) Harness the power of Black Friday/ Cyber Monday

#GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. And savvy shoppers love a good deal - why not ask people to share some of their savings with you?

#### 13) Think of something to do

If you're looking for volunteers then why not plan a major project for #GivingTuesday? The more people you get the better, and you can get one massive job ticked off the list in one day (don't forget to take photos with your volunteers and share them online!)

#### 14) Bring people in for the day

The day is all about charity, so throw open your doors and invite people in to see the work you do first hand. You can even do it virtually!

#### 15) Sign up to be a #GivingTuesday partner!

Join the movement and let's show the world why it's great to be involved. In 2017, 82% of participating organizations reported they used #GivingTuesday to try something new.

Why not join in on the fun?

**ABOUT:**  
Created as a day of giving back following two days of post-Thanksgiving consuming—Black Friday and Cyber Monday— #GivingTuesday is now a global, year-round movement that drives hundreds of millions of dollars in giving annually in the United States and continues to spread to other countries on every continent in the world.

In 2017, people in more than 150 countries did something good on #GivingTuesday, even reaching as far as Antarctica and raising in excess of \$300 million online alone.