

# #GIVING TUESDAY

## **Becoming a #GivingTuesdayNI partner – What does it mean?**

Thanks for thinking about becoming a partner in the global phenomenon Giving Tuesday! The campaign, which started in 2012, has gone from strength to strength and last year the global number of partners was over 10,000. We in the UK are hoping to significantly add to that and with your help will be well on our way to reaching our target of 1,000 partners across the country! More partners equals more support for the sector.

The #GTUK campaign is being coordinated by The Charities Aid Foundation and the main point of contact for the campaign in Northern Ireland is via Giving Northern Ireland #GivingTuesdayNI.

### **Q: What does being a partner mean?**

A: Quite simply, being a partner means signing up to do something on December 1st 2015, Giving Tuesday. This activity can be a variety of methods including holding an event, match funding, volunteering, signing up for payroll giving, promoting the good work you do for the sector on social media. But these are just a few ideas, we encourage you to get creative and be innovative with your plans.

### **Q: What does my organisation get out of it?**

A: Aside from the warm glow you get for doing some good in the world, there are lots of benefits to be had by joining #GivingTuesdayNI. Association with a popular, global brand and movement that is growing year on year, a chance to promote the corporate social responsibility that you already engage in, ways to raise vital funds for your cause, a potentially massive increase in your donor base and a spotlight on the charitable sector as a whole.

Once you have signed up as a partner we will add your logo to our website and send you resources to help make the day a success for you.

### **Q: How much will it cost?**

A: It will cost as much or as little as you wish to spend on it. Resources, toolkits, promotional literature, branding and logos will be provided by us free of charge. If you wanted to do something really small, you could simply email your donor base in the run up to the day, promoting #GivingTuesdayNI asking them to engage with the campaign by tweeting about why they support you. By using the GivingTuesday hashtag your reach will widen considerably. If you wanted to go all out, you could hold a specific fundraising event such as a ball, on the day.

The bottom line is, money shouldn't be a disincentive to taking part in #GivingTuesdayNI.

### **Q: Can you give me some examples of the things my organisation can do?**

A: Yes! Have a look at our toolkits which outline some examples of things organisations have done previously as a starter for 10. However, we don't want to be too prescriptive. You know what works best for your organisation in terms of time, resource and response.

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## **Q: Who can become a #GivingTuesdayNI partner?**

A: To be an official partner of #GivingTuesdayNI you need to be a charity, as defined by our terms and conditions, or a corporation raising funds for a registered charity and operate in the UK.

## **Q: What practical steps do I need to take to become a partner?**

A: You need to sign up to the website. This way we can send you resources and keep you up to date with campaign news. You need to be aware of our terms and conditions to ensure you do not breach them. Finally, you need to give us a rough idea of what you are planning to do. It will help massively with tracking activity for monitoring and evaluation purposes.

## **Q: But I've already got work planned for December?**

A: Brilliant! GivingTuesday will **not** conflict with existing work plans and campaigns. What it **will** do is give you a chance to amplify your message to a massive audience. Planning a Christmas appeal? Announce it on GivingTuesday and see your campaign potentially achieve a much wider reach. There are plenty of ways to make GivingTuesday work for YOU.

If you want to plan something specific for the day, great, but if not don't feel that #GivingTuesdayNI is not for you. By aligning your organisation to a global movement you will undoubtedly benefit from the extra attention lavished on the charity sector that day.

## **Q: My organisation is a small charity and I don't think we have the time for this?**

A: Ah but you do! One of the best things about the GivingTuesday movement is how it doesn't discriminate. If you are doing charitable work, then you can get involved and benefit from being apart of it. By providing all of the resources free of charge, which even include sample emails to send out to your donor base, there are a number of ways to get involved which are neither time or money intensive.

We will even be running webinars, including ones on how to use social media which will further cut down on travelling costs and out of office time.

## **Q: Who can I contact for help?**

### **NI Team**

Giving Northern Ireland will be the main point of contact within NI and can be contacted at [tracy.bell@givingnorthernireland.org](mailto:tracy.bell@givingnorthernireland.org) 02890 446 407

### **UK Team**

Holly Mitchell is leading the UK campaign and can be contacted at [hmittell@cafonline.org](mailto:hmittell@cafonline.org) or 03000 123 251/07881266633.