

#GIVING TUESDAY

PARTNER TOOLKIT

Thanks for being a part of #GivingTuesday!

#GivingTuesday inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the festive season, showing that the world truly gives as good as it gets. The fourth annual #GivingTuesday will take place on **December 1, 2015**.

Where did the idea come from? The retail industry has long benefited from seasonal shopping that symbolically kicks off with “Black Friday” – a day that has since inspired “Small Business Saturday” and “Cyber Monday.” #GivingTuesday, then, serves as a celebratory, fully connected day to kick off the giving season, when many make their festive and end-of-year charitable gifts.

#GivingTuesday brings together diverse networks of people, large corporations, small businesses and charities across an ever-expanding range of new media platforms to encourage and amplify small acts of kindness in the service of changing our world for the better.

#GivingTuesday is not a new giving platform, but a call to action to celebrate giving and encourage more, better and smarter giving during the festive Season. It’s an organising principle to encourage the creativity and energy of people all over the world to work together for good.

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation. **You are the most important part of making this movement a reality.** We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

In this toolkit, you will find:

- #Giving Tuesday key messages
- #GivingTuesday Fact Sheet
- A list of #GivingTuesday Founding partners
- #GivingTuesday FAQ
- Partner FAQ
- Social media guide with sample tweets and Facebook status updates
- Sample outreach email
- Case studies – small businesses
- Case studies – large corporations
- Case studies – charities
- Press Release Template

We hope these materials will help you and your voice embrace #GivingTuesday in a way that is most meaningful to your organisation. Together, we are a powerful community.

We look forward to working with you!

The #GivingTuesday Team

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Key Messages

- #GivingTuesday is a global movement to create an international day of giving. In the same way that retailers take part in Black Friday and Cyber Monday, we want the millions of people who give generously in the UK to come together and demonstrate their commitment to helping others on December 1 2015.
- #GivingTuesdayNI will highlight that even amidst the busy shopping season before Christmas people in the NI go out of their way to give to others.
- #GivingTuesday works with charities, businesses, celebrities and you, everybody can take part! It is about ordinary people coming together to extraordinary things.
- #GivingTuesday is a call to action encouraging people across the globe to be united on one day to celebrate their generosity and philanthropy.
- #GivingTuesday can act as a catalyst for long term giving opportunities by encouraging organizations to create new partnerships and commitments to working together to achieve change.
- #GivingTuesday can inspire an ongoing connection with the charitable sector

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www.givingtuesday.org

Giving Tuesday comes to the UK and Northern Ireland

How did it start?

- New York's **92nd Street Y** was the catalyst and incubator for GivingTuesday, with the **United Nations Foundation** providing their strategic and communications expertise.
- **Facebook, Groupon, the Case Foundation, Variety, the William Morris Agency** and **Mashable** brought together leaders in the social good world for a series of influencer meetings nationwide.
- The results are impressive. In the first year, over 2500 partners joined covering all 50 States. Both Blackbaud and DonorPerfect recorded impressive increases in the number of donations on the day and the average gift increased 25 percent.
- In the second year, the number of partners shot up to over 10,000 worldwide. Online giving was up 90 percent on the previous year and the average online gift increased from \$101 in 2012 to \$142 in 2013.
- High profile supporters of the campaign include the White House, Bill Gates, Ringo Starr, Heidi Klum, Kevin Bacon, the US Olympic team, Tiger Woods and Ellen DeGeneres to name but a few.
- In 2013 the campaign expanded outside the USA to include Canada, Mexico, Israel, Australia, Singapore and Latin America.
- In April 2014 the UK joined the global movement.

How is it happening in the UK?

- Charities Aid Foundation (CAF) and Blackbaud had conversations with 92Y back in January 2014 about how we could bring #GivingTuesday to the UK.
- CAF formed a partnership and began planning how the campaign would look in the UK. CAF wanted to ensure the campaign, whilst being part of the global movement, was uniquely British.
- CAF put together an advisory board to help steer the campaign and give us experience, expertise and advice. This consisted of the **Cabinet Office, Cancer Research UK, Scope, Charity Comms, Hope for Children, Stewardship, Giving Northern Ireland, and Live Creative.**

How is it happening in Northern Ireland?

- Giving Northern Ireland joined the campaign as a Founding Partner within the UK Campaign and coordinates the activities for Northern Ireland

Founding Partners

Charities Aid Foundation

Blackbaud

SCVO

Stewardship

Hope for Children

Live Creative

Giving Northern Ireland

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Frequently Asked Questions

What is #GivingTuesday?

#GivingTuesday is a global day of giving. On #GivingTuesday we're asking everyone to come together to show the world why it's good to give. Whether it's making a donation, volunteering your time or just spreading the word, #GivingTuesday is a call to action for everyone who wants to give something back.

The simple idea behind #GivingTuesday is to encourage people, charities and businesses to donate time, money or their voice to help a good cause.

Where is it happening?

Everywhere! #GivingTuesday is a growing global movement now spanning five continents. But while the movement has an international reach, its beauty remains in its local appeal. The heart of #GivingTuesday is community action, from a local ice cream shop right up to Microsoft and Sony, and every kind of charity, community group and business in between. Wherever someone is able to donate their time, ideas or money #GivingTuesday can happen there.

Why is it important?

Charities do a great deal of good in the world and this day allows for people to support that important work and celebrate the impact they make. Similarly, lots of businesses do fantastic work in their communities partnering with charities and that also deserves to be celebrated. #GivingTuesday follows Black Friday and Cyber Monday and after spending a lot of money on ourselves this is a great way to give back and spend our time and money on the causes close to our hearts.

How can I get involved?

You can sign up to be a partner of #GTNI which means you make a pledge to do something charitable on December 2. You can host an event, provide matched funding, volunteer or simply tweet about why you support your favourite charity. There are a number of ways to get involved and this toolkit will help you discover some of them. Please contact Giving Northern Ireland for more details.

Who supports #GivingTuesday?

High profile supporters of the campaign include the White House, Bill Gates, Ringo Starr, Kevin Bacon, Heidi Klum, the US Olympic team, Lily Cole, the Clinton Foundation, Ellen DeGeneres, Facebook, Google, The Economist and JP Morgan to name but a few.

Who do I contact?

Giving Northern Ireland is leading the campaign in NI and can be contacted via tracy.bell@givingnorthernireland.org 02890 446 407

Holly Mitchell is leading the campaign in the UK and can be reached on hmitchell@cafonline.org or 03000 123 251/07881266633.

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What does becoming a #GTNI partner 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.

Q: What does being a partner mean?

A: Quite simply, being a partner means signing up to do something on December 1 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 #GTNI. Association with a popular, global brand and movement that is dramatically increasing 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 #GTNI 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 #GTNI.

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

A: Yes! Please refer to page 10 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.

Q: Who can become a #GTNI partner?

A: To be an official partner of #GTNI 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.

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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 #GTNI 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 a part 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?

A: Giving Northern Ireland is leading the campaign for NI and can be contacted via tracy.bell@givingnorthernireland.org or 02890 446407

Holly Mitchell is leading the campaign in the UK and can be contacted via hmittchell@cafonline.org or 03000 123 251/07881266633.

Hannah Terrey can be reached on hterrey@cafonline.org and the last of the core team, Michaela Wright can be reached on Michaela.wright@blackbaud.co.uk.

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Social Media Guide

Social media is key to making sure that the #GivingTuesday message grows and helps people engage in meaningful ways with the core idea. It's also one of the best ways to celebrate giving with easy access to information, tools to share what's working, and public inspiration to give more, better and smarter. We created a basic introduction to social media and will have additional social media resources for partners. We also crafted the following messages for you to use. Feel free to copy, paste or create your own!

Remember to connect with us on Twitter @GivingTuesdayNI and @GivingTuesdayUK and use the hashtag #GivingTuesday so it's easy for us to retweet you. We're also on Facebook, YouTube, Instagram and Pinterest.

Sample messaging and ideas:

Twitter

- Perfect antidote to overspending this festive season? #GivingTuesday coming Dec 1st ! www.givingtuesday.org.uk @GivingTuesdayNI @GivingTuesdayUK
- Ever thought u should "give back" a little more? What are u waiting for? #GivingTuesday www.givingtuesday.org.uk @GivingTuesdayNI @GivingTuesdayUK
- Dreading Christmas shopping? We have a better idea: #GivingTuesday. How will u get involved? www.givingtuesday.org.uk @GivingTuesdayNI @GivingTuesdayUK
- #Follow @GivingTuesday UK to learn about a different Tuesday in December! www.givingtuesday.org.uk
- #GivingTuesday → give more, give better, give smarter. Join us and @GivingTuesdayNI @GivingTuesdayUK at www.givingtuesday.org.uk

Facebook

- Create a poll and ask your fans how they prefer to give: by donating money, sharing information with their followers, organising their community, giving their time etc.
- "We make a living by what we get. We make a life by what we give." – Winston Churchill via @GivingTuesday
- "The value of a man resides in what he gives and not in what he is capable of receiving." – Albert Einstein via @GivingTuesday
- How do you give back to your communities? Share in the comments. Then join us for @GivingTuesday on December 1st to be part of giving's opening day! <https://www.facebook.com/givingtuesdayuk>
- @GivingTuesday invites you to join a movement to celebrate giving and encourage more, better and smarter giving during the festive Season. How will you give back? <https://www.facebook.com/givingtuesdayuk>
- You've heard of Black Friday and Cyber Monday? Well here's a new day in the festive Season – a day to give back! @GivingTuesday <https://www.facebook.com/givingtuesdayuk>

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Pinterest

- Create a board of “ways to give back” that highlights your business or organisation’s speciality
- Create a multi-media board with video, audio, images and articles that highlight how your organisation has given back over the years
- Share our #GivingTuesday inspirational quotes pin board and add your own.
<http://pinterest.com/givingtuesday/giving-quotes/>

Thunderclap

Thunderclap is a crowd-speaking platform that helps people be heard by saying something together. Thunderclap will send out a timed Facebook Post or Tweet from all of our supporters, creating a wave of attention.

We usually have several thunderclaps planned in order to create momentum around key marks in the #GivingTuesday movement. Last year our Thunderclaps reached hundreds of thousands of people, as this opportunity comes along we will notify you and ask you to sign up and spread the word. For more information, please visit the Thunderclap site <https://www.thunderclap.it/about>.

On the web

Share your stories on our website or through your own. We would love to hear about:

- Why did you/your organization decide to become involved with #GTNI?
- What are your plans for #GTNI?
- What are you doing to get your friends/family/community/customers/members involved in this initiative?
- How your work impacts upon the people you help?

You could also include stories direct from people who your charity or business have helped, talking about how your work has made an impact on their life.

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Sample Outreach Email

As part of your efforts for #GivingTuesday you might want to, for example, send an email to your members. Below is a template, please feel free to copy and paste or to adjust it to tell them about your involvement on #GivingTuesday.

GIVING TUESDAY: SHOWING THE WORLD WHY IT'S GOOD TO GIVE

Dear _____,

This year, on Tuesday, December 1st, 2015, we are taking part in a campaign that we hope will make history. We are celebrating a day dedicated to giving where charities, families and businesses will all come together for #GivingTuesday.

As the festive season gets underway, the simple idea behind #GivingTuesday is to encourage people, charities and businesses to help out a good cause. Whether it's making a donation, volunteering your time or just spreading the word, #GivingTuesday is a call to action for everyone who wants to give something back.

We're planning to be part of this celebration, and we need your help to spread the word about why giving to [YOUR ORGANISATION] makes a difference. As part of this we'll be [HOLDING AN EVENT ETC] and there's a few things you can do to help us make #GivingTuesday a success;

1. Have a great idea on how to give back on #GivingTuesday? Have a story about how [YOUR ORGANISATION] has helped you? Follow us on twitter, like us on Facebook, and tell us about it using the #GivingTuesday hashtag.
2. Follow @GivingTuesdayNI @GivingTuesdayUK on twitter, like their Facebook page and register on their website <http://www.givingtuesday.org/.uk> as a supporter.
3. Get involved! Were planning [EVENT] Can you make a donation or give up your time to make it happen?

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Case studies – Small businesses

Businesses in the Niagara, New York community

In Niagara, NY, Community Missions collaborated with Lauren Rose Miller and Rellim Hair Studio to offer free haircuts to those staying at the local Emergency Housing Shelter. Guests received haircuts while employees from a local Target store painted and updated the Shelter's three-room common area.

The Charmery - Baltimore, MD

In Baltimore, The Charmery local ice cream shop created a custom flavor for #GivingTuesday and donated all proceeds to support the City's #BMoreGivesMore campaign.

Downtown Chico Business Association (DCBA) - Chico, California

In 2013, the Downtown Chico Business Association partnered with the Skyway House and Community Action Agency to complete a variety of Downtown Chico clean-up projects. Local business owners worked with people recovering from substance abuse on local recycling and beautification projects, and volunteered to help with local community projects.

Hands On Nashville - Nashville, Tennessee

In 2013, Hands on Nashville organized a community-wide bike drive on #GivingTuesday where they collected over 115 donated bikes to repair and give to kids in the spring as part of their RECYCLE program.

JHE Production Group - Harrisburg, North Carolina

The Harrisburg-based JHE Production Group, which produces events, announced a new year-round "Giving for Good" commitment on #GivingTuesday. "Giving for Good" invites employees to select one local cause each month to support.

Limitless Good

For #GivingTuesday, Limitless Good launched a "Share a Smile, We'll Share a Meal" campaign to donate to Feeding America. People were asked to post photos of their smiles on the Limitless Good "Share a Smile" Facebook page. On #GivingTuesday, the company donated \$1 for each smile shared, which funded over 3,500 meals through Feeding America.

White Butterfly Gift Shop - New Jersey

For #GivingTuesday, the White Butterfly Gift Shop in New Jersey designed a special #GivingTuesday t-shirt and donated the proceeds of t-shirt sales to support a mother of five who cannot afford her cancer treatment. The Gift Shop also adopted the family for Christmas, asking community members to donate toys and Christmas gifts for the children.

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Case studies – large corporations

JC Penney

#GivingTuesday marked the official launch of the JC Penney Holiday Giving Tour, a 12-day tour across the U.S. in which special acts of generosity were carried out in a new city each day. The tour launched on #GivingTuesday at Manhattan's celebrated urban winter wonderland at the Bryant Park ice skating rink and included a live holiday performance by Grammy award winning artist, John Legend, followed by free ice skating, skate rentals and hot chocolate throughout the afternoon.

JC Penney also distributed collectible holiday buttons in-stores featuring one of 50 classic designs and holiday expressions along with a unique code offering the chance to win one of millions of gifts including great American vacations, tickets to *The Ellen DeGeneres Show*, JC Penney merchandise, gift cards and more. For every button redeemed at www.jcp.com/christmas on #GivingTuesday, JC Penney donated one dollar (up to \$100,000) to The Salvation Army.

Microsoft

Microsoft launched a major donor matching initiative on Give for Youth, to celebrate its 30th year of employee giving. Give for Youth is a micro-giving platform, which lets donors fund the dreams of young people in the developing world. On #GivingTuesday, GiveForYouth.org raised over \$115K to support over 100 GlobalGiving microprojects. Web traffic on GiveforYouth.org spiked 1,500 percent on November 27th from visitors in 88 countries. Microsoft matched donations up to \$100,000, resulting in a total of \$215K raised.

Sony

Sony launched "Pin It to Give It," which gave \$1 for every re-pin it got on Pinterest between #GivingTuesday and December 31st to the Michael Phelps Foundation towards the Boys and Girls Club. The company pledged to give up to \$25,000 toward the cause, as part of its Love to Give program.

Starwood Hotels

For the first time, Starwood Hotels and Resorts added a focus on giving to its CyberMonday sale. On Cyber Monday, customers saved 25% off rates and packages at more than 500 participating resorts and hotels across North America. For every Cyber Monday booking, Starwood donated 10 Starpoints to UNICEF, up to 500,000 points. Additionally, Starwood matched Starpoints donations made to the American Red Cross for victims of Hurricane Sandy.

Aldo

Aldo hosted a donation-matching Twitter campaign. The company invited its social media community to tweet what they were doing for #GivingTuesday. Each tweet tagged with @Aldo_shoes and #GivingTuesday resulted in a \$5 donation toward the American Red Cross. Aldo also put donation boxes in its New York stores, and matched each donation.

Skype

In conjunction with #GivingTuesday, video chatting giant Skype launched Skype for Peace, a crowd-funding campaign for the non-profit Peace One Day. Peace One Day is all about promoting non-violence and working toward a united, sustainable world. Funds raised on #GivingTuesday helped expand the

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Peace One Day Global Education Resource, paying for conflict resolution teachers. Skype pledged to match up to the first \$100,000 donated.

Unilever

Unilever U.S. undertook a comprehensive program, “Cross-off Hunger,” in support of its Unilever Sustainable Living Plan goal of helping improve the health and well-being of one billion people. Unilever’s intention to “cross off” items needed at local food banks includes donating two million meals through Feeding America, encouraging consumers to help via in-store displays and by distributing a Sunday newspaper circular to 40 million homes.

Unilever mobilized its portfolio of brands, such as Dove, Suave, Lipton and Hellmann’s, to amplify the #GivingTuesday message through their collective social voice on Facebook and Twitter – reaching more than 20 million fans and followers. At the heart of the initiative was the company’s first-ever company-wide Food Bank Drive, collecting food and personal care products to benefit local food banks throughout the giving season. The drive kicked off on #GivingTuesday with a panel discussion featuring Feeding America, the FEED Foundation and the Community Food Bank of New Jersey (a beneficiary of the initiative) and everyone who volunteered on the day in both New York and New Jersey.

CVS Caremark

CVS asked employees to share their volunteer experiences and to nominate a local charity to receive a surprise grant on behalf of the CVS Caremark Charitable Trust. CVS reported an “overwhelming response from our colleagues” and announced twenty-five \$1,000 grants on #GivingTuesday.

Google

On #GivingTuesday, Google took over #GivingTuesday’s Google+ page to host the first-ever donateable hangout-a-thon with Mashable. The hangout-a-thon was held from 9 a.m. - 9 p.m. EST and invited nonprofits around the world to take part in the #GivingTuesday conversation. Google also promoted the hangout-a-thon with a direct link below Google’s homepage search bar.

Johnson & Johnson

Johnson & Johnson launched a giving back campaign across all Johnson & Johnson social media, partners and brands, including Catapult, the company’s Donate a Photo app (which donates \$1 for every photo posted) and Save the Children’s Holiday Catalog. In addition, the company did a major PR campaign that took over People.com’s homepage with #GivingTuesday promotions for their charitable partners.

Microsoft

In 2013, Microsoft promoted #GivingTuesday across Microsoft platforms (Skype, etc) through a campaign that reached donors in-store and on-line. Microsoft Stores offered people who purchased Microsoft products a \$25 donation gift card to give to any of Microsoft’s charitable partners. In addition, Microsoft’s YouthSpark initiative offered a \$250,000 match on any donations given Microsoft charitable partners—a match that was met in less than 20 minutes on #GivingTuesday.

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American Eagle Outfitters

Following Cyber Monday, on #GivingTuesday American Eagle donated \$1 for every transaction made on www.ae.com up to \$50,000 for Teach for America. The company promoted this campaign on its social channels and reported that engagement on their #GivingTuesday tweet received higher traffic compared to their regular sales tweets sent between 12/1 - 12/6.

AT&T

AT&T partnered with the Union Settlement Association to tweet stories and information about the Union Settlement Association's work in New York's East Harlem community. They launched their campaign 2 weeks before #GivingTuesday and donated a fixed amount for each re-tweet, up to \$10,000.

Case Studies – Non-Profit Activations

Michael J. Fox Foundation – In 2013, the Michael J. Fox Foundation took on the #UNselfie by asking their followers to post images of themselves showing the reason why they support Parkinson's Disease research. Thousands of people around the world uploaded #UNselfies—or selfless selfies—that featured images of family members or short notes in honor of a loved one suffering from Parkinson's. It was a highly visual campaign and helped raise support not just for the Foundation, but for the many people who face the disease every day.

The Metropolitan Museum of Art (New York) – The Met secured a \$500,000 matching grant from their trustees to make #GivingTuesday the start of their end-of-year campaign. The Met promoted the match leading up to #GivingTuesday and then used the momentum they received on December 3 to get out the give through the end of 2013.

Camp Kesem - Camp Kesem supports children affected by a parent's cancer. For #GivingTuesday, Camp Kesem asked college student volunteers to encourage their fellow students, peers, faculty and members of their campus communities to also give back by taking a photo in one of the 45 #BigKidsGive #GivingTuesday photo booths the student leaders set up on campuses nation-wide. Camp Kesem's Big Kids took over Instagram, Facebook, and Twitter with over 1,300 photos using the #BigKidsGive and #GivingTuesday hashtags. With the help of our student volunteers, celebrity supporters, and community leaders, their #GivingTuesday campaign helped raised approximately \$10,000 in donations to send more kids to camp this summer.

The Central Florida Food Bank placed an advertisement in the local newspaper to help raise \$10,000 on #GivingTuesday. By 9 a.m. Tuesday morning, an anonymous donor wrote one check for that amount, allowing the Food Bank to double their goal on #GivingTuesday.

Hands On Nashville is a small non-profit that collects old and used bikes, fixes them, and donates the bikes to charity. On #GivingTuesday, the organization held a city-wide bike drive that collected over 115 donated bikes, which Hand On Nashville staff will repair and give to kids in the spring as part of their RECYCLE program.

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Pathway Caring for Children is a small non profit that rarely gets online donations. On #GivingTuesday they received a record-breaking 7 online donations, 1 mailed donation and 2 donations in person. They also used #GivingTuesday to experiment with social media, and by using the hashtag and promoting their story, they received a celebrity retweet from Bruno Gunn, star of the Hunger Games Catching Fire movie.

Junior League of Richmond raised 65% of their total annual campaign goal on #GivingTuesday, using this day as a platform to motivate donors to give more and to help kick-off their end-of-year campaign.

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Sample Press Release

Contact:

[CONTACT NAME, CONTACT ORGANISATION, PHONE, EMAIL]

[INSERT ORGANISATION NAME] Joins the National #GivingTuesday Movement To Encourage Spending With A Purpose

Pledges to [INSERT CAMPAIGN DETAILS]

[INSERT LOCATION] [INSERT DATELINE] – [INSERT PARTNER NAME] has joined #GivingTuesday, a first of its kind effort that will harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. Coinciding with the kickoff of the festive shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world. Taking place December 1st, 2015 #GivingTuesday will harness the power of social media to create a national moment around the festive season dedicated to *giving*, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with Christmas shopping.

[INSERT WHY PARTNER JOINED #GIVINGTUESDAY AND DETAILS OF PARTNER #GIVINGTUESDAY INITIATIVE]

[INSERT QUOTE FROM PARTNER ORG. SPOKESPERSON]

Seeing an opportunity to channel the generous spirit of the festive season to inspire action around charitable giving, a group of friends and partners, led by the Charities Aid Foundation and Blackbaud, came together to find ways to promote and celebrate the UK public tradition of giving. Thought leaders in philanthropy, social media and grassroots organising joined with CAF and Blackbaud to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector. The concept gained steam, and by bringing together a group of founding partners—includinga nationwide series of discussions about how to make #GivingTuesday a success is already underway. Each week, new organisations have joined the movement and are providing creative ways people can embrace #GivingTuesday and collaborate in their giving efforts to create more meaningful results.

“It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Interim Executive Director. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

A team of influencers have met to discuss the innovative ways that people are approaching giving during challenging economic times, along with how we can give smarter and use new media to encourage positive change in their communities.

Currently, more than [INSERT NUMBER] corporate and nonprofit organisations have committed to participate in the initiative. #GivingTuesday is endorsed by...

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“#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism,” said Kathy Calvin, CEO of the UN Foundation. “The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world.”

Those who are interested in joining [INSERT ORGANISATION NAME]’s #GivingTuesday initiative can visit [INSERT SPECIFIC #GIVINGTUESDAY LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow #GivingTuesday (<https://twitter.com/GivingTues>) and the #GivingTuesday hashtag on Twitter.

About [INSERT ORGANISATION NAME]

[INSERT ORGANISATION BOILER PLATE]

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on December 1st, 2015. This effort harnesses the collective power of a unique blend of partners— charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world.

A team of recognized experts and influencers, initially convened by leaders of CAF and Blackbaud and supported by a core group of founding partners, including Giving Northern Ireland, originally spearheaded this effort. Founding partners in 2014 include Stewardship, Hope for Children, Live Creative. Leaders in philanthropy, social media, innovative giving, grassroots organising, marketing and communications are providing counsel and resources to help build this movement.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: <http://www.givingnorthernireland.org/special-events/givingtuesdayni-2015> and www.givingtuesday.org.uk

Facebook: <https://www.facebook.com/givingtuesdayuk>

Twitter: <https://twitter.com/givingtuesdayuk>

#GI♥ING TUESDAY

Questions or concerns?

Get in touch with one of these members of the #GivingTuesdayNI team:

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Get in touch with the #GivingTuesday UK team:

hmitchell@cafonline.org or 03000 123 251/07881266633

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