

# #GIVING TUESDAY

## What is #GivingTuesday?

**#GivingTuesday is a global day of giving.**

**On #GivingTuesday we are asking everyone to come together to show the world why it is good to give. Whether it is 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?

**#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**

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You can sign up to be a partner of #GTNI which means you can make a pledge to do something charitable on December 1<sup>st</sup> 2015.

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 the toolkit will help you discover some of them.

Please contact Tracy Bell for more details.

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## Who supports #GivingTuesday?

The White House, Bill Gates, Ringo Starr, Kevin Bacon, Heidi Klum, Lily Cole, David Tennant, Rita Ora, Facebook, Google to name but a few

ON DECEMBER 2<sup>ND</sup> 2014  
THERE WERE 2500  
TWEETS PER HOUR USING  
THE #GIVINGTUESDAY  
SHARING EVERYTHING  
FROM FUNDRAISING  
EFFORTS TO DONATIONS!

THERE **WAS A 46%**  
INCREASE IN JUST GIVING  
DONATIONS AND **10%**  
INCREASE IN VISA  
DONATIONS WITH £2500  
DONATED EVERY MINUTE

JUST OVER **2 BILLION IMPRESSIONS** WERE ACHIEVED ACROSS SOCIAL CHANNELS.  
THAT IS ALMOST ONE QUARTER OF THE WORLD'S POPULATION