

GIVING TUESDAY

The World's Largest Generosity Movement



Charities & Non-Profits Toolkit



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Who is this toolkit for?

This is a resource and guide for charities and non-profits who want to participate in GivingTuesday. There are lots of ways that you can get involved. GivingTuesday is a great opportunity to increase donations, get more volunteers, raise awareness, and highlight how YOU make a difference in your community.

If you're not sure how to get started in your area, contact the GivingTuesday team by emailing info@givingtuesday.ca and we will be happy to help! We're all in this together. Let's make Canada the most generous country in the world!

What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea: a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. Since its beginning, GivingTuesday has grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday is a time when Canadians, charities, and businesses come together to celebrate giving and participate in activities that support charities and non-profits; to thank, help, give, show kindness, and share what they have with those in need.

Every act of generosity counts. Everybody has something to give

Is GivingTuesday Successful?

Within just a few years GivingTuesday has grown into a global movement with hundreds of millions of people participating in whatever ways they can.

View the GivingTuesday Canada highlights from previous years [2020](#), [2021](#) and [2022](#).

Why Participate?

Since its inception, GivingTuesday has grown into a massive movement and is the perfect opportunity to reach your goals, whether that be:

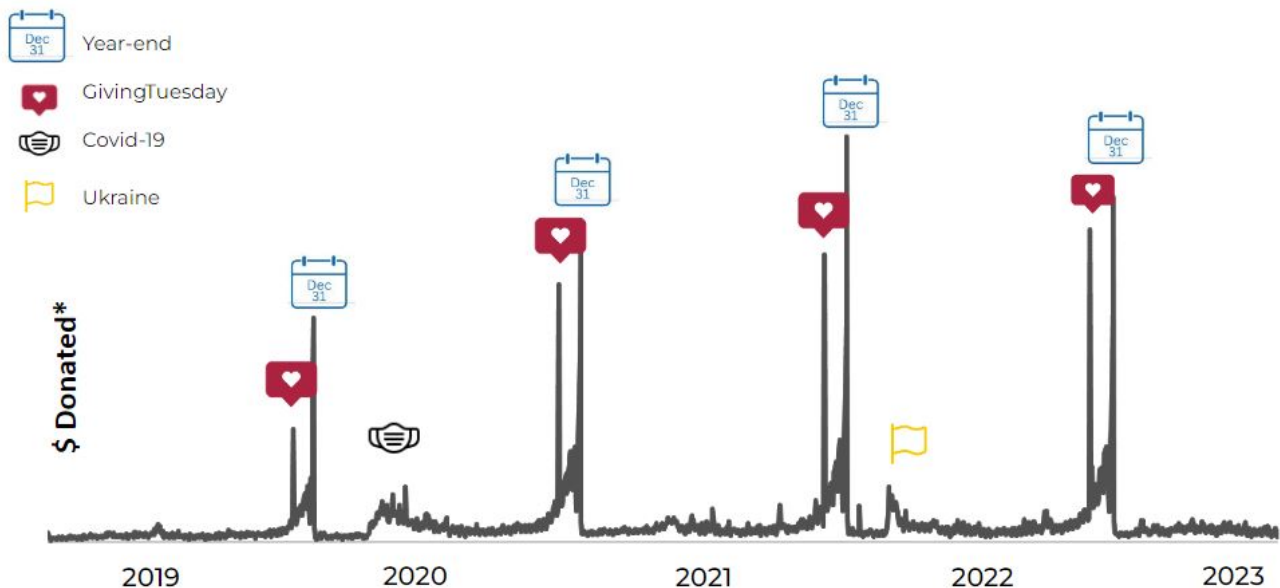
- Acquiring new donors
- Driving incremental donations
- Strengthening donor relationships
- Recruiting new volunteers, and/or
- Building awareness for your organization

You can leverage the popularity of GivingTuesday to meet your goals. Let's take a look at the impact GivingTuesday has.

GivingTuesday Lifts The Whole Giving Season

Last year, over \$50 million was raised for Canadian charities on GivingTuesday.

The graph below highlights just how important GivingTuesday and year-end fundraising are in the annual giving cycles. Participating in GivingTuesday sets your organization up to benefit from the increased giving during this time.



*Based on CanadaHelps donation data.

Lessons from GivingTuesday

The main lesson to take away from past analysis of GivingTuesday and End of Year fundraising results is that you need to participate to benefit. Among donors, a generous act leads to more generous acts during the giving season. GivingTuesday opens the giving season and leads to stronger year-end results.

Charities that participate in Giving Tuesday...



*Based on CanadaHelps donation data.

Best of all? Charities that participate in GivingTuesday have become better year-round fundraisers.



Get started: 3 easy steps

1

Set a goal

Have one or two clearly defined **S.M.A.R.T.** goals that are relevant and customized to your community. **Dream big, be bold, and go for it!** Many organizations have learned from GivingTuesday that audacious goals generate excitement and motivate action.

What is a S.M.A.R.T. goal?

- S** Specific
- M** Measurable
- A** Attainable
- R** Relevant
- T** Timely

Here are some ideas:

- Acquire 100 new donors
- Convert 50 current donors to monthly giving
- Raise \$10,000 for a specific program or service
- Recruit 10 new volunteers for a specific need or task
- Raise profile by acquiring 100 new social media followers



For more information, check out our [Goal Setting Toolkit!](#)

2

Plan a campaign or activity

Once you set your GivingTuesday goal, the next step is to plan a specific activity or campaign that helps you accomplish your goal.

Whether that be finding a corporate matching partner, organizing a volunteer event, launching a petition, or simply creating a Thank You campaign, be sure it's a tangible activity. This will prove far more effective than asking your supporters to donate to your cause just "because it's GivingTuesday".

Here are some ideas:

- Find a corporate matching partner
- Kick off your year-end campaign
- Organize a volunteer event
- Create a thank-you campaign
- Launch an #UNSelfie contest on social media
- Some of the best GivingTuesday campaigns are not limited to a day - many last for a week or a month.

PRO TIP:

CanadaHelps has compiled a number of social and email templates to make participating in GivingTuesday 2022 as easy as possible - helping you reach your goals! [Download their Ultimate Giving Guide.](#)



3

Make some noise!

Communicate your GivingTuesday activities to the community!

- Use social media, phone, email, public relations etc.
- Build the anticipation starting a few weeks before GivingTuesday and use multiple channels to maximize your reach.
- Be sure to join the **#GivingTuesdayCa** conversation and spread your news using **#GivingTuesdayCa** so we can see what you're up to!
- Check out our [Logos & Images](#) and [Social Media Toolkit](#)
- For GivingTuesdayCa news and ideas, follow us:

Twitter: twitter.com/givingtuesdayca

Facebook: facebook.com/givingtuesdaycanada

YouTube: youtube.com/user/givingtuesdayca

Instagram: <http://instagram.com/givingtuesdayca>

Linkedin: <https://www.linkedin.com/company/givingtuesday-canada>

TikTok: <https://www.tiktok.com/@givingtuesdayca>

Don't forget to let us know about it!

Log into your account on www.GivingTuesday.ca and update your profile to let us and Canadians know about your GivingTuesday plans.

[Update Profile >](#)

Stuck on where to start?

Here are a few simple and successful campaigns to inspire you:

For more ideas and additional resources, check out these [Simple Campaign Ideas!](#)



Montreal based Dans La Rue set a goal to raise \$1,500 in 24 hours – the equivalent of 500 pairs of new socks for at-risk street youth. Using a simple landing page, a video and social media to spread the word, they raised over \$2,000 in 2 days. This was enough to fund 650 pairs of socks, allowing them to be much more prepared for the cold season.

Food Banks Canada wanted to acquire new donors on GivingTuesday. They created a clever campaign that let their supporters easily share the cause with friends and family on social media by doing what they love to do: share recipes!



Many organizations have raised awareness and rallied supporters on social media using #UNSelfie. You can ask staff, volunteers and/or donors to take a “selfie” that shows how or why they are giving to your non-profit. Make sure they use the hashtags #UNSelfie and #GivingTuesdayCa. Check out our [UNSelfie Toolkit!](#)



CIBC wanted to drive corporate donations to CIBC Children's Foundation on GivingTuesday. For every retweet of CIBC's #GivingTuesdayCA tweet on that day, CIBC donated \$1, up to a maximum of \$10,000. The maximum donation was reached.



Many organizations use GivingTuesday as an opportunity to say thanks. Whether to donors, volunteers, or other supporters, a creative and heartfelt THANK YOU can go a long way and may even drive some donations (include a link to your donation form in your emails and social media posts!).

Feed Nova Scotia wanted to inspire donors to give more with a matching campaign. Teaming up with Sobeys they created a great execution that worked really well on social media and together were able to raise more than \$500,000 during GivingTuesday.



Art à la Carte in partnership with Wellspring Calgary were looking for a creative way to build awareness for their mission. They launched a campaign asking their community to write Letters of Hope to acute care patients and their caregivers for the holidays. Many people engaged in their campaign and the story was featured on local and national television, as well as in local publications.

Tools & Resources

We have lots of tools and resources to help make your campaign a success:

Things to do

[Become a partner](#)

[Find out if there's a civic movement in your area](#)

[Become a community leader](#)

Tools & Learning

[Webinars](#)

[Case studies](#)

Resources

[Logos, graphics and videos](#)

[Get your city involved – Mayors toolkit](#)

[Social Media Toolkit](#)

[Get Campaign Ideas](#)

[Get the #UNselfie Toolkit](#)

We're here to help

Connect with us and join the #GivingTuesday conversation

Email: info@givingtuesday.ca

Website: www.givingtuesday.ca

TikTok: [@givingtuesdayca](https://www.tiktok.com/@givingtuesdayca)

Instagram: [@givingtuesdayca](https://www.instagram.com/givingtuesdayca)

Facebook: [@givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)

Twitter: [@GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

LinkedIn: [GivingTuesday Canada](https://www.linkedin.com/company/GivingTuesdayCanada)



Frequently Asked Questions

Got any questions about GivingTuesday?

We've got the answers.

Visit our [FAQ page](#) or use our [contact page](#) to get in touch with us directly.