

# GIVING TUESDAY

The World's Largest Generosity Movement



## Toolkit for Retailers





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## Who is this toolkit for?

This is a resource for retailers, restaurants and e-commerce businesses who want to get involved in GivingTuesday and create a greater social impact. There are lots of ways that businesses like yours can get involved. GivingTuesday is a great opportunity to do more for the causes you support and engage employees, customers, and your community.

## 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?

GivingTuesday is a great way to engage your staff and customers to participate in a global charitable movement!

- Gain new customers and nurture existing customers before the busy holiday shopping season begins and drive more sales throughout December.
- Customers are likely to identify more strongly with a brand that supports meaningful causes!
- Increase sales by promoting “GivingTuesday specials”.
- Leverage the strong social media presence of GivingTuesday to attract attention to your business and the causes you care about.
- Demonstrate your business’s commitment to the local community.
- Create new valuable community partnerships through collaboration with other businesses or charities in the name of social good.
- Leverage the good you’re already doing for a greater impact on the causes you support.



# 5 Ways to Participate

## Donate a portion of sales

In Guelph, Buffalo Wild Wings donated 10% of their proceeds for the day to the University of Guelph Women's Athletics Department. If your customers know that part of what they spend will go to a charity, they just might be more inclined than usual to order dessert!

## Ask staff to donate their tips

The serving staff at Borealis Grille & Bar in Guelph donated 50% of the tips they earned on GivingTuesday to the Children's Foundation of Guelph and Wellington, and the restaurant matched the donations, doubling their impact. The servers wore buttons to promote their giving, and people were more likely to stretch their tipping as the funds were going to a good cause!



## Promote a specific product or menu item

Have a special GivingTuesday menu or offer such as a dessert (consider branding it with GivingTuesday logos!) or promote one particular product. If guests purchase a promoted item in-store, donate a portion of the proceeds to a local cause.



## Offer discounted products or services in exchange for customer donations

Drive foot traffic and sales to your business by advertising that a specific product or service is 20% off on GivingTuesday, only IF customers bring in a non-perishable food item or gently used warm clothing for example.

Sparkling Life Family Chiropractic, a small practice in Nelson, BC, has offered free adjustments in exchange for food donations for The Nelson Food Cupboard. [Tony Shoes in Montreal](#) offered a \$15 discount to customers who brought in lightly worn secondhand shoes – the shoes were then donated to a local shelter.



## Announce a gift

If you were already planning on making a gift to a local organization, you can do it on GivingTuesday! You'll be able to amplify your efforts by leveraging the GivingTuesday buzz, and it's a great way to engage your customers in the process.

For example, North York Chrysler ran an online vote for their customers, staff and community members to select two charities to receive \$25,000 in donations. In total 2,838 people voted, and funds went to The Redwood Women's Shelter Participation House Markham. It's a quick and easy way to engage past and future clients, especially in a business with a longer sales cycle. It's a nice touchpoint!



## Make your gift go even further

Offer to match donations your customers make (up to a maximum amount). It's a great way to make a bigger impact!

Sobey's used their \$10,000 gift to Feed Nova Scotia to inspire their community to give (you can read all about it [here](#)). As a result, the charity received 20 times more donations compared to a typical day in December, raising a total of **more than \$100,000** and generating lots of attention on Social Media and in the press.



# Get Started - 3 Easy Steps!

1

**Register as a GivingTuesday partner** [here](#).

This way you will stay connected to the GivingTuesday community and have access to tools and resources that will help to make your celebration a success.

TIP: Be sure to [check here](#) whether your city is hosting its own movement so that you can choose to be affiliated.

2

**Make your plan.** No effort is too small. Once you have your idea, be sure to use the resources we have put together for you [here](#).

3

**Make some noise!** Be sure to advertise within your community to maximize your reach. GivingTuesday Canada also wants to promote what you're doing to participate, so fire up those social channels and be sure to tag us in your posts and tweets:

Twitter: [twitter.com/givingtuesdayca](https://twitter.com/givingtuesdayca)

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

YouTube: [youtube.com/user/givingtuesdayca](https://youtube.com/user/givingtuesdayca)

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

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



# We're here to help

Connect with us and join the #GivingTuesday conversation

Email: [info@givingtuesday.ca](mailto:info@givingtuesday.ca)

Website: [www.givingtuesday.ca](http://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.