

GIVING TUESDAY

The World's Largest Generosity Movement



HigherEd Toolkit





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Who is this toolkit for?

This is a resource and guide for anyone who wants to help amplify their GivingTuesday movement. It's for charities, schools, community organizations, and individuals who want to spread the GivingTuesday movement and benefit their community.

We're all in this together. Let's share Canada's generosity with 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?



Engage and empower students, faculty, staff, and alumni to participate in a global charitable movement



Create new volunteer opportunities for students or alumni by forming a “GivingTuesday” volunteer chapter



Demonstrate your institution’s commitment to both the local community and to Canada’s philanthropic agenda



Raise funds for key institutional priorities



Create new strategic community partnerships through collaboration



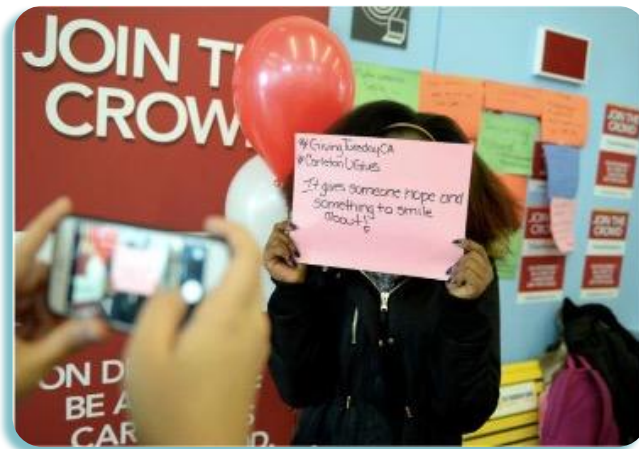
7 Ways to Participate

1

Crowdfund

Work with your alumni advancement or development team to activate a campaign featuring a few exciting projects. Ensure the various pages, emails and links are shared with the whole university community for maximum reach. You can start small, picking a few key university areas of need if it's your first time testing the crowdfunding waters.

For example, Carleton University has had great success with Crowdfunding in recent years.



PRO TIP:

Select a theme or unifying message. What is your school's foundation based on? What is the mission statement, tagline, or spirit? It's easier to rally around something that the students, faculty, and alumni already identify with.

2

Activate an institution-wide campaign.

Because... why not? It's a great way to strengthen the culture of giving on campus and to unite satellite campuses. There are many existing [resources](#) and examples out there that highlight in more detail how to do this. Consider rallying around a specific university milestone (for example your institution's age or a specific faculty anniversary) or secure some matching funds from a generous alumnus that will help kickstart the campaign's success. Check out what the University of Guelph did for their 50th anniversary in 2014.



3

Launch a dedicated student group

Just like [Shinerama](#) or the [Sustainability Committee](#), launch a GivingTuesday group with executive positions that students can apply to participate in each year. It's a great way to ensure your school is observing GivingTuesday annually, and it's sure to be led by stand-out student leader.

4

Organize a volunteer drive

Organize a volunteer drive at a local food bank or emergency shelter. This is an amazing way to make an impact in a short period of time. See if your advancement office can help to secure a local sponsor who can contribute a \$ amount for every volunteer hour pledged, for example, 100 hours = \$1,000 donation to the food bank.



5

Challenge your community to a “GivingTuesday Pledge”

To promote the giving spirit throughout the academic year, see how many people will take a pledge to observe GivingTuesday on the first Tuesday of every month. Pick a different theme or cause for each month and have fun with it.



6

Host a drive

Set up a food, toys, books, or warm clothing drive (or all the above!) on campus. This one is pretty easy and can be extremely impactful if the word is widely spread.



7

Host a Giving Fair

A Giving Fair is a great way to educate students about local charitable causes and inform them how they can give back. Just like the University of Guelph did in 2013, inviting local charitable organizations to showcase volunteer opportunities for students to lend their talents to and gain valuable experience, while making a difference. Consider opening the doors to local high school students as well (a little early University recruitment never hurt anyone!).



Key Groups to Engage

Who are the real movers and shakers at your institution?

Who is respected, credible, open-minded, and has the influence to help set things in motion?

Advancement /Alumni Relations - These might be separate departments depending on your institution, but both offer valuable skills and connections to alumni networks that you can tap into to spread the reach of your campaign.

President's Office / Central University Relations – Find out if there is a community engagement person. Ultimately this group is well-connected and influential, and key to get on board early on.

Central Students Union - the most important part of your institution! Students are always keen to find ways to give back while expanding their skill sets.

Athletics – coaches and student-athletes have vast networks and student sports teams often have tight-knit parent groups – all of whom could be great supporters and amplifiers of your institution's GivingTuesday efforts.

Faculty & Staff - academics and staff are well-connected in their own various research groups and industry bodies so be sure to include them in your planning, execution, and evaluation (they often have constructive feedback)



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 graphic assets 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

Facebook: facebook.com/givingtuesdaycanada

YouTube: 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

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.