

After Black Friday & Cyber Monday...

GIVINGTUESDAY™

November 27, 2018

A close-up photograph of a person's hand holding a smooth, red, heart-shaped object. The object has a gradient from dark red to orange. The text 'CHARITY TOOLKIT' is written in white, bold, sans-serif capital letters across the center of the heart. Two thin white horizontal lines are positioned above and below the text.

**CHARITY
TOOLKIT**

GivingTuesday.ca | [#GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

GivingTuesday

Charity Toolkit

There are lots of ways that charities and non-profits 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.

Find out how your organization can benefit.



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What is GivingTuesday?

GivingTuesday is a global day of giving that happens each year after Black Friday and Cyber Monday.

It's a time when Canadians, charities and businesses come together to celebrate giving and participate in activities that support charities and non-profits.

There is no “right” way to participate as long as it supports generosity and giving. Donate, volunteer time, help a neighbour, or spread the word.

GIVINGTUESDAY™

2017 Highlights

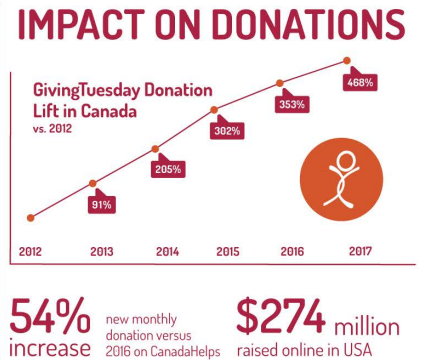
“Around the world, #GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make—in both time and funding—can help solve the urgent problems of today and will make the next generation stronger. “- President Barack Obama

5 YEARS OF INSPIRING GOOD

GIVINGTUESDAY 2017 HIGHLIGHTS

6+ MILLION CANADIANS DO GOOD STUFF

6,000+ charities and businesses participated



GIVING MORE THAN \$

- 157 blood donations in Waterloo Region
- 1,460 hugs for charity in Halifax
- A mountain of toys donated to kids in need in Langley
- 4,707 lbs of food donated in Kitchener
- 40 developers made social good apps in Calgary
- 10 bird nest boxes built in Stanley Park, Vancouver
- 1 truck filled with food & toys in Sherwood Park, Alberta
- 9,850 giving pledges made on CanadaHelps
- 13 small businesses gave back in St. Marys, Ontario
- 1,650 poutines sold for charity in Victoria

GLOBAL CELEBRATION

150+ countries | 21.7 billion Twitter impressions

ONLINE & SOCIAL MEDIA PHENOMENON

#GivingTuesday
#GivingTuesdayCA
#MardiJeDonne

51K MENTIONS
96M IMPRESSIONS

hashtags trended all day on Nov. 28th

43 COMMUNITY MOVEMENTS

Mayoral proclamations from coast to coast

BUSINESSES ENGAGED

Large corporations and small businesses had matching and other innovative programs to help employees and customers engage in giving.

+ MANY MORE!

Why Participate?

- Your loyal supporters will be looking for ways to help and promote your cause.
- It's easy! From launching a thank-you campaign to finding a corporate matching partner, you can leverage the day to achieve your own objectives and participate in any way that benefits your organization.
- GivingTuesday can be an excellent way to kick-off your year-end campaign.
- Demonstrate your commitment to both the local community and to Canada's philanthropic agenda.
- However you decide to participate, your GivingTuesday campaign will be part of a huge giving buzz @GivingTuesdayCA and #GivingTuesdayCa

DID YOU KNOW?

In 2017 an estimated 6.7 million Canadians did something to support their favourite causes for GivingTuesday!

Get started – 3 easy steps

1. Set a goal

Here are some ideas:

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



Make your meaningful donation today in support of **Pregnancy Pathways** & help us reach our goal of **#100toNone!**

Visit royalalex.org/100toNone to learn more and make your donation.



PRO TIP:

Organizations that set a specific, tangible, measurable goal are more successful on GivingTuesday.

2. Plan a campaign or activity

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:

A tangible activity or campaign is far more effective than asking for donations “because it’s GivingTuesday”



Get
Campaign Ideas

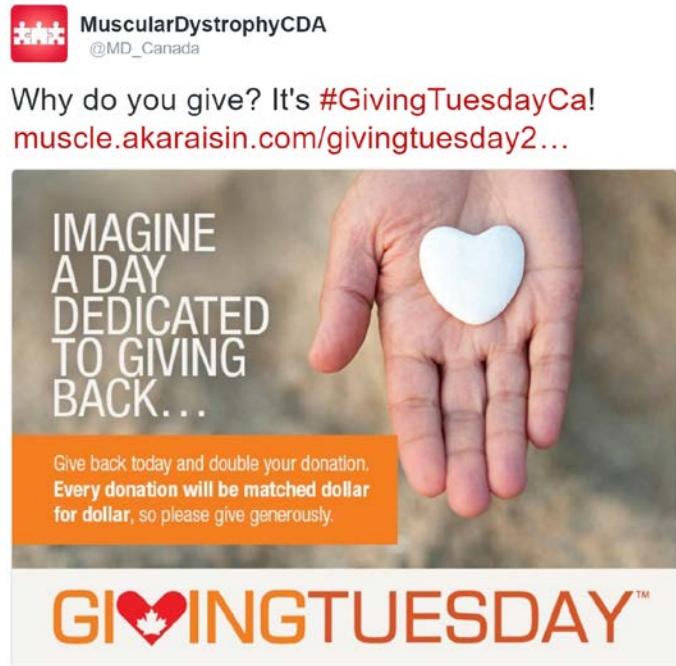


Get the
#UNselfie Toolkit

3. Make some noise!

Communicate your GivingTuesday activities to the community!

- Use social media, phone, email, the news media 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!
- For GivingTuesday news and ideas, follow @GivingTuesdayCa and our Facebook Page.



Get
Logos &
Images



Get
Social Media
Resources

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 civic leader](#)

Tools & Learning

[Webinars](#)

[Campaigns Ideas Guide](#)

[Case studies](#)

Resources

[Logos, graphics and videos](#)

[#Unselfie toolkit](#)

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

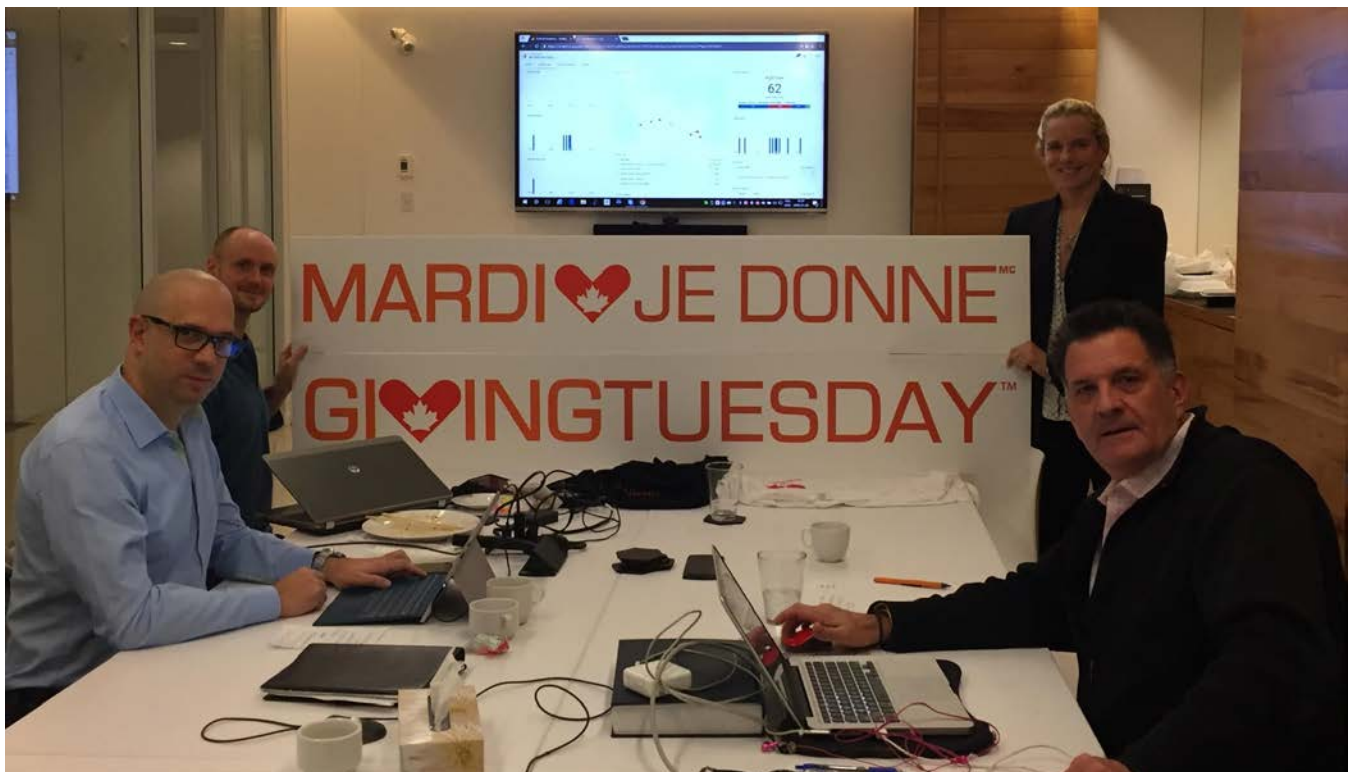
[All toolkits](#)



Need help?

Want advice about developing your campaign?

Have a plan and want help shouting it from the rooftops?



Reach out to the GivingTuesday Canada Team – we're here to help!

givingtuesday.ca/contact

[@GivingTuesdayCA](https://twitter.com/GivingTuesdayCA)

Frequently Asked Questions

What is GivingTuesday?

Most people know about Black Friday and Cyber Monday ... now we have GivingTuesday, November 27, 2018. It is a new global movement for giving and volunteering, taking place each year after Black Friday. The “Opening day of the giving season”, it’s a time where charities, companies and individuals join together and rally for favourite causes. In the same way that retailers take part in Black Friday, the giving community has come together for GivingTuesday. We ask that partners create and commit to a project for GivingTuesday and then help spread the word to their networks.

How did GivingTuesday start?

GivingTuesday was started in Canada by a group of organizations including GIV3, CanadaHelps.org, and now includes over 6,000 partners. GivingTuesday was originally started in the US in 2012 by the UN Foundation, the NYC 92Y and several other community organizations.

GivingTuesday is just one day. What about the rest of the year?

GivingTuesday is “the opening day of the giving season”. Giving is a lifelong commitment, and a giving day is a special celebration, a reminder to all of us to think of others and our communities as well as ourselves. The most successful GivingTuesday campaigns were planned and launched weeks before GivingTuesday, and many lasted until the end of December. Of course, we also encourage giving back throughout the year, whether through donations, volunteering or acts of kindness. GivingTuesday is more than a moment, it’s a movement.

Did GivingTuesday make a difference last year?

Over 6,000 partners came together for the 5th annual GivingTuesday in Canada in 2017. The movement also went Global, with activities in over 150 countries. Canadian online giving has increased by +468% since 2012 as measured by CanadaHelps.

Can organizations get donations through the GivingTuesday website?

GivingTuesday is a movement, not a donations processor; however, you can search for a charity and donate through CanadaHelps on the [GivingTuesday.ca](https://givingtuesday.ca) website.

Does GivingTuesday charge any fees?

GivingTuesday is a free, open and inclusive movement. There are no fees to become a partner and no hidden charges for participating in GivingTuesday activities. Charitable donations made through GivingTuesday.ca are processed by CanadaHelps and are subject to standard CanadaHelps fees which are low, non-commercial rates covering credit card fees and processing

Who can participate/partner?

Everyone! GivingTuesday is a public movement and we encourage everyone to get involved. To be an official partner, you must be a registered charity or non-profit with a specific GivingTuesday initiative, or a business, school, or community group committing to a project to benefit at least one registered charity or non-profit. Families and individuals are encouraged to join the movement by giving and volunteering in whatever ways matter to them, or by getting their favourite charity involved in GivingTuesday.