



A day dedicated to giving back ... around the world, across Canada and in your own community. Just as Black Friday and Cyber Monday kick off the holiday shopping season, GivingTuesday is the opening day of the giving season.

It's not too late to get involved in

GIVINGTUESDAY™!!



Charities and businesses have been participating in lots of different ways over the past few years.

There is no “right” way to participate as long as it supports generosity and giving. Encourage donations, volunteering, celebrate your impact, say thanks or help spread the word.

President Barack Obama

“

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.

”



GIVINGTUESDAY™

Is it worth the effort?

4,700+ charities and businesses participated



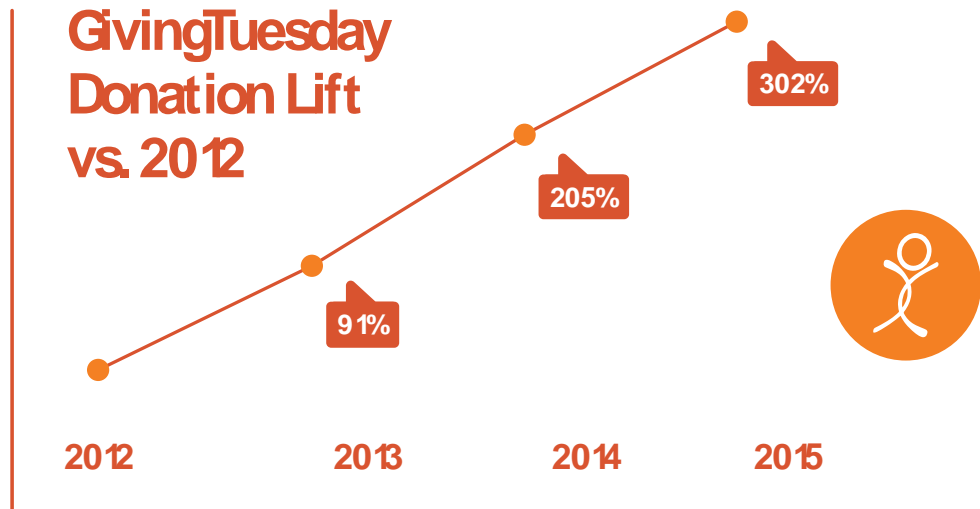
Millions of
Canadians joined in



One of the few days of the year when people are now looking for ways to get involved!

IMPACT ON DONATIONS

Online processors report donation lift of **32% - 400%**: CanadaHelps, Blackbaud, Frontstream, Classy and Mobile Giving Foundation Canada



93%
growth

in donors on
smartphones
and tablets on
Frontstream

28%
increase

in new monthly
donors on
CanadaHelps.org

GIVING
MORE
THAN



Many Canadians
gave back by
volunteering



Numerous food, clothing,
shoe, blood drives and acts
of kindness

24K lbs
onions/ carrots
for food hampers
in Kitchener

**70 blood
donations**
in Waterloo

1,200
clothing items
in Mississauga

1,100 hugs
in Halifax

22 CIVIC MOVEMENTS



**Mayoral proclamations
from coast to coast**

GIVINGTUESDAY™

Example campaigns

Example: Drive incremental donations using a matching gift



FEED NOVA SCOTIA
@FEEDNOVASCOTIA

Happy [#GivingTuesdayCa](#)! Today only,
\$1=\$2 with [@Sobeys](#) matching campaign!
Donate online: canadahelps.org/dn/19631

DOUBLE
your impact today!

\$1 = \$2
Sobeys is matching all financial
donations today up to \$10,000!

sobeys
Better food for all.

feed
nova scotia

GIVINGTUESDAY

Example: Partner with a local business



WILSON'S HOME HEATING
Presents

SPREAD THE WARMTH

**WITH EVERY HUG, WE'LL
DONATE
\$10 TO CHARITY**

On Giving Tuesday we're handing you the power to help. For every hug you give one of our Wilson's Home Heating reps, we'll donate \$10 to either the IWK Health Centre, United Way Halifax, or Phoenix Youth Programs. We want to give away 1000 hugs. So the more hugs you give, the more money we donate. Plus, you also get the chance to win prizes including a month of home heating!

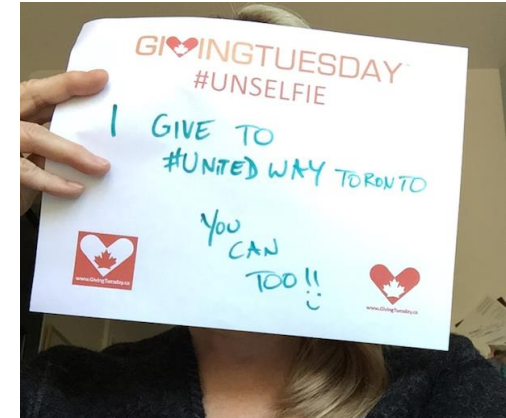
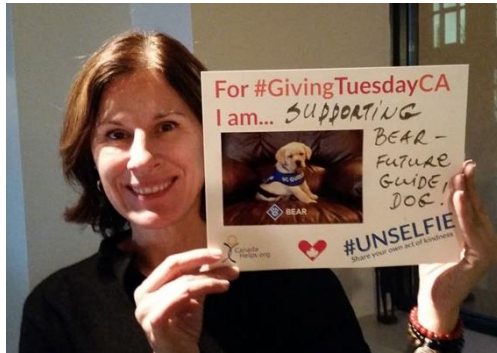
IWK Health Centre **PHOENIX** **United Way Halifax**



Example: Recruit new volunteers or engage current volunteers. Companies and individuals are looking for opportunities to volunteer on and around GivingTuesday.



Example: Ask your supporters to share #UNSELFIE images on social media



Fondation CESSAM-N @cassamn - Nov 28
 Pour #mardjedonne Julie et Elsa de la Fondation vous encouragent à soutenir les gens malades fondationcassamn.org
[View translation](#)
 Fondation CESSAM-N



Example: Recognize donors, volunteers, staff and supporters!



Aujourd'hui c'est #mardijedonne

Centraide Richelieu-Yamaska



Fondation Montfort @FondationHM - Dec 2

Aujourd'hui est le début de la saison de l'entraide, pensez à nous! #mardijedonne @hopitalmontfort

SickKids Foundation
@sickkids

Follow

On behalf of SickKids kid Jessica, we would like to thank our donors & volunteers for their support. #GivingTuesdayCA



#ThankYouThursday

November 29, 2016



#GivingTuesday #ThankYouThursday Your generosity = the training of more Health Professionals across Canada!



Uumnae @magnificat4ever · 5 Dec 2013
of #GivingTuesday, today is #ThankYouThursday! Your gifts ensures opportunities to learn, lead &...



#ThankYouThursday
#GivingTuesdayCa

Autism Ontario @AutismONT · Dec 4
It's #ThankYouThursday! A big thanks to everyone who supported us on #GivingTuesday! We couldn't do it without you!

Fond cancer du sein @CancerseinQC · 3 Dec 2015
Un grand merci à tous, du fond du cœur, pour votre grande générosité cette semaine! #JeudiMerçi



Société can cancer @SCC_Quebec · 3 Dec 2015
Nous avons réussi! Vous avez amassé 200 K \$ pour la Grande subvention canadienne pour l'innovation. #JeudiMerçi



WWF-Canada français @WWFCanadaFR · 4 Dec 2014
Toute l'équipe du WWF remercie les participants à notre #MardiJeDonne. Merci pour votre soutien! #JeudiMerçi



www.givingtuesday.ca

#GivingTuesdayCa

Example: Join a local movement. In 2015 civic groups rallied across Canada and engaged their communities in creative and inspiring ways



Get involved or start a community movement!



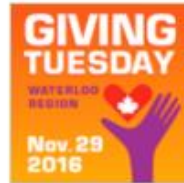
Central Alberta Gives



Collective Hearts
Burlington



#GivingTuesdayLangley



Giving Tuesday
Waterloo Region



GivingTuesdayYEG



GivingTuesday YYC



Montréal Donne



Oakville Gives



SeatoSkyGives



GivingTuesdayOkanagan



GivingTuesday Ottawa



Giving Tuesday
Peterborough



Guelph Gives



Halifax Gives More



Labour Gives



The Gift of SCIENCE



GivingTuesday
Vancouver



Westmount Gives



Giving Tuesday Regina



GivingTuesday
SylvanLakeandArea



GivingTuesday Victoria



Mardi Je donne Acadie



Mid Island Gives



Mississauga Gives



St. Albert Gives



Toronto Gives



Winnipeg Gives

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Participate: 3 simple steps!

1

Set a goal

- Acquire new donors
- Drive incremental donations from current donors
- Build monthly donor base
- Strengthen relationships – donor recognition
- Recruit new volunteers or engage current volunteers
- Build awareness and celebrate your impact

Tip: Use SMART goals eg. “500 pairs of socks”

Specific
Measurable
Attainable
Realistic
Timely



2

Plan an activity

- ✧ No activity is too small
- ✧ Launch year end appeal
- ✧ Organize a volunteering activity
- ✧ Announce and celebrate a success
- ✧ Create a THANK YOU campaign
- ✧ Hold an open house
- ✧ *Note: some of the best campaigns in 2015 launched weeks before and continued well into the month of December*

TIP: GivingTuesday is a great time to get creative and try something new. Try to avoid simply saying “Give to us today because it’s GivingTuesday”

**Mark November 29th
in your calendar!**



3

Communicate with your community

- ✓ Use email, social, phone, or in person meetings.
- ✓ Make sure all your communications drive to a specific action (if you're asking for donations make sure all your messages include your online donation link)
- ✓ Share your GivingTuesday goals and activity to build anticipation and excitement.
- ✓ Ask your supporters to share your stories and theirs.
- ✓ Celebrate as a community on November 29th!



➔ Don't forget to use #GivingTuesdayCa and #UNSELFIE

No matter what you decide to do, make sure that you're participating and part of the action!



Become an official partner
and get resources on [GivingTuesday.ca](https://givingtuesday.ca)



Toolkits

Logos

Sharable Images

Charity Toolkit



The GivingTuesday charity toolkit is a great resource to help you get started with your own GivingTuesday campaign. See what the movement is about, get some tips and get involved - download the toolkit now: Charity Toolkit

Toolkit for Businesses



The GivingTuesday Toolkit for Businesses has tips and resources for companies, local businesses, companies and brands. Get your company involved or engage businesses that support your charity. Get the toolkit.

Toolkit for Retailers



There are lots of ways that stores, retailers and restaurant owners can get involved. GivingTuesday is a great opportunity to do more for the causes you support and engage employees, customers and your community.

Get the Civic Toolkit



The GivingTuesday Civic Toolkit is a resource and guide for anyone who wants to get a GivingTuesday movement started in their community (whether it's a small town or a big city). It's for charities, schools, community organizations and individuals wh...



Countdown timer

Get the GivingTuesday countdown timer for your web site.





November 29, 2016

GIVINGTUESDAY™

The logo for Giving Tuesday, featuring the word "GIVINGTUESDAY" in a bold, white, sans-serif font. The letter "I" is replaced by a white heart shape, which contains a red maple leaf. A small "TM" trademark symbol is located at the top right of the word "DAY".

www.givingtuesday.ca

facebook.com/givingtuesdaycanada

twitter.com/GivingTuesdayCa

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