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."
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!

www.givingtuesday.ca  #GivingTuesdayCa

November 29, 2016
IMPACT ON DONATIONS

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

GivingTuesday Donation Lift vs. 2012

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- 91% growth in donors on smartphones and tablets on Frontstream
- 28% increase in new monthly donors on CanadaHelps.org

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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

www.givingtuesday.ca  #GivingTuesdayCa
Example campaigns
Example: Drive incremental donations using a matching gift

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!
Example: Partner with a local business
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
Example: Recognize donors, volunteers, staff and supporters!

Aujourd'hui c'est #mardijedonne
Centraide Richelieu-Yamaska

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

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!

www.givingtuesday.ca  #GivingTuesdayCa
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
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*

Mark November 29th in your calendar!

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”
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!

[Image of a group of people holding signs that say "Giving Tuesday"]

[Image of a bus with "Giving Tuesday" written on it]

www.givingtuesday.ca  #GivingTuesdayCa
Become an official partner and get resources on GivingTuesday.ca
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 who...

Countdown timer
Get the GivingTuesday countdown timer for your web site.

53 DAYS
4 HOURS
46 MINUTES
51 SECONDS

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