



Ditch the Last-Minute Panic and Rock GivingTuesday Instead

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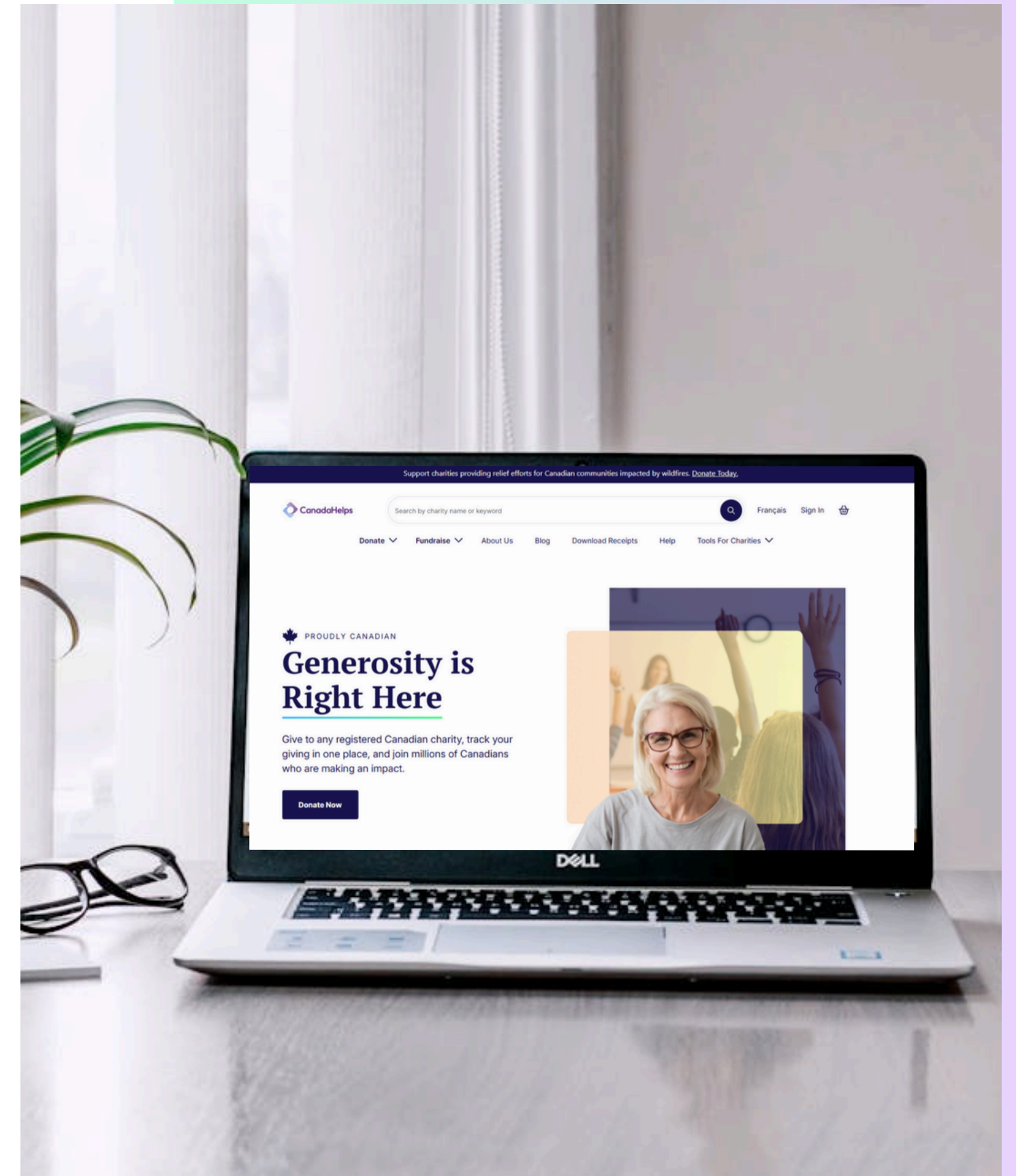




Source: #BeadYourProvince, Kooteen Creations

About CanadaHelps

- CanadaHelps sparks generosity and powers the positive change that Canadians want to see.
- Built for busy charity volunteers and staff who are focused on sparking change, CanadaHelps is uniquely a Canadian charity which understands charity challenges.
- Since 2000, more than **3.5 million Canadians** have donated **\$2.3 billion** to charities using CanadaHelps.





Got A Question?

- Yes, a recording will be emailed to you following the webinar.
- You can hear us, but we can't you.
- Have questions or technical difficulties? Type them into the questions log at anytime.

About the Presenters





GIVINGTUESDAY IS COMING!



Agenda

1. Why charities should participate in GivingTuesday.
2. Examples of successful campaigns around the world.
3. Keeping the momentum going year-round.
4. Answer your questions!





Figure 3 – Percentage of Canadians Claiming Donations on Their Tax Returns



In 2023, GivingTuesday represented
3.5% of all annual giving on CanadaHelps.

**In 2024, GivingTuesday raised \$16.2 million,
surpassing December 31st donations on
CanadaHelps.**

**Charities participating in GivingTuesday on
CanadaHelps has grown from 28% in 2018 to
42% in 2024.**

Participating charities raise
500 times more on GivingTuesday
than non-participating charities.

Participating charities generate
6.2 times more revenue from
GivingTuesday to year-end.

Charities that participate in GivingTuesday
raised 2.5 times more on the average day
prior to GivingTuesday.

By 2024, this gap grew to 3.6 times more!

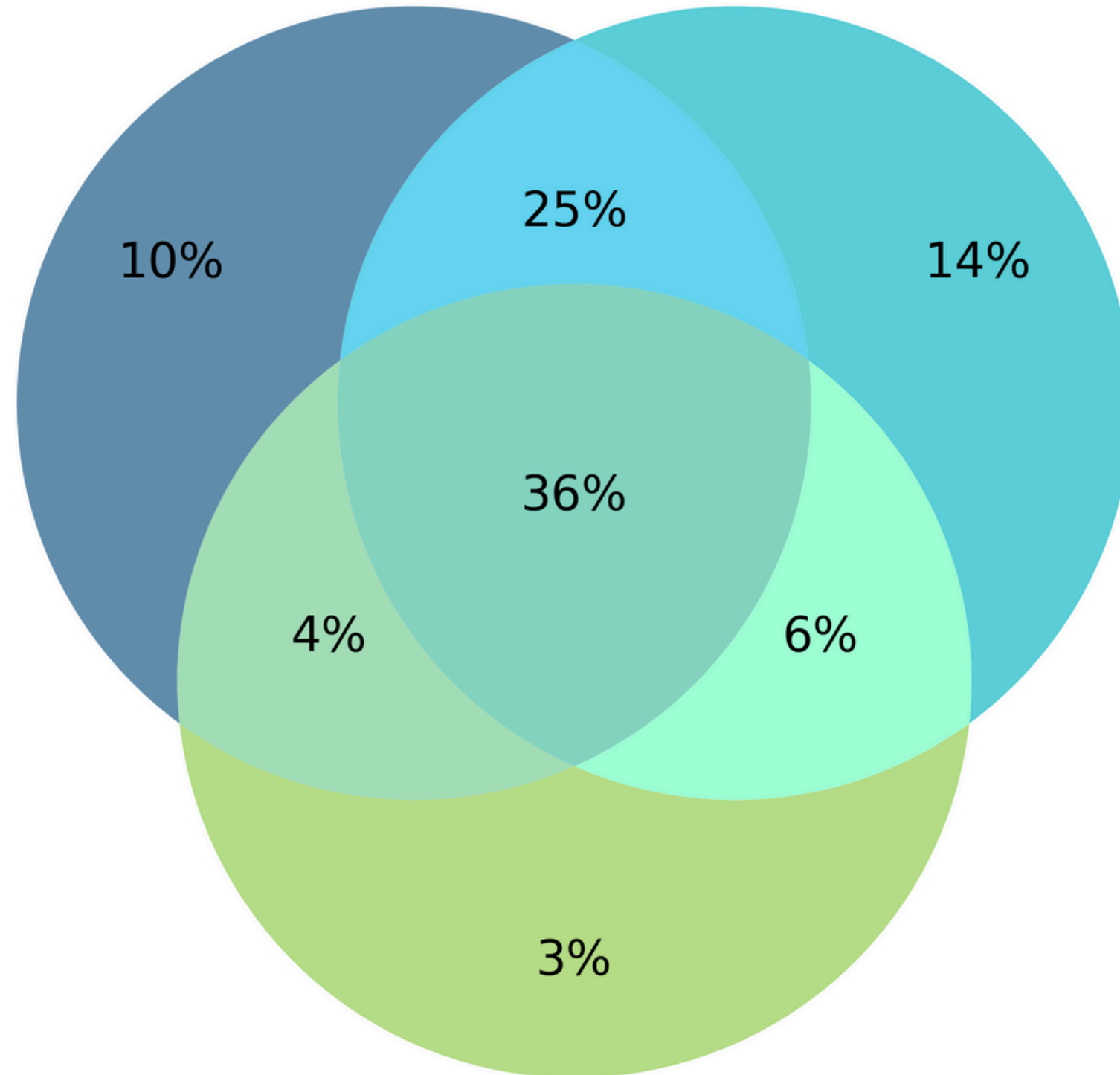
Effectively Engage Your Supporters



Ways of Giving (Canada)

Gave Money

Gave Items



Volunteered

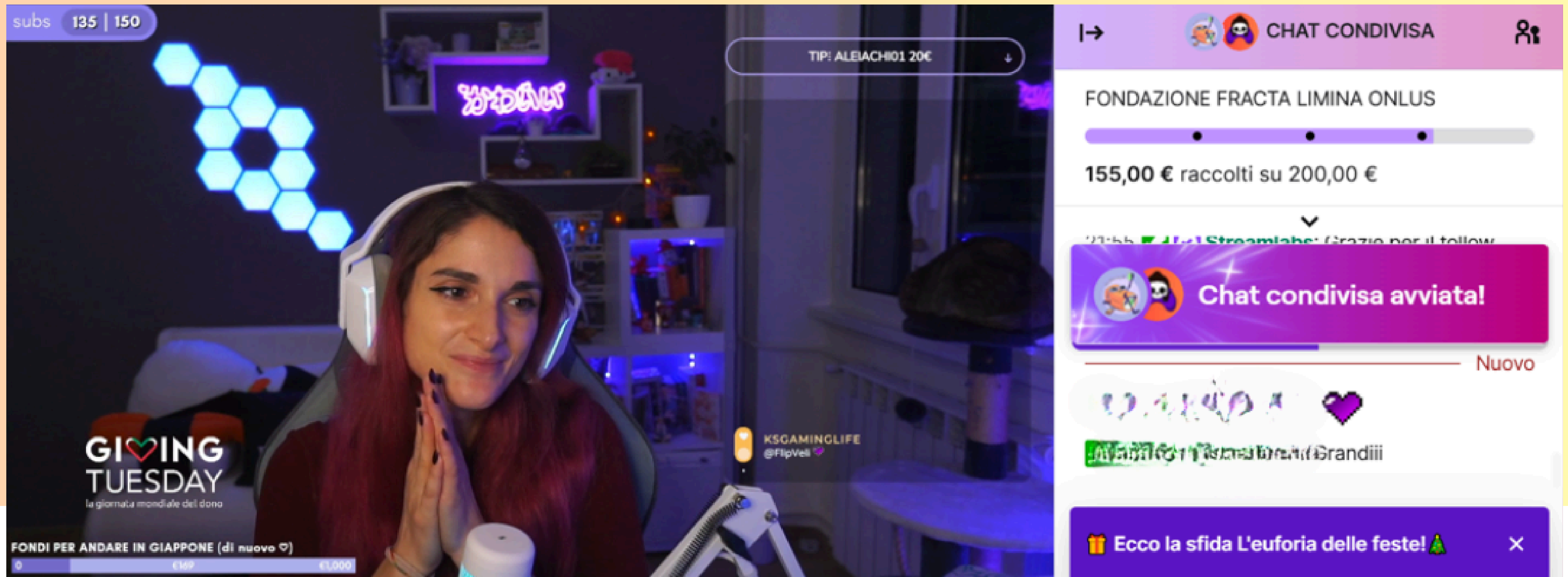
Partridge Creek Farm

United States of America

This small, urban farm fundraised \$10,850 to purchase the land used for their community garden plots. Their original goal was \$5,000 with stretch milestones up to \$10,000.

This is an example of a specific and actionable campaign.





Streaming Tuesday

Italy

Gamers live streaming on twitch.tv, designed to share the spirit of GivingTuesday across the web, involves many content creators who, live on their twitch.tv channels, invite their communities to donate and support important social causes.

Lasagna Love

Global

Anyone can cook, deliver or request a meal. Plus, volunteers get tools to rally their own local communities too — with mini fundraisers, meal drives, and creative acts of generosity.

This is an example of an easy way for supporters to participate!



The Things We Carry

Global

Building peace isn't something that one person or one organization can do alone. It requires people coming together to share the load and join a movement. This campaign inspires people to see themselves as part of the solution/agency, whether through giving, amplifying stories, or simply reflecting on the burdens we carry as a global community.

This is an example of storytelling to give voice.



THE THINGS WE CARRY

TOGETHER, WE LIGHTEN THE LOAD

This year, we all carry something. Let's carry hope together.

Wearing our stories. Sharing our strength.



Leveraging The Moment

- Set clear, realistic, and stretch goals.
- Tether giving movements together with other strategies.
- Messaging that is engaging is human, actionable, community-focused.
- Add another way to express generosity.
- Curate a few to get to the many.
- Secure a match from a corporate partner, board, or big donor!
- Some level of effort is needed to build a meaningful campaign.



Ways to Engage Givers Beyond GivingTuesday

- Personalized communication.
- Acts of kindness initiatives.
- Gratitude drives.
- Art and volunteer activation.
- Contests and giving circles.
- Amplifying community stories.
- Community education, awareness, and advocacy.
- Feedback opportunities.



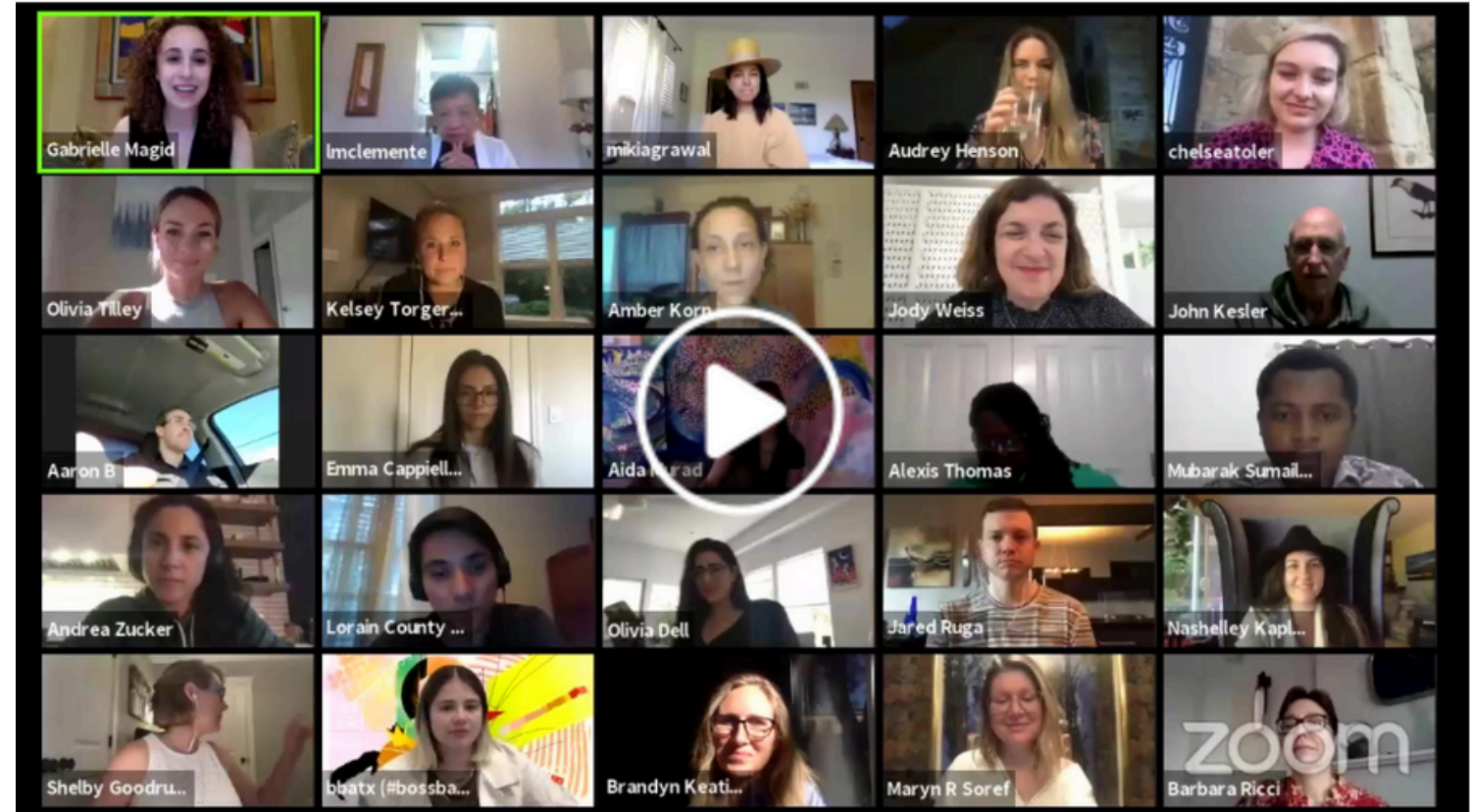
Next Gen Generosity

May 21 · 🌐



So grateful to **Gabrielle Magid** for providing a platform for women founders doing good in the world!

Help us continue the movement every view will be counted towards our goal of 1M next gen acts of generosity for **GivingTuesday**!



Stronger Than Stigma was live.

May 20 · 🌐

We are LIVE!

Questions?





Generosity is right here.

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