

Getting Ready for GivingTuesday 2022



**GIVING
TUESDAY**

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.

Over ten years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.

GivingTuesday is an interconnected global community powered by radical imagination. We envision a world where generosity is at the heart of the society we build together.



The Movement



...AS COUNTRIES



...AS COMMUNITIES



...AS COALITIONS



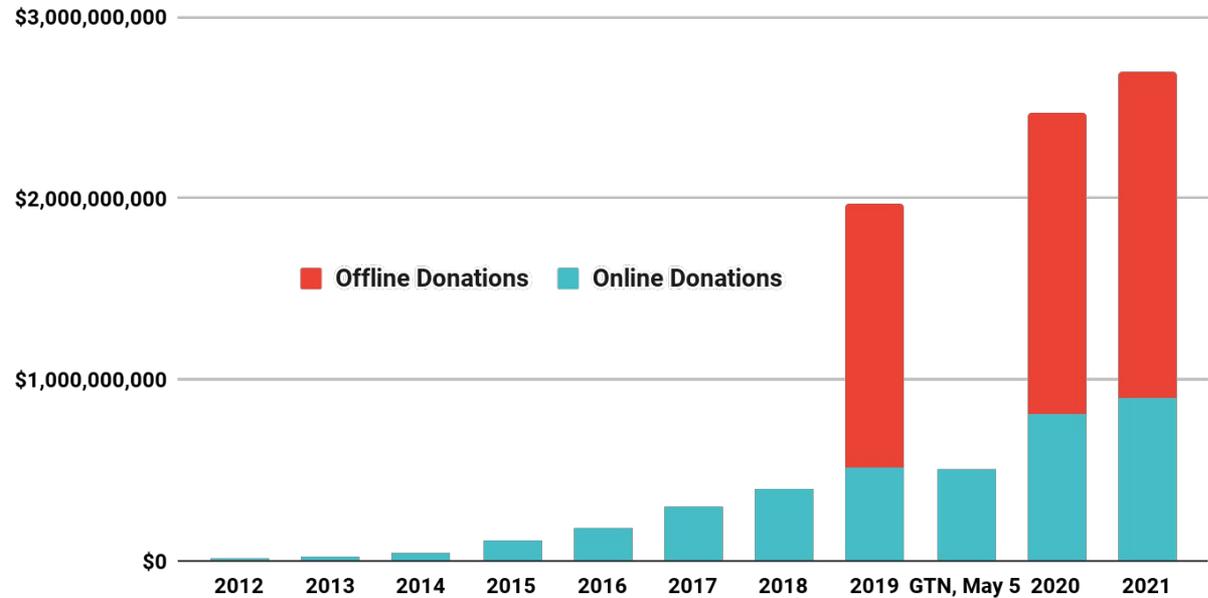
In partnership with #GIVINGTUESDAY

...AS CAUSES



...AS ORGANIZATIONS & CARING INDIVIDUALS

Driving giving: money, time, goods, activism



TOTAL GIVING REPORTED IN 24-HOUR PERIOD IN THE U.S.

GivingTuesday 2021 Results



35M

adults in the U.S. participated, a 6% increase from 2020



17.8M donated
(+6%)



13.5M
gave voice
(+0%)



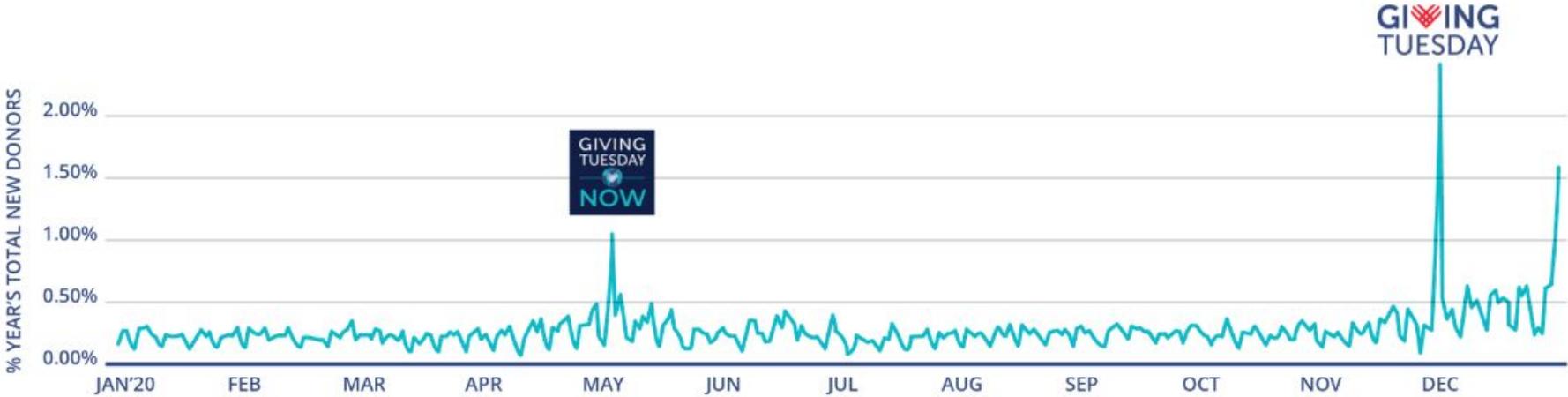
9.7M
volunteered
(+38%)



10.2M
gave goods
(+5%)

U.S. Participation on November 30, 2021

Giving Moments

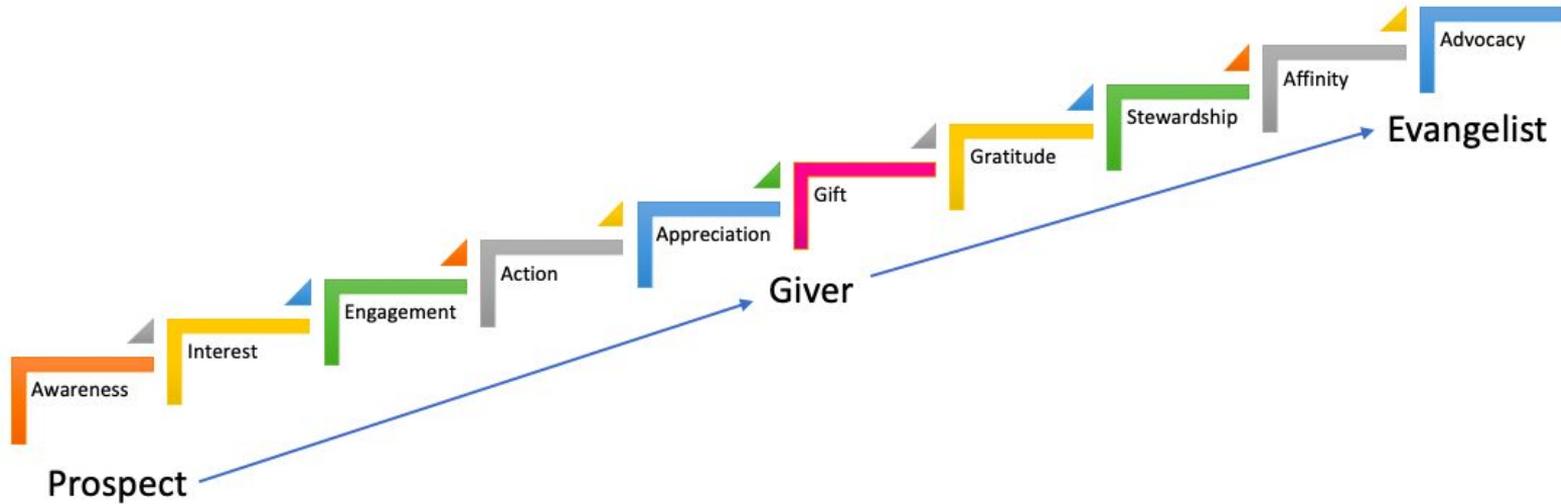


2022: What we know

- Givers relate to causes not organization
- People give with heart rather than head
- Givers need simple ways...but engage them on their terms not just ours



Meet your audience where they are



2022: What we can do

- Set clear, realistic and stretch goals
- Engagement plan!
- Create multiple on-ramps to your mission. How else can people express generosity to support your cause?
- Messaging that is engaging: Human and hopeful, not crisis
- Tether giving movements together vs. in isolation
- Year-round content and engagement





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 · 🌐

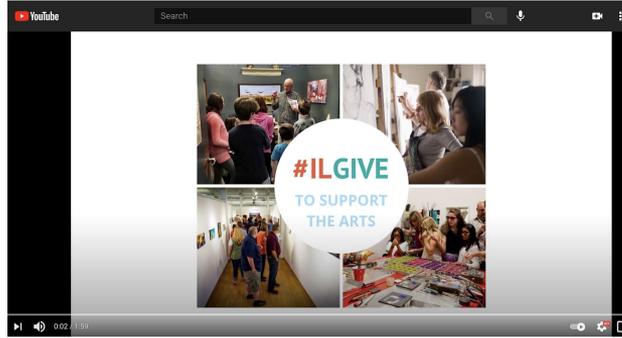
We are LIVE!

Ways to engage givers

- Acts of Kindness or Good initiatives
- Gratitude Drives/thank-a-thons
- Direct fundraising
- Art and Volunteer activation
- Contests and Giving circles
- Amplifying community stories
- Free virtual experiences
- Community education, awareness and advocacy
- Collaborative activity with another organization

Collaboration for the Win

ANGELS HELPING DREAMS COME TRUE *St. Jerome Gym Renovation*



FARM & GARDEN VOLUNTEER DAY
#GIVINGTUESDAY
 NOVEMBER 27, 2018

GARDENS PROJECT
 School of Adaptive Agriculture

NOVEMBER 27TH IS GIVING TUESDAY, A GLOBAL DAY OF GIVING. IT KICKS OFF THE SEASON OF GIVING AND IS FUELED BY THE POWER OF COLLABORATION AND GIVING BACK TO OUR COMMUNITIES.

Gardens Project and the School of Adaptive Agriculture, two important organizations building a more resilient food system in our community, are teaming up on Tuesday 11/27. All are welcome to join our volunteer day on this global day of giving.

PROJECTS

- Building a new community garden at the White Deer Lodge
- Painting the school house at the School of Adaptive Ag
- Felling with local wool (crafting holiday ornaments)

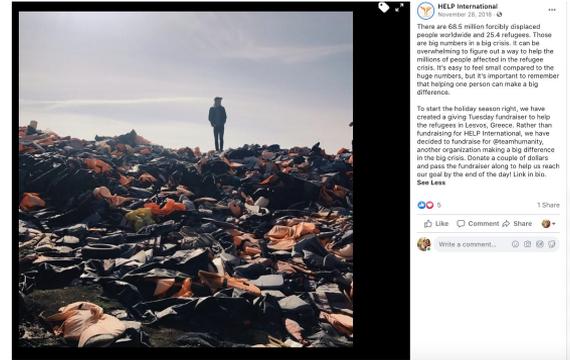
SCHEDULE FOR THE DAY

- 9:30am Meet up at the school house
- 10am - 1:30pm: Workday at two localities
- 1pm Lunch (please bring a dish to share)

MEET UP AT
 School of Adaptive Agriculture (Bridgeway Ranch)
 3020 North Highway 101, Willits, CA 95990

Visit our Facebook page for more information. Please RSVP in advance by sending an email to office@adaptiveagriculture.org or call 707.233.0163.

TUES. NOV. 27 9:30AM - 2PM



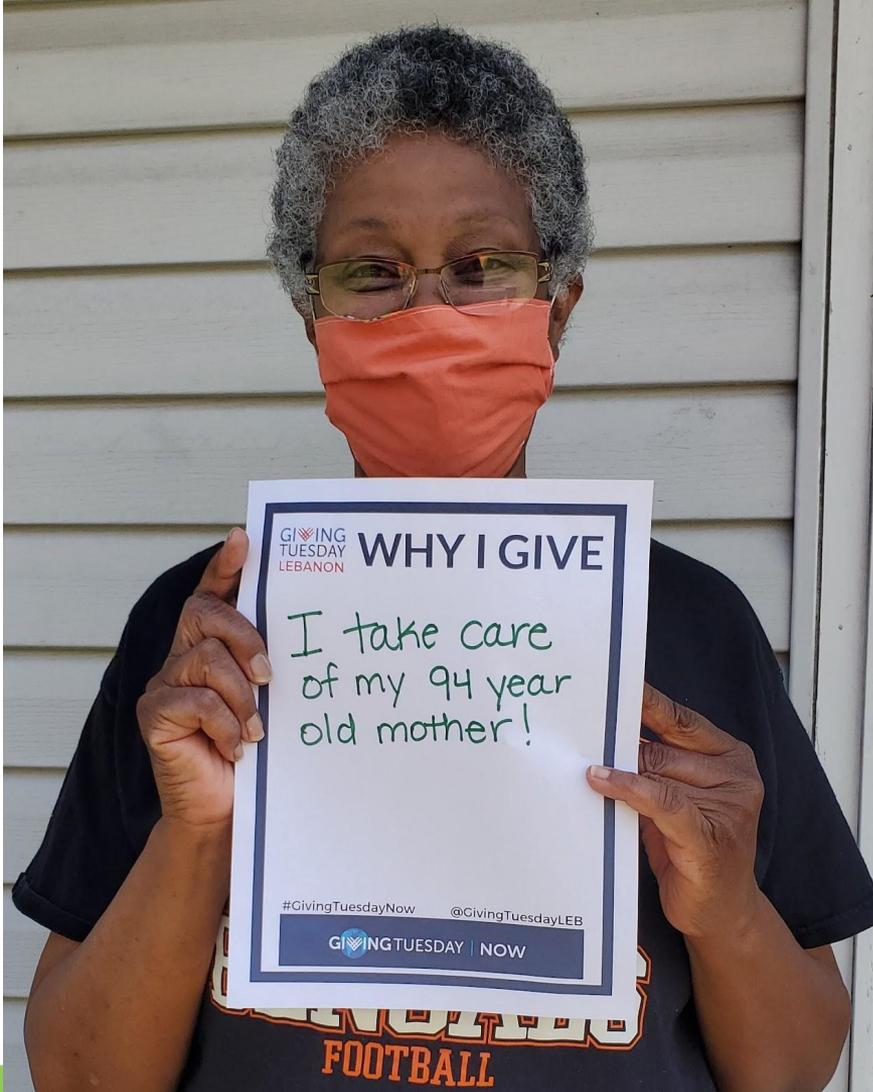
What we've learned: Great Campaigns

Relevance: Why your work matters in the current moment

Authenticity: Examples of the challenge/ how you're responding

Urgency: We can't do it without you (now)

Creativity: Standing out to show your unique value



Storytelling for Social Change

Why should someone give to your cause?

Don'ts

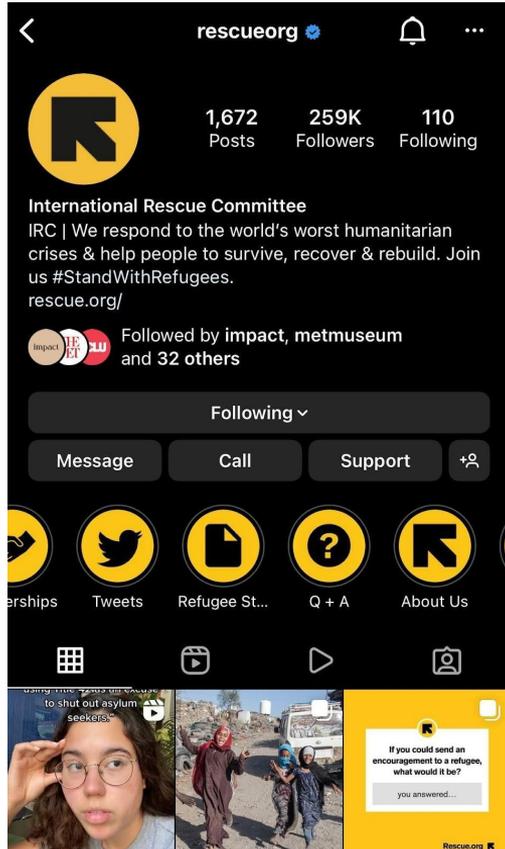
“Because it’s GivingTuesday” isn’t a strong enough reason.

Neither is “because you’ll get a tax write-off.”

Do's!

- Reduce the distance between the individual and the cause
- Tell a powerful story that generates “contagious energy”
- Tap into emotion

Optimize Your Social Pages



Create + pin a stories about your organization's mission over the next few weeks so new followers can easily see your impact

Pin posts that clearly demonstrates your work

Growth Strategies for Reaching More People on Social Media



givingtuesday GivingTuesday x Upworthy

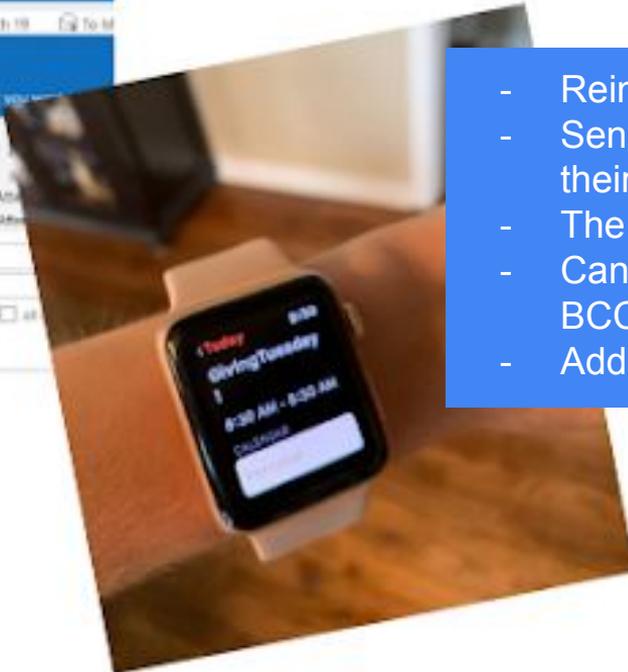
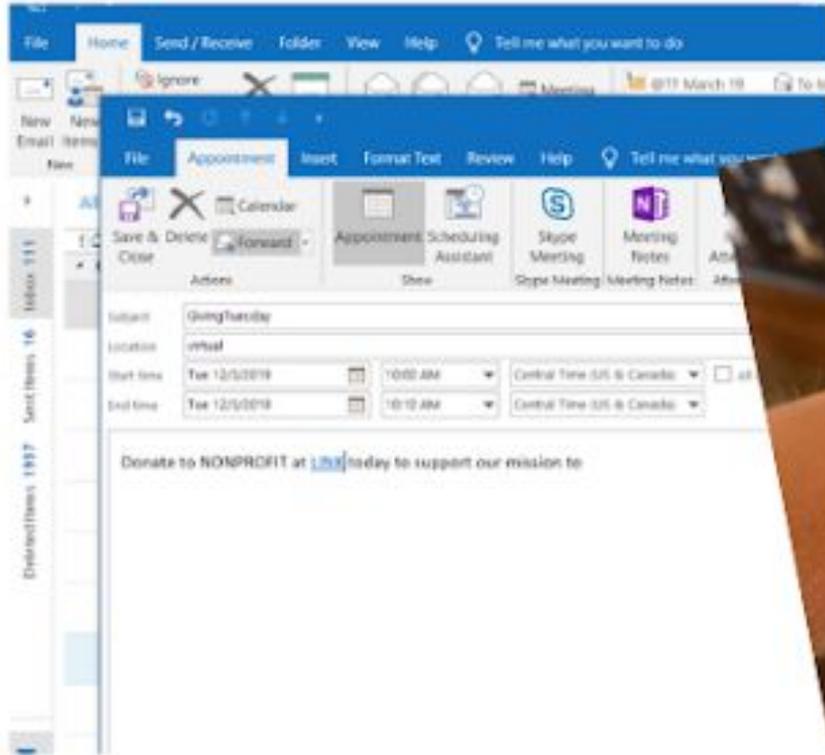
A chat with our friends @upworthy about some of the good we've seen from our communities this year as we get ready for #GivingTuesday on Nov 30!

- **NEW IG Collab posts** (Feed and Reels, cross posts to both accounts)
- **Instagram Live** (can have up to 4 guests, cross posts to all accounts)
- **TikTok + Reels** (only two mechanisms that are designed to show your posts to people who don't follow your account)
- **Twitter Spaces** (cross-posts to both hosts' accounts)
- **NEW Add Yours sticker on Instagram** (tracks who used the sticker. Ask people to share Stories about why they give!)

Invite People to Share Their Participation in Your Mission



The Secret to GivingTuesday



- Reinforces urgency
- Sends a push notification on their phone/watch
- The calendar as a to-do list
- Can use Outlook or Google but BCC invitees
- AddEvent or Calndr.link

Do Not Sleep on Email!

EMAILS. EMAILS EVERYWHERE



#GIVINGTUESDAY

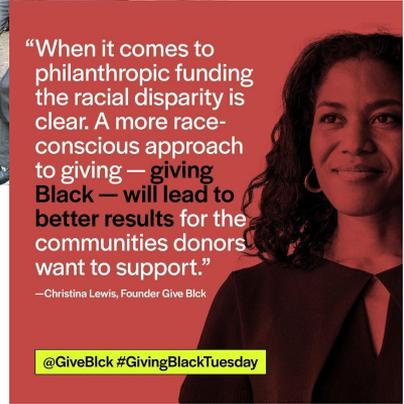
Build a space for all! Start simple!

Plan: Make a goal relevant to you.

Design: Make it special or distinct.
Where will people get the info. Make it easy for giver.

Launch: Make call to action easy, inspiring and invite all to make a difference.

Share: the word with key partners + amplifiers. You are not the only voice.



@GiveBlack #GivingBlackTuesday



GIVINGTUESDAY

GETTING READY FOR GIVINGTUESDAY WORKBOOK

A Step By Step Guide to Building
a Successful Campaign

@givingtuesday



Resources

The Complete GivingTuesday Toolkit

- Step-by-Step Campaign Workbook
- Templates and Tutorials
- How to Organize a Match toolkit
- Canva graphics
(Canva.com/GivingTuesday)
- Ideas for activating your community

**GivingTuesday.org then select your
country**