



Get Involved

Company Activation Brief

GivingTuesday is December 2, 2014

GivingTuesday.ca

What is GivingTuesday?

GivingTuesday is a global day of giving. After the sales of Black Friday and Cyber Monday, GivingTuesday is a time to celebrate and encourage activities that support charities and non profits.

Whether it's making a donation, volunteering time, helping a neighbour or spreading the word, GivingTuesday is a movement for everyone who wants to give something back.

"We have two days that are good for the economy.

Now we have a day that is good for the community too."



What was achieved in 2013?

GivingTuesday launched in the Canada in 2013 with impressive results:

- Over 1,300 partners came together from across Canada for the inaugural GivingTuesday in 2013. Millions of Canadians joined in creating an unprecedented campaign for giving. Globally, more than 10,000 partners took part.
- Organizations such as CanadaHelps, Mobile Giving Foundation of Canada, blackbaud, artez and others reported significant increases in online giving – **as much as +169%**.
- Over 800 press hits (59 million impressions) including NPR, CBS Evening News, ABC News, USA Today, the Huffington Post, Forbes, Mashable, the Washington Post and the Los Angeles Times.
- The movement garnered 2.5 million social media impressions. On Nov. 27, the GivingTuesday hashtag was mentioned 185,000 times, resulting in national and international trending.



What was achieved in 2013?

2013 Overwhelming response in Canada:

- ◆ Participation exceeded all expectations
- ◆ **1,300+** charities and businesses
- ◆ Millions of Canadian individuals joined in
- ◆ An unprecedented campaign for giving



www.GivingTuesday.ca



Corporate Canada involved:

- ◆ CIBC, Interac, Deloitte, Tim Hortons, ING, Twitter, Canadian Tire, PayPal, Newfoundland Power and others participated with innovative programs



ING DIRECT

PayPal

Media and social media

- ◆ National media coverage coast to coast in print, on TV and radio
- ◆ #GivingTuesdayCa hashtag **trended # 2**
- ◆ Facebook: CanadaHelps #1 donor source



Celebrity endorsements!

- ◆ **Big Hollywood names:** Ellen DeGeneres, Heidi Klum, Hugh Jackman, Jennifer Lopez and Charlize Theron
- ◆ **Canadian endorsers:** Josh Gorges, Carey Price, The Montreal Canadiens, Toronto Argos, Justin Trudeau, Calgary's Naheed Nenshi, Bif Naked, Rick Howland

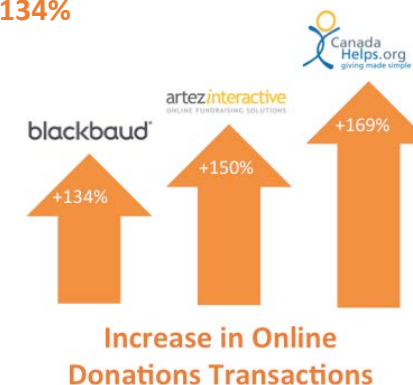
Global movement:

- ◆ **43 countries**
- ◆ **10,000+** partners
- ◆ Endorsement from global leaders: The White House and Bill Gates



Impact on donations Tuesday Dec. 3 vs. 2012:

- ◆ CanadaHelps **+169%** (vast majority from new donors), Artez **+150%**, Blackbaud **+134%**



- ◆ US giving jumped, even after a huge increase in 2012: Blackbaud **+90%**, Donor Perfect **+162%**, PayPal **+99%**

Donations strong to end of December: Dec. 2013 vs. 2012:

- ◆ Mobile Giving Foundation Canada (MGFC) **donations + 93%**
- ◆ CanadaHelps reported a stronger than expected holiday giving season.
- ◆ Canadians aware of GivingTuesday **59% more likely to help others in need** (Ipsos)

GIVINGTUESDAY™

Who is involved?

GivingTuesday Canada Founding Partners:

1. [GIV3](#)
2. [CanadaHelps](#)
3. [Association of Fundraising Professionals \(AFP\)](#)
4. [Apathy is Boring](#)
5. [Community Foundations of Canada \(CFC\)](#)
6. [l'Association des Professionnels en Gestion Philanthropique \(APGP\)](#)
7. [Mobile Giving Foundation Canada \(MGFC\)](#)
8. [Ipsos](#)
9. [Heart and Stroke Foundation](#)
10. [Ontario Trillium Foundation](#)
11. [Tim Hortons Children's Foundation](#)
12. [Canadian Red Cross](#)
13. [Habitat for Humanity Canada](#)
14. [Ebates.ca](#)
15. [The Walrus Magazine](#)

What will GivingTuesday offer your company?

- The chance to tell your giving story to new audiences and bring attention to your philanthropic commitments during the holiday season.
- You will have access to innovative marketing materials and easy to implement “plug-and-play” social media and outreach opportunities.
- You will have the strength of a national and global “umbrella” and unified message that upholds and supports many individual brands. GivingTuesday harnesses the power of a collective voice to make a difference.
- The benefits of the giving community coming together under a common theme and set of messages. Just as the retail world has benefitted from coordinating national shopping days across many brands and platforms, GivingTuesday does the same thing.
- A compelling reason to engage with your customers, employees and others during the holiday season.



Why is GivingTuesday powerful?

- A new narrative around the kickoff of the holiday season.
- The synergies in leveraging collective celebrity relationships, media partners and communication assets.
- A powerful “hook” to rally major social media, outdoor media, traditional media partners to help us “tell the story” about the power of giving.
- A comprehensive messaging platform and coordinated communication strategy that will support all participants.
- For individuals, it is an opportunity to be part of a global celebration of generosity. GivingTuesday is something that everyone can share with friends, family and colleagues.



3 steps to participating in GivingTuesday

- 1. Commit:** Plan something for December 3 to make it easy for people to give. It could be a special offer, a fundraising initiative, a major new announcement, a matching campaign, give employees an afternoon off to volunteer ...it's completely up to you. Our only goal is to unite the giving community to drive more giving and more awareness. Sign up to be a partner for free on the GivingTuesday web site – [GivingTuesday.ca](https://givingtuesday.ca).
- 2. Share:** We're asking everyone involved to work together using the same hashtag and logo. We will also be providing partners with resources in the months leading up to GivingTuesday and opportunities to share their plans through our own PR and social media campaigns. Help us tell the story about why GivingTuesday matters, why it's easy to give, and how you and your organization are doing your part. Share your message with your members, customers and grow with the collective power of GivingTuesday.
- 3. Celebrate:** Share your success! On GivingTuesday and afterward we want to hear about what you achieved. We want everyone everywhere to celebrate giving.



GivingTuesday Ideas

Here are a few GivingTuesday ideas:

- Provide an opportunity at point of sale for customers to donate to charity on GivingTuesday.
- Introduce or expand employee payroll giving.
- Launch a special campaign to support your favorite cause.
- Match your employees donations on that day.
- Give employees an afternoon off to volunteer.
- Organize a local toy drive, consignment sale or holiday goods sale to raise money and goods for charity.
- Commit a portion of proceeds on GivingTuesday to your favorite cause.

See what other companies (such as PayPal, JC Penney, Microsoft, Sony, Starwood Hotels, Aldo, Skype and Unilever) have done to leverage GivingTuesday [here](#).





Get Involved

Find out how your company can benefit and help the movement:

info@GivingTuesday.ca