

GIVING TUESDAY

The World's Largest Generosity Movement



Charities & Non-Profits Toolkit

November 29, 2022



Table of Contents

Who is this toolkit for?	3
What is GivingTuesday?	3
Is GivingTuesday successful?	4
Why Participate?	5
Get started: 3 easy steps	6
Set a goal	6
Plan a campaign or activity	7
Make some noise!	8
Stuck on where to start?	9
Tools & Resources	12
We're here to help	13
Frequently Asked Questions	14



Who is this toolkit for?

This is a resource and guide for charities and non-profits who want to participate in GivingTuesday. There are lots of ways that you can get involved. GivingTuesday is a great opportunity to increase donations, get more volunteers, raise awareness, and highlight how YOU make a difference in your community.

If you're not sure how to get started in your area, contact the GivingTuesday team by emailing info@givingtuesday.ca and we will be happy to help! We're all in this together. Let's make Canada the most generous country in the world!

What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea: a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. Over the past nine years it has since grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday is a time when Canadians, charities, and businesses come together to celebrate giving and participate in activities that support charities and non-profits; to thank, help, give, show kindness, and share what they have with those in need.

Every act of generosity counts. Everybody has something to give.

Is GivingTuesday successful?

"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."

- President Barack Obama

Last year, millions of Canadians came together (from a distance) across the country. Within each community, acts of kindness and giving showcased our resiliency and generosity of spirit! Here are a few highlights:

GIVINGTUESDAY

Nov 30th, 2021 Highlights



Together we inspire generosity



80 countries around the world celebrated GivingTuesday



40+ Canadian community movements and millions of people participated



1.2 Billion media impressions in Canada



43 million raised online in Canada (in 24 hours across all reporting platforms)



51 puppies and dogs rescued, Collingwood



464 Scouts participated in acts of kindness across Canada



CN Tower and Niagara Falls lit up in #GivingTuesdayCa colours



600 pounds of food donated to help the needy, Sault Ste. Marie



800 ducks sponsored for wetland conservation #GiveADuck



30,600 COVID test kits assembled by volunteers, Nova Scotia



3,000 stockings stuffed with gift items for kids and seniors, Waterloo



24 turkeys donated for families in need, Edmonton



23 needy kids sponsored for summer camp, Montreal



18,600 personal giving pledges on CanadaHelps.org



7 new prosthetic hands for amputees in need, Victoria



22 organizations participated in the first #GivingBlack campaign



Save the date
Nov 29th, 2022



Why Participate?

- Your loyal supporters will be looking for ways to help and promote your cause.
- It's easy! From launching a thank-you campaign to finding a corporate matching partner, you can leverage the day to achieve your own objectives and participate in any way that benefits your organization.
- GivingTuesday can be an excellent way to kick-off your year-end campaign.
- Demonstrate your commitment to both the local community and to Canada's philanthropic agenda.
- However you decide to participate, your GivingTuesday campaign will be part of a huge giving buzz [@GivingTuesdayCA](#) and [#GivingTuesdayCa](#)

DID YOU KNOW?

Last year it was estimated that over 6 million Canadians did something to support their favourite causes for GivingTuesday!



Get started: 3 easy steps

1

Set a goal

Have one or two clearly defined **S.M.A.R.T.** goals that are relevant and customised to your community. **Dream big, be bold, and go for it!** Many organizations have learned from GivingTuesday that audacious goals generate excitement and motivate action.

What is a S.M.A.R.T. goal?

S Specific
M Measurable
A Attainable
R Relevant
T Timely



Here are some ideas:

- Acquire 100 new donors
- Convert 50 current donors to monthly giving
- Raise \$10,000 for a specific program or service
- Recruit 10 new volunteers for a specific need or task
- Raise profile by acquiring 100 new social media followers

For more information, check out our [Goal Setting Toolkit!](#)

2

Plan a campaign or activity

Once you set your GivingTuesday goal, the next step is to plan a specific activity or campaign that helps you accomplish your goal.

Whether that be finding a corporate matching partner, organizing a volunteer event, launching a petition, or simply creating a Thank You campaign, be sure it's a tangible activity. This will prove far more effective than asking your supporters to donate to your cause just "because it's GivingTuesday".

Here are some ideas:

- Find a corporate matching partner
- Kick off your year-end campaign
- Organize a volunteer event
- Create a thank-you campaign
- Launch an [#UNSelfie](#) contest on social media
- Some of the best GivingTuesday campaigns are not limited to a day - many last for a week or a month.

PRO TIP:

A specific activity or campaign with a clear goal is far more effective than asking for donations simply "because it's GivingTuesday"



3

Make some noise!

Communicate your GivingTuesday activities to the community!

- Use social media, phone, email, the news media etc.
- Build the anticipation starting a few weeks before GivingTuesday and use multiple channels to maximize your reach.
- Be sure to join the **#GivingTuesdayCa** conversation and spread your news using **#GivingTuesdayCa** so we can see what you're up to!
- Check out our [Logos & Images](#) and [Social Media Resources](#)
- For GivingTuesdayCa news and ideas, follow us:

Twitter: twitter.com/givingtuesdayca

Facebook: facebook.com/givingtuesdaycanada

YouTube: youtube.com/user/givingtuesdayca

Instagram: <http://instagram.com/givingtuesdayca>

Don't forget to let us know about it!

Log into your account on www.GivingTuesday.ca and update your profile to let us and Canadians know about your GivingTuesday plans.

[Update Profile >](#)

Stuck on where to start?

Here are a few simple and successful campaigns to inspire you:

For more ideas and additional resources, check out these [Simple Campaign Ideas](#)!



Montreal based Dans La Rue set a goal to raise \$1,500 in 24 hours – the equivalent of 500 pairs of new socks for at-risk street youth. Using a simple landing page, a video and social media to spread the word, they raised over \$2,000 in 2 days. This was enough to fund 650 pairs of socks, allowing them to be much more prepared for the cold season.

Food Banks Canada wanted to acquire new donors on GivingTuesday. They created a clever campaign that let their supporters easily share the cause with friends and family on social media by doing what they love to do: share recipes!



Many organizations have raised awareness and rallied supporters on social media using [#UNSelfie](#). You can ask staff, volunteers and/or donors to take a "selfie" that shows how or why they are giving to your non-profit. Then Post to Instagram, Facebook and/or Twitter. Make sure they use the hashtags [#UNSelfie](#) and [#GivingTuesdayCa](#). Check out our [UNselfie Toolkit](#)!



CIBC wanted to drive corporate donations to CIBC Children's Foundation on GivingTuesday. For every retweet of CIBC's [#GivingTuesdayCA](#) tweet on that day, CIBC donated \$1, up to a maximum of \$10,000. The maximum donation was reached.



Many organizations use GivingTuesday as an opportunity to say thanks. Whether to donors, volunteers, or other supporters, a creative and heartfelt THANK YOU can go a long way and may even drive some donations (include a link to your donation form in your emails and social media posts!).

Feed Nova Scotia wanted to inspire donors to give more with a matching campaign. Teaming up with Sobeys they created a great execution that worked really well on social media and together were able to raise more than \$500,000 during GivingTuesday.



Art à la Carte in partnership with Wellspring Calgary were looking for a creative way to build awareness for their mission. They launched a campaign asking their community to write Letters of Hope to acute care patients and their caregivers for the holidays. Many people engaged in their campaign and the story was featured on local and national television, as well as in local publications.

Tools & Resources

We have lots of tools and resources to help make your campaign a success:

Things to do

[Become a partner](#)

[Find out if there's a civic movement in your area](#)

[Become a community leader](#)

Tools & Learning

[Webinars](#)

[Case studies](#)

Resources

[Logos, graphics and videos](#)

[Get your city involved – Mayors toolkit](#)

[Social Media Toolkit](#)

[Get Campaign Ideas](#)

[Get the #UNselfie Toolkit](#)

[Campaign Planner & Workbook](#)



We're here to help

Connect with us and join the #GivingTuesday conversation

Email: info@givingtuesday.ca

Website: www.givingtuesday.ca

TikTok: [@givingtuesdayca](https://www.tiktok.com/@givingtuesdayca)

Instagram: [@givingtuesdayca](https://www.instagram.com/givingtuesdayca)

Facebook: [@givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)

Twitter: [@GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

LinkedIn: [GivingTuesday Canada](https://www.linkedin.com/company/GivingTuesdayCanada)

Frequently Asked Questions

What is GivingTuesday?

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. The idea caught on and has grown around the world, inspiring hundreds of millions of people to give, collaborate, and celebrate generosity.

GivingTuesday was founded in 2013 in Canada by CanadaHelps.org, GIV3 and several other [founding partners](#). GivingTuesday now has active movements in more than 80 countries, collaborating year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life. Visit the Global GivingTuesday site (givingtuesday.org)

When is GivingTuesday?

It can be every Tuesday ([#GivingEveryTuesday](#)), but our global GivingTuesday celebration event will take place on November 29, 2022.

Is GivingTuesday just one day?

Generosity is a lifelong commitment to think of others and our communities as well as ourselves. While our global celebration event will take place on November 29, 2022, the most successful GivingTuesday campaigns are planned and launched weeks before the actual day, and many last until the end of December.

We encourage giving back throughout the year, whether through donations, volunteering or in whatever other ways we can. [#GivingEveryTuesday](#) was born when people started asking, what if every Tuesday was GivingTuesday? [#GivingEveryTuesday](#) a series of weekly opportunities to come together to give, volunteer, and show kindness in shared moments with communities, causes and countries around the world. It's another way the world comes together to inspire people to do good all year round.



Who organizes GivingTuesday?

GivingTuesday is a free and open movement, unleashing the power of generosity to transform communities and the world. The movement is organized by a global network of country leaders; in Canada the movement is led by CanadaHelps.org with support from the Rideau Hall Foundation and includes thousands of participating organizations. The Canadian movement has prospered thanks to a growing network of community movements with dynamic leaders all over the country. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

Who can participate in GivingTuesday?

Everyone! We welcome a broad range of partners, including charities and non-profits, small businesses and corporations, schools, community groups, individuals and families. These partners have one important thing in common: they are committed to generosity and creating positive change. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

GivingTuesday is about encouraging people to be generous, and there are so many ways to do that. It's simple: a day that encourages people to do good, on GivingTuesday and every day! Give time, make someone smile, help a neighbour, or make a donation. Everyone has something to give and every act of generosity counts.

What does it cost? Are there fees to participate?

GivingTuesday is a free and open movement. There are no costs to become a partner or participate in GivingTuesday, and all our resources are available for free through our website. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

Organizations that use an online fundraising platform may be subject to fees (please check with your technology providers for more information). Charitable donations made through the search on givingtuesday.ca are processed by CanadaHelps.org and are subject to standard CanadaHelps fees which are low, non-commercial rates covering credit card fees and processing.

What does it mean to be a Giving Tuesday partner?

GivingTuesday has been built by a broad group of partners, including charities, non-profits, schools, community groups, small businesses and corporations. These partners have one important thing in common - they are committed to generosity and creating positive change. Joining as a partner is free and all GivingTuesday resources are available for free through our website.

Can organizations get donations through GivingTuesday.ca?

GivingTuesday is a movement, not a donations processor. However, people can search for a charity and donate through CanadaHelps.org, directly on the landing page at givingtuesday.ca. People can also donate to GivingTuesday partners on individual partner pages, where donations go directly to selected organizations using fundraising platforms chosen by each organization.

What is a Giving Tuesday community movement?

GivingTuesday Communities come together around a common geography (e.g., city, town or province) or a common cause (e.g., promoting science centres or adult literacy) to collaborate, innovate and inspire their communities to make a difference. These Community campaigns find creative ways to mobilize their networks, host volunteer events, raise funds for their local organizations, spark kindness, and much more.

I have a question that wasn't answered. How can I reach you?

We're always glad to help! Please reach out to info@givingtuesday.ca with any questions.

