

GIVING TUESDAY

The World's Largest Generosity Movement



HigherEd Toolkit



November 29, 2022



Table of Contents

Who is this toolkit for?	3
What is GivingTuesday?	3
Is GivingTuesday successful?	4
Why participate?	5
7 Ways to Participate	6
Key Groups to Engage	10
Get Started - 3 Easy Steps!	11
We're here to help	12
Frequently Asked Questions	13



Who is this toolkit for?

This toolkit is for anyone interested in learning how Higher Education institutions, such as colleges and Universities, can make the most of GivingTuesday. GivingTuesday is a great opportunity to increase donations, raise awareness, and highlight how your institution is making a difference in your community.

There are lots of ways to get involved; find out how your college or university can join in on this global movement!

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 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:

GIVING TUESDAY
 Nov 30th, 2021 Highlights

 Together we inspire generosity

 80 countries around the world celebrated GivingTuesday	 40+ Canadian community movements and millions of people participated	 12 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?

-  Engage and empower students, faculty, staff, and alumni to participate in a global charitable movement
-  Create new volunteer opportunities for students or alumni by forming a “GivingTuesday” volunteer chapter
-  Demonstrate your institution’s commitment to both the local community and to Canada’s philanthropic agenda
-  Raise funds for key institutional priorities
-  Create new strategic community partnerships through collaboration

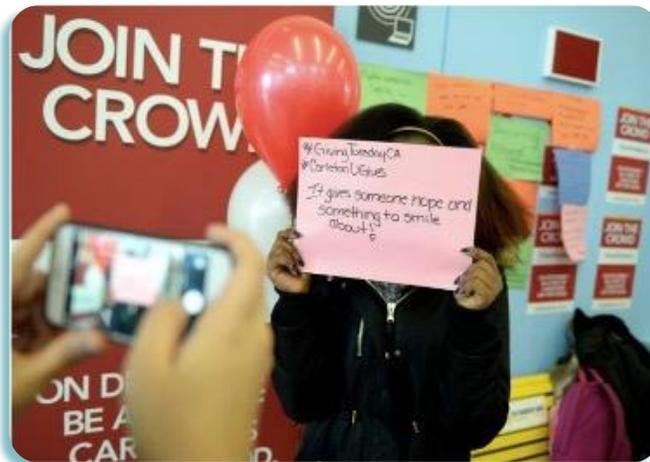
7 Ways to Participate

1

Crowdfund

Work with your alumni advancement or development team to activate a campaign featuring a few exciting projects. Ensure the various pages, emails and links are shared with the whole university community for maximum reach. You can start small, picking a few key university areas of need if it's your first time testing the crowdfunding waters.

For example, [Carleton University](#) has had great success with Crowdfunding in recent years.



PRO TIP:

Select a theme or unifying message. What is your school's foundation based on? What is the mission statement, tagline, or spirit? It's easier to rally around something that the students, faculty, and alumni already identify with. Check out this great [University of Victoria campaign](#)

2

Activate an institution-wide campaign.

Because... why not? It's a great way to strengthen the culture of giving on campus and to unite satellite campuses. There are many existing [resources](#) and examples out there that highlight in more detail how to do this. Consider rallying around a specific university milestone (for example your institution's age or a specific faculty anniversary) or secure some matching funds from a generous alumnus that will help kickstart the campaign's success. Check out what the [University of Guelph](#) did for their 50th anniversary in 2014.



3

Launch a dedicated student group

Just like [Shinerama](#) or the [Sustainability Committee](#), launch a GivingTuesday group with executive positions that students can apply to participate in each year. It's a great way to ensure your school is observing GivingTuesday annually, and it's sure to be led by stand-out student leader.

4

Organize a volunteer drive

Organize a volunteer drive at a local food bank or emergency shelter. This is an amazing way to make an impact in a short period of time. See if your advancement office can help to secure a local sponsor who can contribute a \$ amount for every volunteer hour pledged, for example 100 hours = \$1,000 donation to the foodbank.



5

Challenge your community to a “GivingTuesday Pledge”

To promote the giving spirit throughout the academic year, see how many people will take a pledge to observe GivingTuesday on the first Tuesday of every month. Pick a different theme or cause for each month and have fun with it.



6

Host a drive

Set up a food, toys, books, or warm clothing drive (or all the above!) on campus. This one is pretty easy and can be extremely impactful if the word is widely spread.



7

Host a Giving Fair

A Giving Fair is a great way to educate students about local charitable causes and inform them how they can give back. Just like the [University of Guelph](#) did in 2013, invite local charitable organizations to showcase volunteer opportunities for students to lend their talents to and gain valuable experience, while making a difference. Consider opening the doors to local high school students as well (a little early University recruitment never hurt anyone!).



Key Groups to Engage

Who are the real movers and shakers at your institution?

Who is respected, credible, open-minded, and has the influence to help set things in motion?

Advancement /Alumni Relations - These might be separate departments depending on your institution, but both offer valuable skills and connections to alumni networks that you can tap into to spread the reach of your campaign.

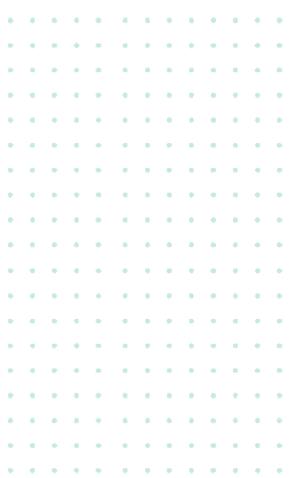
President’s Office / Central University Relations – Find out if there is a community engagement person. Ultimately this group is well-connected and influential, and key to get on board early on.



Central Students Union - the most important part of your institution! Students are always keen to find ways to give back while expanding their skill sets.

Athletics – coaches and student athletes have vast networks, and student sports teams often have tight-knit parent groups – all of whom could be great supporters and amplifiers of your institution’s GivingTuesday efforts.

Faculty & Staff - academics and staff are well-connected in their own various research groups and industry bodies so be sure to include them in your planning, execution, and evaluation (they often have constructive feedback



Get Started - 3 Easy Steps!

1

Register as a GivingTuesday partner [here](#).

This way you will stay connected to the GivingTuesday community and have access to tools and resources that will help to make your celebration a success.

TIP: Be sure to [check here](#) whether your city is hosting its own movement so that you can choose to be affiliated.

2

Make your plan. No effort is too small. Once you have your idea, be sure to use the resources we have put together for you [here](#).

3

Make some noise! Be sure to advertise within your community to maximize your reach. GivingTuesday Canada also wants to promote what you're doing to participate, so fire up those social channels and be sure to tag us in your posts and tweets:

Twitter: twitter.com/givingtuesdayca

Facebook: facebook.com/givingtuesdaycanada

YouTube: youtube.com/user/givingtuesdayca

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

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

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.

