

# GIVING TUESDAY

The World's Largest Generosity Movement



## Communities Toolkit

November 29, 2022



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# Who is this toolkit for?

This is a resource and guide for anyone who wants to start a GivingTuesday movement in their community, whether it's a small town, a big city, or a community united around a cause area. It's for charities, schools, community organizations and individuals who want to spread the GivingTuesday movement and benefit their community.

If you're not sure how to get started in your area, contact the GivingTuesday team by emailing [info@givingtuesday.ca](mailto: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





# Planning for Success



A successful GivingTuesday civic campaign relies on many individuals coming together to accomplish each part of your campaign plan. Having a clearly articulated process will ensure everyone is pulling in the same direction.

Here are 10 steps to developing a successful campaign plan:

1

## Find Others to Support You

Having a co-leader (or a team!) helps immensely - you will need somebody to give you a hand and share some of the responsibility associated with leading a movement like GivingTuesday. Find someone who is innately socially conscious, complements your skill set nicely, and understands the potential impact of bringing GivingTuesday to your community.

TIP: For information on who is already involved in your area, contact us:  
[info@givingtuesday.ca](mailto:info@givingtuesday.ca)

Did you know:  
HALIFAX GIVES MORE raised \$4.1 million in one day!

2

## Start the Conversation

We recommend civic organizers start early, ideally by early summer, identifying some key community stakeholders, leaders, champions, and socially conscious locals. Ask **"Who should I be speaking with?"** to get a feel for who the "movers and shakers" are in your area. You want the most talented and passionate people, who share a vision of making GivingTuesday happen in your community.

**The GuelphGives movement was born when 2 local do-gooders combined forces after meeting at a local networking event for the socially conscious.**



### 3

## Set Objectives

Have a few 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

For more information, check out our [Goalsetting Blog Post!](#)

### 4

## Create a Campaign

A creative, well-thought, out and actionable campaign plan is invaluable. Check out our [Toolkit for Charities and Nonprofits](#) (hint: it's not just for charities!). It contains a lot of valuable and actionable information for planning and executing your campaign.



## 5

## Recruit Local Partners

A strong coalition of partners from a variety of organizations is key to a successful civic movement. Look for partners in and around your community:

### Charities & Nonprofits

You can ask charities in your community to [register as GivingTuesday partners](#) - it's free!

### Retailers & Businesses

Reach out to your local Chamber of Commerce, Business Associations, small business owners (restaurants, retailers, service-based organizations), and larger employers (local industry, breweries, factories, etc.). They can also [register as GivingTuesday partners](#)!

*TIP: Consider small grassroots organizations as well as larger national groups, and work to ensure you have a diverse group of organizations participating. Equitable representation ensures anyone and everyone has an opportunity to contribute in the ways they'd like!*

GivingTuesday encourages socially conscious businesses to [register as GivingTuesday partners](#) to show their support for their favourite charity. Check out our [GivingTuesday Resources for Businesses](#) for other ideas and tools.

### Schools & Youth Centres or Organizations

Reach out to your local school board, College and/or University community engagement leaders and administration. Consider engaging students as part of their community service hours or other recognized credit, or who are interested in gaining professional experience or skill sets. Young people can also be engaged through local youth-based centres, organizations, clubs, sports leagues, and so on. Who knows better how to engage youth than youth!

For more information and youth-oriented resources check out [#GivingTuesdaySpark](#).



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## Develop a Comms Plan

Develop a plan that builds excitement for your campaign using email, promotional materials, social media, and events. Be consistent in your communication through all your outreach channels and with your ambassadors: your messaging should describe your campaign, detail key messages and outline how people and organizations can get involved.

*TIP: Don't forget about posters, postcards, bookmarks, and other promotional materials! These can be distributed throughout your community: restaurants can attach postcards to bills, businesses can place posters in their windows, local libraries can distribute bookmarks, and so on.*

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## Get your Social Channels ready!

A detailed social media strategy, complete with engaging visual content is very important. Check out our [Intro to Social Media Toolkit](#) - a handy reference for how to get your social channels ready to go.

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## Develop an Event Plan

Think about what November 29<sup>th</sup>, 2022, will look like in your community. Will you have a Giving Fair where local organizations can gather to raise awareness for their cause? Can your neighbourhood come together to do something as a group? Could you encourage workplace teams and businesses to act on behalf of charities, or encourage schools to participate...? Get creative!

### Volunteers

Volunteers are a great way to engage members of your community in a movement and causes they care about, while supporting your campaign with invaluable assistance. For tips on creating a volunteer campaign, and recruiting and supporting volunteers, have a look at [this excellent resource for charities and non-profits](#).





## 9

## Engage Civic Government

It's a great idea to include local government as early as possible. In past years a number of Canadian cities got their mayors and civic governments to back their GivingTuesday campaigns publicly. Connect with your Mayor's office about the possibility of issuing a Mayor Proclamation - a great way to encourage citizens to get involved and make GivingTuesday work for communities. Check out our [GivingTuesday Mayors Toolkit](#) for a guide to get your civic government involved.

### What is a Mayoral Proclamation?

Proclamations are typically issued by a mayor to recognize the importance of a community event, significant achievements by community members, or to signal a city's role in significant national events. Proclamations may be read at a City Council meeting or at a community event and are often posted on the City's website.

## 10


## Engage Local Media

Each year, GivingTuesday receives a lot of attention from Canadian media outlets. With millions of media impressions per year, GivingTuesday is seen in print, on television and on radio. One question that we at GivingTuesday are constantly hearing from journalists is "**What are charities in our area doing for GivingTuesday?**" To help you get the most PR benefit from your activity, check out our GivingTuesday PR and media tools and resources [here](#).




# On GivingTuesday


There are many ways that your GivingTuesday event day may unfold, and our experience is that day can get *very* busy! We recommend assigning specific roles to your organizing team so that the day runs as smoothly as possible, and team members can have some fun. Here are a few suggestions:




Consider setting up an HQ or "control centre" where your organizing team and volunteers can gather during the day to share news and celebrate the day. Plan to have people available all day (e.g., 8am - 6pm).




Appoint a team leader so that all the participants have a single point of contact throughout the day. The leader should have a list of contact information for all participating partners in your area (including cell phone numbers and email addresses).




Create small teams if you have enough volunteers, and assign responsibility for specific tasks (for example, photo-documenting events).




Communications team: build excitement by posting content to social media, and engaging with followers, fans, and tweets. Promote other content such as interesting partner events, goal updates, prize winners, etc.




Partner outreach team: attend partner events such as open houses, giving fairs, mayoral declarations, etc. Take lots of photos and/or video (these will be invaluable when promoting future campaigns). Engage in phone, email or social outreach to participating organizations throughout the day: ask them if they need any help, ask for their news, and ask them to share your news out to their networks.



Media team: choose 1-2 media contact people to handle any interview requests, reach out to local media throughout the day to share partner news, monitor media coverage, and respond to media inquiries.



Activity tracking team: make a list of different activities that you see taking place during the day. This may include web links, screen shots, social media activity, etc. When the day is over it will be great to have a list of all the activities in one place.



Food and beverage: ask for volunteers to bring coffee, muffins, healthful snacks, sandwiches; order some pizza, or ask a local restaurant or coffee shop for donations!

# After GivingTuesday

## Measure Results

It is important to learn as much as possible from your GivingTuesday campaign for your own purposes, and for partners and stakeholders. Think about what you might like to measure when setting goals and planning activities so that you can put systems in place to track your success. Some examples of metrics to evaluate may include:

- Number of donors and new donors
- Number of new monthly donors
- Sources of donors: email, phone, social media, other
- Number of volunteers and new volunteers
- Volume of food or clothing collected
- Number of blood donors or new organ donor cards signed
- Social metrics:
  - Number of posts, tweets, retweets
  - New Likes, Followers
- Google analytics
- Number of participating partner organizations in your city

Assess what the data tells you. What worked and what didn't? Record lessons learned for next year.

## Share Your Highlights!

Your community and the broader GivingTuesday world want to know how you did. Sharing your story is a great way to help the movement and keep the momentum of GivingTuesday going for your participating organizations.

Write a press announcement of your success for all channels of communication. Include progress against your goals, quotes from ambassadors on the outcome, as well as any interesting facts or anecdotes that might interest the media.

## Say Thank You!

It's amazing how two words can mean so much! #ThankYouThursday is an opportunity to share your thanks with supporters, partners, volunteers - everyone who helped contribute to your successes.

Sending impact statements and thank-yous to donors and partners right away is a very important step in maintaining relationships and preparing your movement for future growth. A personal note, thank you video, and/or an infographic can accompany an email or letter tailored to each important audience that supported your GivingTuesday campaign:

- New donors
- Prior donors
- Matching fund or challenge contributors
- Business sponsors
- Leadership team
- Staff / volunteers

Check out the [#ThankYouThursday Toolkit](#) for more tips and free assets to help you express your attitude of gratitude.

A creative thank-you can be quick and easy to do and goes a long way towards solidifying relationships with your supporters and help keep the giving going.



# We're here to help

Connect with us and join the #GivingTuesday conversation

Email: [info@givingtuesday.ca](mailto:info@givingtuesday.ca)

Website: [www.givingtuesday.ca](http://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

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## 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](https://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](http://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](https://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](mailto:info@givingtuesday.ca) with any questions.

