

GIVING TUESDAY

The World's Largest Generosity Movement



Toolkit for Faith-based Organizations



November 29, 2022



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Who is this toolkit for?

This is a resource and guide for anyone affiliated with a faith-based organization, who wants to start a GivingTuesday campaign to benefit their community. GivingTuesday highlights a core value that many religious Canadians embrace: generosity! Places of worship across Canada often teach and regularly practice generous living. GivingTuesday is an opportunity to spread this practice throughout the community!

If you're not sure how to get started, contact the GivingTuesday team at 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?

GivingTuesday is an opportunity to join a national conversation about generosity - a topic Canadians of faith can enthusiastically embrace!

It's also a day to share the good work you're doing to support the communities where you practice your faith and encourage others to support it. Religious and spiritual organizations are doing some amazing things in their communities. A Canadian research study called "The Halo Project" found that for every dollar in a religious congregation's annual budget, a city gets an estimated \$4.77 worth of common good services.

Imagine participating in a day when all of Canada's religious communities celebrate and share stories of generosity. People will be inspired! Hearts will be moved to give. We hope this toolkit will help you make the most of GivingTuesday in your community.

- Engage and empower your community, members, staff, and volunteers to participate in a global charitable movement
- Demonstrate your organization's commitment to both the local community and to Canada's giving culture
- Raise funds for your key organizational priorities
- Create new strategic community partnerships through collaboration

Giving is fundamental to all faith traditions



Ways to Participate

Organize a volunteer day

Organize your community to volunteer at a local food bank, emergency shelter or to do a neighbourhood clean-up. This is an amazing way to build a spirit of community and make an impact in a short period of time. See if you can secure a local sponsor who can contribute a dollar amount for every volunteer hour pledged, e.g., 100 hours = a \$1,000 donation to the foodbank.



Host a drive

Set up a food or warm clothing drive or even a blood drive in your area. This is a pretty simple activity and can be extremely impactful if the word is widely spread.

Join a community campaign

#churchesgive is a new community movement, encouraging churches to direct funds toward a significant public community benefit (a day camp, a community garden or a drop-in youth program). [Join #churchesgive](#).

Other examples of community campaigns include LaunchGood, a crowdfunding platform for Muslim causes and organizations that hosted a GivingTuesday campaign to showcase Muslim giving, where participating organizations raised nearly \$600k on GivingTuesday 2018. #iGiveCatholic, an online giving event in the US raised more than \$5.6 million from over 23,000 donors during GivingTuesday 2018.

Dunk the leader!

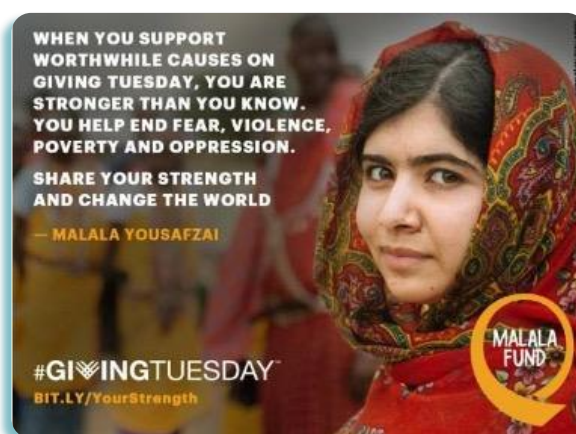
While social media is great for GivingTuesday, everyone gets excited when there's something a little more tangible at stake. If you have a brave volunteer leader (reverend, imam, rabbi, pastor...), set a dollar amount that when reached, will send him or her into the dunk tank (i.e., "If we reach our goal of \$ raised, NAME will take a dive next Sunday!").



Raise funds

Whether for your own organization or for a specific cause that your community wants to support, GivingTuesday is a great time to rally your community to meet a pressing need.

It's one of the only days of the year that people are actively looking for ways to get involved. For example, a Christian church in Chicago ran a project asking their congregation to "decorate" their Giving Tree. The tree contained "leaves" with Christmas wish list items from local children in need. They collected the items and held a wrapping party on GivingTuesday to prepare for a Christmas delivery.



Raise more using matching funds.

Approach a major donor and ask if they might agree to have their gift used to incentivize others to give.

Mission: Dignity helps retired US Baptist ministers, workers, and widows make ends meet, buy groceries, and pay bills. On GivingTuesday, the organization secured \$250k in match dollars and had their biggest single fundraising day ever.



Teach the children

GivingTuesday is an ideal time to demonstrate the values of giving and generosity to the children in your community.

Milwaukee Jewish Day School used GivingTuesday to spread awareness of their school and teach students the value of *tikkun olam* (repairing the world). They encouraged parents and students to participate in GivingTuesday by sharing #Unselfies and doing good deeds – from donating toys to cleaning out their closet to share with a local shelter.





Put your own spin on GivingTuesday

Organizations everywhere have seen the potential to get creative on GivingTuesday. This has led to the birth of GivingShoesDay, GivingZooDay, GivingBlueDay etc...

Tent Schools International, a Christian organization that helps educate displaced children around the world, put their own spin on GivingTuesday referring to the day as #GivingTentsDay. They set up an event on Facebook, posted #Unselfie photos of staff and supporters, and focused their messaging on the goal of building a new tent school in Lebanon for Syrian children.





Get Started - 4 Easy Steps!

Register as a GivingTuesday partner

Registering as a partner is a great way to ensure you stay connected to the GivingTuesday community and have access to tools and resources that will help make your celebration a success.

[Sign up now](#)

Make your plan

No effort is too small. Once you have your idea, be sure to use the resources we've put together for you here. Need additional help designing your campaign? Check out our [Toolkit for Charities and Nonprofits](#)

Make some noise!

Be sure to advertise within your community to maximise your reach. GivingTuesday Canada also wants to promote what you are doing to participate, so be sure to tweet us @GivingTuesdayCa and 'Like' our Facebook page.

Promote it at your place of worship

[Download the artwork](#) for your welcome PowerPoint deck or put a mention of your campaign goal in a newsletter or bulletin.

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.

