The Power of Grassroots Generosity
Lessons from GivingTuesday
Hello there!

**Celeste Flores** I am senior director of Communities at GivingTuesday where I spend my time focused on social good and community-led campaigns in the US, building partnerships to expand impact and engage more people in giving. I’m a Texan living in the DC area who likes a hug instead of a handshake.

@GivingTuesday
GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.

Over eight years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.
Our Vision:
A world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.
We give together year-round, and on GivingTuesday, in a joyous, worldwide ritual...
...as cities, states and towns
...as countries
...as causes
...as coalitions
...as caring individuals

I may not be famous
I don't have a million dollars
BUT
I can help change lives on
#GivingTuesday
2019 RESULTS
$1.97 BILLION

Offline $ estimated for the first time in 2019.
U.S. PARTICIPATION

27 MILLION ADULTS PARTICIPATED

13.5 MILLION DONATED
7.6 MILLION VOLUNTEERED

along with many other generous actions

13% of the U.S. population participated in GivingTuesday 2019
Horizon Media study finds that while GivingTuesday is big today, it’s at the tipping point of becoming immense.

52% said that they want to donate on this day because it allows them to be a part of a bigger group of people doing good.
Giving is not the end goal; It’s one way we build the community we want to live in.
What We’ve Learned about Giving

MOST PEOPLE PARTICIPATE IN MORE THAN ONE WAY, GIVING MORE THAN JUST MONEY

- 28% gave money
- 37% gave in other ways (e.g. donating food, clothing drives, and other forms of nonmonetary giving)
- 35% did both

Generous people are generous.
People want multiple ways to connect with causes.

No hard evidence of donor fatigue.
It’s about donors + young people

GivingTuesday is now one of only three days where donors look for nonprofits to support.

82% of 18-34yo who are aware of GivingTuesday, participate.
Are you treating small donors like future Michael Bloomberg’s?

It’s about valuing small gifts.

$5.00

$2.6 billion
Meet your audience where they are
It’s about innovation

82% of participating organizations use GivingTuesday to experiment or try something new.
Shocks to the System

The nonprofit sector is resilient.

But individual giving may be suppressed.

Diversity is critical.

Collaboration over competition.
The more integral you are to people’s lives, the more likely they are to prioritize supporting you. Embrace your inner gamechanger and let the world know.
An unprecedented moment
Still giving
Rapid Response to Drive a Global Wave of Generosity
Revive South Jersey and Unidos para la Familia worked together to serve the Hispanic immigrant community in and around Bridgeton, NJ.

Leaders in Pakistan amplified their #ShoutAMeal campaign to coordinate meals for first responders and frontline health workers throughout the country.

In Liberia, volunteers worked to safely distribute masks, while educating communities on how to care for, and reuse their masks.
Overall Results on #GivingTuesdayNow

- **15.2M participants**
- **2.9M volunteers**
- **4.3M gave goods**

**GT 2019:**
- **$511M**
- **27 million**
- **7.6 million**
- **9.7 million**

**$503M** online donations
We’re in a defining moment as a country, as a social sector. We’re all searching for answers.
 Movements matter
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<th>OLD POWER</th>
<th>NEW POWER</th>
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<td>Currency</td>
<td>Current</td>
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<td>Held by few</td>
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<td>Customers</td>
<td>Community</td>
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Ways to engage on GivingTuesday

Kindness initiatives
- 24 hours of gratitude/thanks-a-thon

Community education
- Direct fundraising
- Resource maps/crowdsourcing

Stories of resilience/Amplifying others
- Free virtual experiences
What we’ve learned: Great Campaigns

Relevance: Why your org matters now

Authenticity: Examples of the challenge/how you’re responding

Urgency: We can’t do it without you

Bonus...Creativity: Break the mold and try something new
Demonstrate how your work matters in this moment
The spread of COVID-19 has upended our sense of security in the very deepest sense—we are concerned about our own health and the health of those we love, and we worry about our jobs and our economic futures. Wellesley, too, has been impacted by the ripple effects of this pandemic.

You may wonder why Wellesley needs our help. Significant costs associated with transitioning to remote instruction, combined with decreased revenues as a result of room and board refunds and the cancellation of summer programs, have left Wellesley with a $5 million to $6 million deficit in this year’s operating budget. This deficit is likely to be compounded by projected declines in returns on the endowment and in philanthropy.

Wellesley is unwavering in its dedication to support its students—but to accomplish this, Wellesley needs our help. If you are able, your gift to the College supports the next generation of Wellesley leaders, who will take on the challenges of tomorrow.

Together, we can make a difference—for Wellesley, and for the students who need us now.
People will be,X without your support now OR You can end someone’s suffering today.
A thank-a-thon is a creative way to activate on GT. Share stories of gratitude recognizing your donors, staff and clients for their role in your work. Encourage them to share stories about how they have been impacted by their connection to you.
Delivering S.T.E.M. Learning Kits to Kids

13-year-old Khloe Thompson, KhloeKares, created and delivered 200 learning kits to kids in her local schools by handing them out at a nonprofit food distribution site on the streets of Los Angeles.
NEW JERSEY

Feeding the Community

Volunteers and a coalition nonprofits in South Jersey provided 2 weeks of groceries to undocumented families. The program was intended for one day on May 5th, but it catalyzed a movement - volunteers were inspired to keep going throughout the summer.
In Jackson, Tennessee several leaders and organizations collaborated to convert their communities’ Little Free Libraries into Little Free Pantries – stocking them with basics, supplies, and non-perishable food items to be given away for free to anyone in need. And they are still being filled by over 500 community members who connect and organize via a Facebook group.
Project Hope Worldwide had to cancel its gala due to the pandemic, an event that raises a bulk of their budget. They pivoted to creating a “Give Hope From Home” campaign for GTNow with a few of their traditional gala sponsors stepping up to offer a pool of match funds. The organization raised $29,000 through p2p fundraisers by equipping them with all they needed-- in total raising $46,000 in 24 hours to support their mission.
What works.
Opportunity, not obligation.

Approach It Like an Event

How do you shift the tone of your GivingTuesday campaign from obligation to opportunity? Make it joyful. Try new things. Invite new people. Celebrate the change you’re creating in the world.

When done well, GivingTuesday doesn’t feel like another fundraising campaign. We call it GivingTuesday - not fundraising Tuesday - for a reason. It’s a day to inspire generosity in all forms, a day for people to generously share whatever they can, whether it is their time, skills, voice, or money. And if you think about it more like an event, your supporters and potential supporters will feel it too. And, like a well-planned event, these are a few parallels to consider:

- A unifying theme - or goal - creates excitement and engagement, and a framework for decisions (You won't decorate for a St. Patrick's day party with sombreros and piñatas).
- It's more fun with old and new friends
- Games and activities can make a big difference
- Sharing memories and stories - pictures - afterwards keeps the good feeling going, and builds interest and commitment for next year.

(Photograph: Georgie O'Heas, December 2019)
Everything starts with your goal.

Set your campaign goal

Your campaign goal serves as the campaign framework. Your goal should reflect your team’s priorities. It’s a great time to experiment with new strategies.

Set a GivingTuesday goal that is ambitious enough that your team will be motivated to achieve it.

Goals can be about a lot more than money. Here are some possibilities.

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<th>Potential Goals</th>
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<td>Young Donors</td>
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<td>Participation</td>
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<td>Volunteers</td>
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Iconic stories bring it all together - Making it inspiring
Bring it to life.

Gather inspiring, authentic visual assets

Visual assets are at the heart of great communications. The logo, color palette, photos, and videos will provide the personality for the campaign and the authentic connection to your work. They don't have to be perfect!
Giving in 2020

Lead & Follow
What are the ways you’re collaborating and coordinating?

Owners not Donors.
How can you invite everyone to own and drive your message forward?

Embrace the Moment.
Underscore your value to the community and meet the moment.
The antidote to fear and uncertainty is action.
New Toolkit

Complete Guide to GivingTuesday for Nonprofits

Download the Complete Guide for Nonprofits and get ideas, inspiration, and tactical tips you want to start thinking about now while you plan your activation for December 1.

Additional toolkits here
Generosity is the heart of our community.

#GivingTuesday December 1, 2020
Be a force for good when you volunteer, advocate, and donate to local nonprofits at AmplifyATX.org

Share your giving story and join the #ILiveHereIGiveHere movement.
#GivingTuesday

15M Actions for Good

$6.6M Given by Central Texans
Taking Action for Good

What is an Action for Good?

- Creating a monthly recurring gift on AmplifyATX.org
- Starting a fundraiser for a cause near to your heart
- Volunteering virtually or lending expertise on a board or council
- Organizing a food, clothing, or supply drive
- Do something kind for a neighbor
- Participating in our Generosity Now Challenge on social media with #ILiveHereIGiveHere
#GivingTuesday 2019

Annual campaign for good:
- 8.4 M Actions for Good
- $4.5 M donated
- 350% growth from 2018

52 Tuesdays

Weekly social post advocating for Central Texans to take action for good

#GivingTuesdayNow

Response to COVID-19:
- $300,000
- 3,112 donations
- 428 nonprofits
How do we calculate our totals?

We rely on you.

- **Nonprofit Report**: Report in actions for good taken at your organization through our Nonprofit Survey. In 2019, Nonprofit Members reported a collective 2.7M Actions for Good!

- **Business Report**: Report in actions for good taken by employees through our Business Survey.

- **Community Report**: Use the hashtag #ILiveHereIGiveHere on social posts to let us know what action for good was taken during the #GivingTuesday season.
Marketing Initiatives

**Social Media:** We aim to ignite a grassroots giving movement by sharing user-generated content, creating a sense of community while practicing physical distancing. (Generosity Now)

**Toolkit Distribution:** We share promotional toolkits with influencers, local businesses, and community partners and chambers to help spread the message.
Generosity Now Challenge

1. Perform an act of generosity.
2. Share how you give back using hashtag #ILiveHereIGiveHere to inspire others.
3. Tag a friend or family member, challenging them to complete an act of generosity.
4. Ignite a generosity movement!
Media Relations

**In-Kind Advertising Campaign:** We work with local and regional media partners such as the Austin American Statesman, Austin PBS, Austin Chronicle, SoulCiti, KUT, KAZI, and many others to drive support and traffic to AmplifyATX.org.

**Press Release + Customized Pitches:** I Live Here I Give Here will send a press release and customized media pitches to secure earned media that focuses on the value of generosity.

**Radio + TV Host Talking Points:** We’ll be working with radio and TV professionals to distribute a list of Central Texas-specific actions for good that can be shared with listeners and viewers.
How can you participate in the local movement?

1. Register as a Nonprofit Member.
2. Update your AmplifyATX.org profile.
3. Run a campaign and create your own Action for Good.
4. Be social with #ILiveHereIGiveHere and participate in our Generosity Now Challenge.
5. Keep us updated with a quick Google Form so we can help advocate.
6. Report your results to share Central Texas’ collective impact.
Tools & Resources

GivingTuesday Toolbox

- Tools and research from GivingTuesday HQ
- Sample social media posts, graphics, and outreach email
- Texas Sticker, ILHIGH Because, posters & flyers
- Form to tell us about your campaign
- Reporting Survey

I Live Here I Give Here’s GivingTuesday Toolbox

Access graphics, logos, social media tools, and campaign resources to help you build your 2020 #GivingTuesday campaign with Central Texas’ Community Leader, I Live Here I Give Here.

Social Media Graphics, Logos, and Sample Posts and Emails (more to come)
Flyers and Posters
GivingTuesday’s Social Share Images
Tools from GivingTuesday
GivingTuesday’s Additional Online Resources
GivingTuesday’s Spark
The Giving Lab
Lessons for Mobilizing Community in Turbulent Times

Pre-Recorded Content from the GivingTuesday Team
Important Dates

Early Bird Membership Opened - October 14

Early Bird Rates End - October 30

Amplify Austin Day Kick-Off - November 11

#GivingTuesday - December 1

Membership Renewal Closes - December 16

New Member Registration Closes - January 15

I Live Here I Give Here Workshop - January 27

Amplify Austin Day! - 6 pm March 4 - 6 pm March 5
Questions?

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