



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

The logo for Zoo Giving Tuesday features the word "Giving" in a large, clean sans-serif font. Below it, the word "Zoo" is rendered in a very large, bold, black font. The two 'O's in "Zoo" are circular and contain silhouettes of two zebras facing each other. To the right of "Giving" are three small icons: a sprig of leaves, a cluster of berries, and a coffee bean. Below "Zoo" is the word "Tuesday" in a large, lowercase sans-serif font, followed by a trademark symbol (TM).

Giving    Zoo   Tuesday™

In partnership with #GIVINGTUESDAY

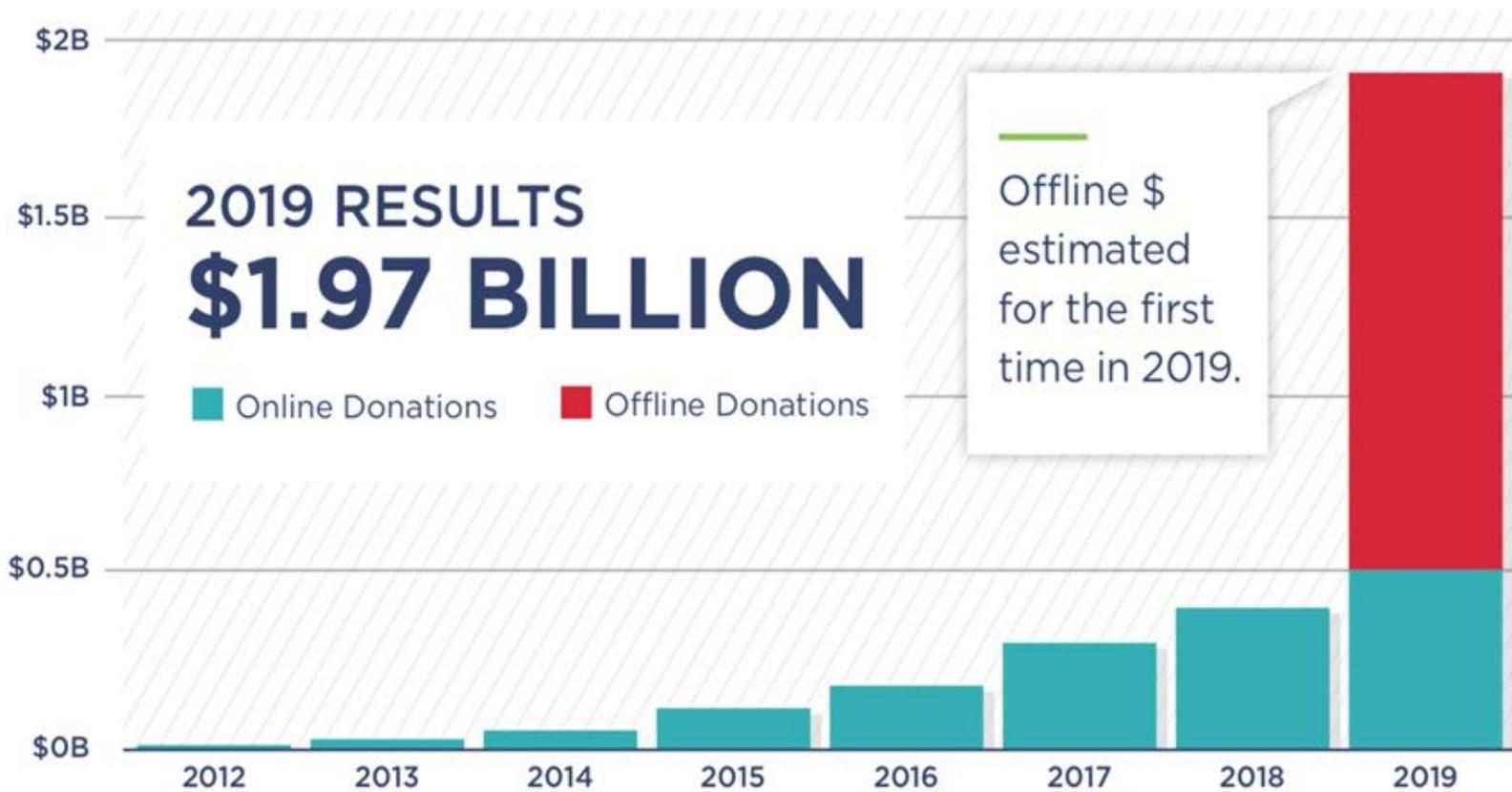
...as coalitions

#Latinos Give

on #GI  ING TUESDAY™

...as caring individuals





U.S. PARTICIPATION

27 MILLION
ADULTS
PARTICIPATED



13.5 MILLION
DONATED

7.6 MILLION
VOLUNTEERED

along with many other generous actions



“Horizon Media study finds that while GivingTuesday is big today, it’s at the tipping point of becoming immense.”

PEOPLE ARE INSPIRED TO GIVE ON GIVINGTUESDAY

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



35%
did both

e.g. donating food, clothing drives, and other forms of nonmonetary giving

Generous people are generous.

People want multiple ways to connect with causes.

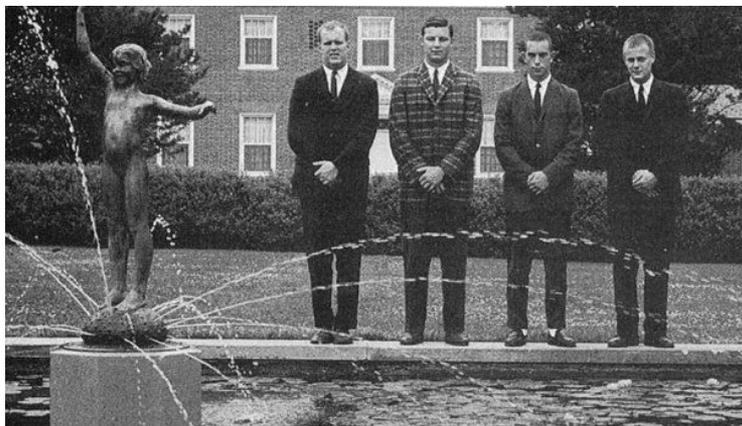
No hard evidence of donor fatigue.



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.



It's about valuing small gifts.

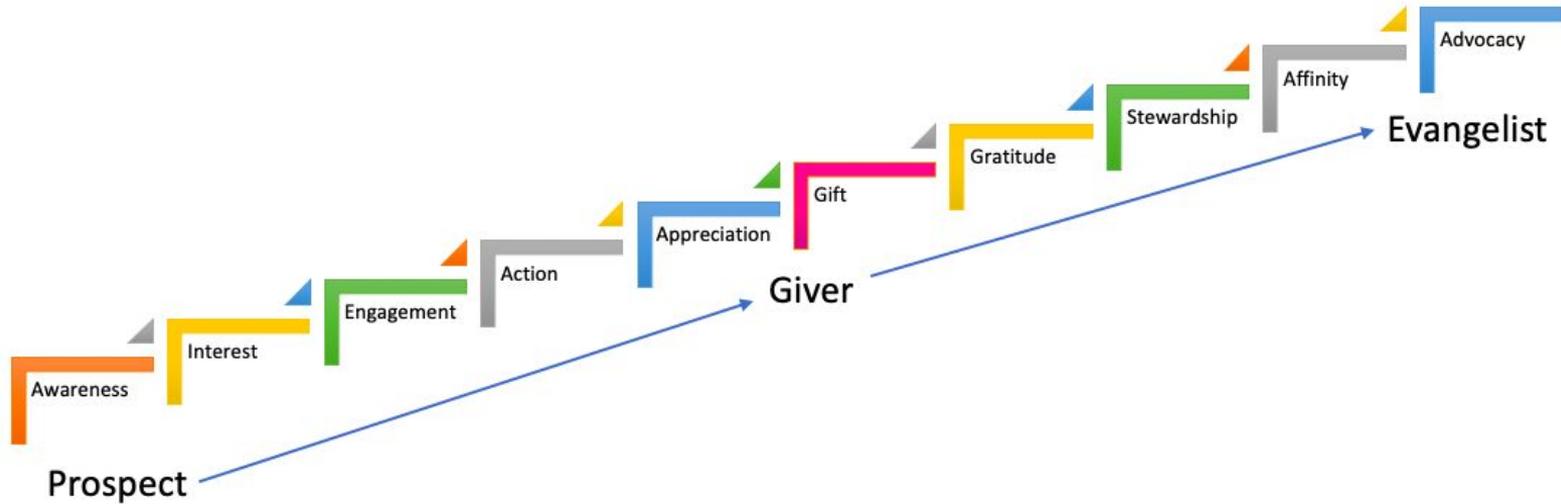
\$5.00



\$2.6 billion

{ Are you treating small
donors like future Michael
Bloomberg's? }

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

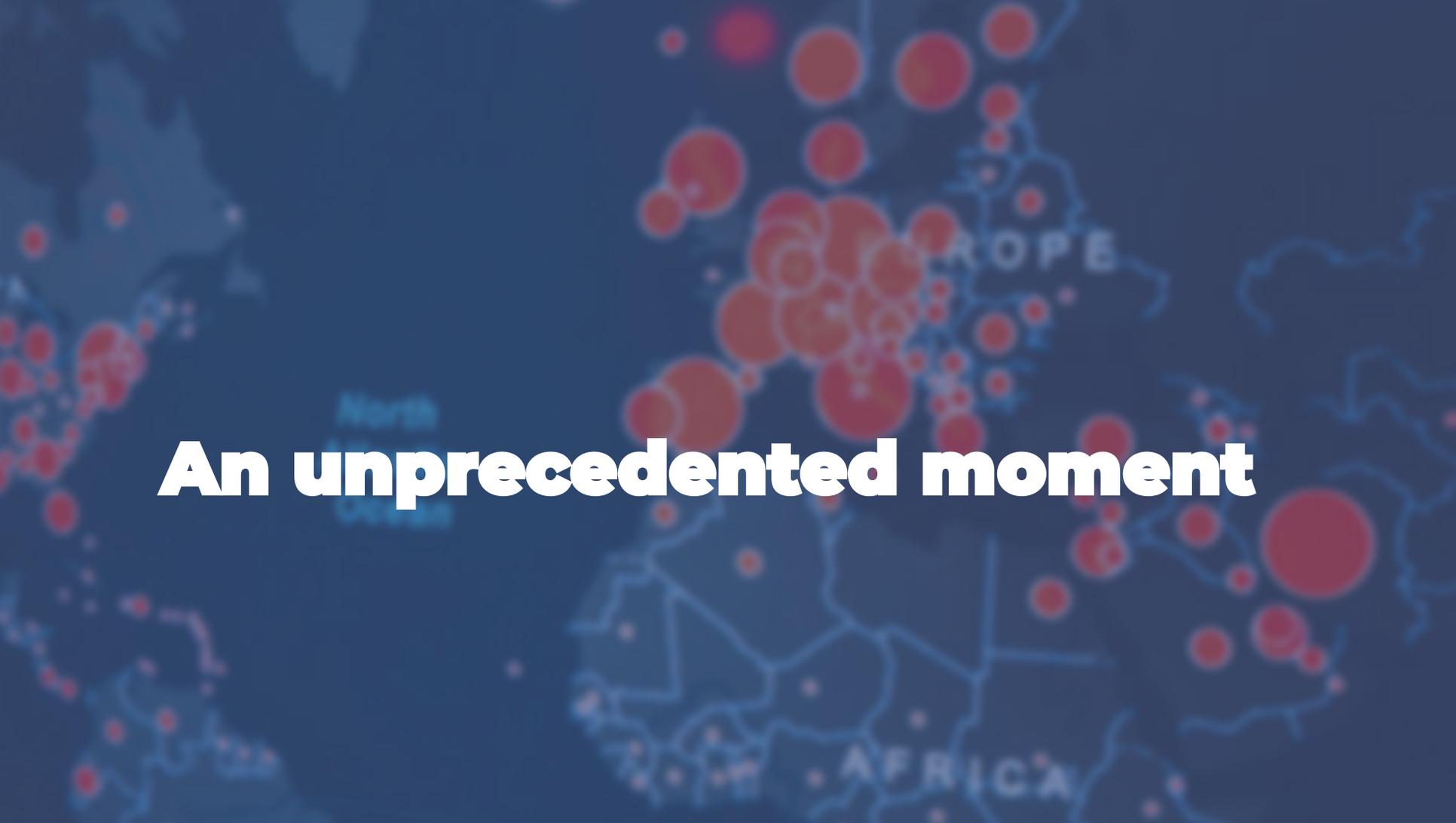
The nonprofit sector is resilient.

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.

A world map with a dark blue background. Red circles of varying sizes are scattered across the map, with a high concentration in Europe and the eastern United States. The words 'EUROPE', 'AFRICA', and 'North America' are faintly visible on the map.

An unprecedented moment

A photograph of a multi-story apartment building with a light-colored facade. The building has several balconies with metal railings. On the left, a balcony is partially visible. In the center, a balcony has a man in a black shirt and a woman in a yellow top and blue pants standing on it. To the right, another balcony has a woman in a white top and blue patterned pants and a man in a dark shirt. The building has windows with white curtains and a green street lamp on the right side. The text "Still connecting" is overlaid in white at the bottom left.

Still connecting



Still giving

Spende
raum

D
JEICMANN

Klamotten-
spende
Klamotten-
spende

XXXX

Rapid Response to Drive a Global Wave of Generosity



Mobilizing Communities

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



GT 2019:
27 million

GT 2019:
7.6 million

GT 2019:
9.7 million



**We're in a defining moment
as a country, as a social sector.
We're all searching for answers.**

A photograph of a protest sign. The sign is white with black text and is decorated with green leaves and white flowers. To the right of the sign is a cluster of colorful balloons in shades of red, blue, green, and yellow. The background features a modern glass skyscraper and a portion of an older brick building.

ALL OF OUR
GRIEVANCES
ARE CONNECTED

Movements matter

OLD POWER

NEW POWER

Currency

Current

Held by few

Made by many

Downloads

Uploads

Commands

Shares

Leader-driven

Peer-driven

Closed

Open

Customers

Community



Next Gen Generosity

May 21 · 🌐



So grateful to **Gabrielle Magid** for providing a platform for women founders doing good in the world!

Help us continue the movement every view will be counted towards our goal of 1M next gen acts of generosity for **GivingTuesday**!



Stronger Than Stigma was live.

May 20 · 🌐

We are LIVE!

Ways to engage on GivingTuesday

Kindness initiatives

24 hours of gratitude/thanks-a-thon

Community education

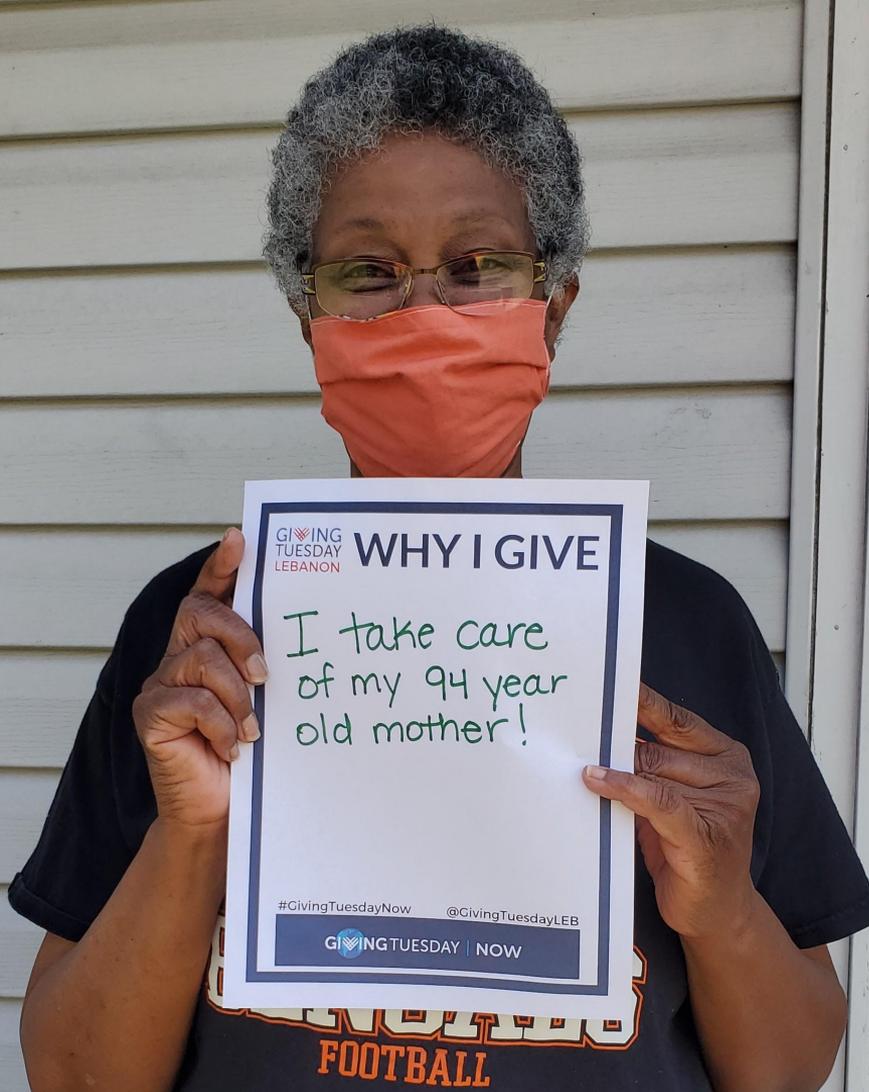
Direct fundraising

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

Relevance

**Demonstrate how
your work matters in
this moment**



MARCH 17, 2020

**Responding to the Moment: How Philanthropy can
Support Latino Nonprofits**

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.



Authenticity

**Be real about the
challenge**

Urgency



FEED THE CHILDREN

[About Us](#) [Our Work](#) [Get Involved](#)

COVID-19 RESPONSE

It's a chaotic and stressful time. Our neighbors need us now more than ever. Donating takes less than 2 minutes to ease the burden for someone in crisis.

[DONATE NOW](#)

People will be **X** without
your support now
OR
You can end someone's
suffering today.



Creativity

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.

CALIFORNIA

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.



TENNESSEE

Take What You Need, Leave What You Can

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.



OKLAHOMA

Gala from Home

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.



GIVINGTUESDAY

GETTING READY FOR GIVINGTUESDAY WORKBOOK

A Step By Step Guide to Building
a Successful Campaign

@givingtuesday      

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 pinatas!).
- It's more fun with old and new friends
- Games and activities can make a big difference
- Sharing memories - stories, pictures - afterwards keeps the good feeling going, and builds interest and commitment for next year.

(Photo: Georgia Gives, 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.



Potential Goals		
Dollars	Donors	New Donors
Young Donors	Monthly Donors	Event Attendees
Participation	Collaborations	Social Followers
Volunteers	Activity Attendance	Thank yous

Give Homeless New Yorkers
A Reason to GIVE THANKS

#GIVINGTUESDAY™

SESS
SUPPORT
SERVICES
SUPPORTING
COMMUNITY

PROJECT
RENEWAL
Restoring Lives. Restoring Hope.

Create a Fundraising Page Manage my Page

100%

00:13:38

1475 NIGHTS OF SAFE SHELTER FOR MEN AND WOMEN IN NEED THIS HOLIDAY SEASON

0 DAYS REMAINING
THIS CAMPAIGN WILL END ON 12/11/12 AT 12:00 AM

Make a Donation

Like 33 Tweet 47 Share 21

50,000 New Yorkers are homeless. Harry was one of them. YOU can help.

Facts:

- The number of single adult New Yorkers who are chronically homeless has more than doubled in the last four years.
- Nearly one in three homeless individuals struggle with substance abuse disorders, and among those who have been homeless for two years or more that number approaches 100%.

1m Back! Meet Harry Dickerson

Iconic stories
bring it all
together - Making
it inspiring





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!

Bring it to life.



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.

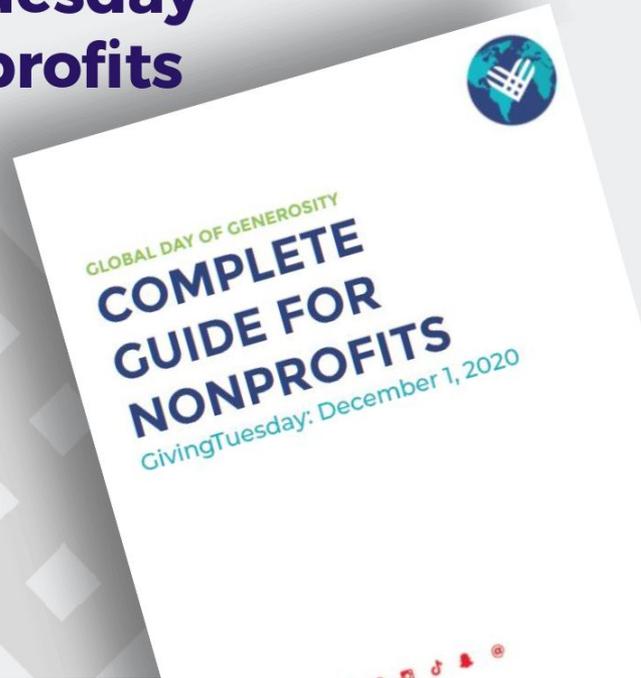


**The antidote to fear and
uncertainty is action.**



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](#)



I Live Here
I Give 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

52 Tuesdays

#GivingTuesdayNow

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

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

Response to COVID-19:
\$300,000
3,112 donations
428 nonprofits

How do we calculate our totals?

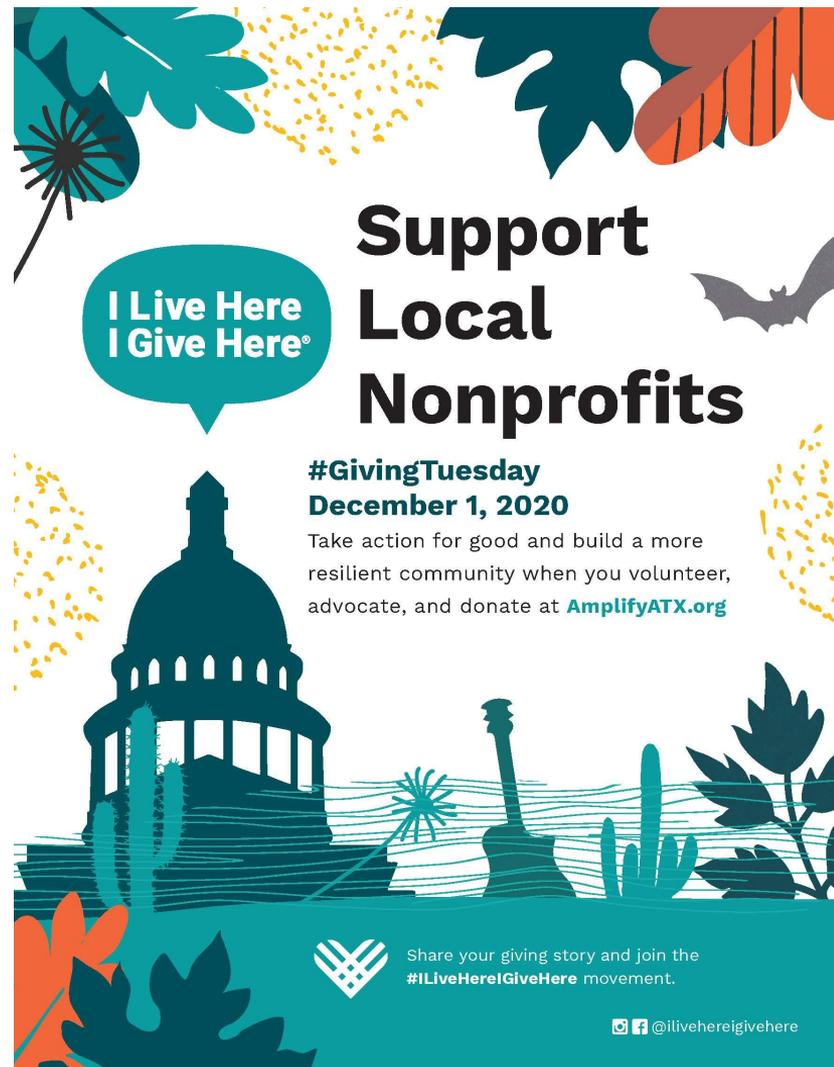
We rely on you.

- **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.



The poster features a teal and orange color scheme with decorative elements like leaves, a bat, and a guitar. A central teal speech bubble contains the text 'I Live Here I Give Here®'. Below it is a silhouette of the Texas State Capitol building. The text '#GivingTuesday December 1, 2020' is prominently displayed, followed by a call to action to volunteer, advocate, and donate at AmplifyATX.org. The bottom of the poster includes the Giving Tuesday logo and social media handles for the #ILiveHereIGiveHere movement.

**I Live Here
I Give Here®**

**Support
Local
Nonprofits**

**#GivingTuesday
December 1, 2020**

Take action for good and build a more resilient community when you volunteer, advocate, and donate at AmplifyATX.org

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

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



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.



4/20/2020

Opinion: We are your local nonprofits and we need your help - Opinion - Austin American-Statesman - Austin, TX

Statesman

Opinion

Opinion: We are your local nonprofits and we need your help

By Dan Leal and Christina Gorczynski

Posted Apr 17, 2020 at 1:15 PM

The harsh reality of COVID-19 forces us to face the importance of good health and its impact across all aspects of our lives. The nonprofit organizations that work to support the most vulnerable in our community are facing what dire challenges that will change the landscape of our city as we know it and are likely to widen existing inequities. Now more than ever, it is critical that the community come together to support our nonprofits.

While most of us have the choice to stay in the safety of our homes, many nonprofit staffs do not have that luxury. In many cases, they are assisting people who have to make a difficult choice, like putting food on the table or paying the rent. In fact, 2-1-1, our community's entry point to accessing social services for those in need, has reported that requests for services in Central Texas quadrupled one weekend in March and remain at unprecedented levels.

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





THANK YOU!



Questions?



CHRISTINE HERLIN

Sr. Manager of Nonprofit & Customer Relations

Christine@ILiveHereIGiveHere.org

512-717-4197

