

#GIVING TUESDAY

IDEAS FOR Local Businesses



Give A Portion of Sales

Every Tuesday is GivingTuesday at **Kilpatrick's Public House**. The restaurant and pub in Downtown Ithaca, NY created a "Happier Hour of Giving," donating 50% of beverage sales to a local nonprofit each week between GivingTuesday and the end of the year. For one of their Happy Hours, Kilpatrick's partnered with the SPCA for a "Yappy Hour," raising \$3,000 for the animal shelter.

Town House Books & Cafe in Elgin, IL gives 20% of its sales to a different charity or organization on the first Tuesday of every month throughout the year. "We try to find things that are local and that are not necessarily one brand of politics or religion but something universal for all members of the community to access," he said. In September it was the Juvenile Justice Center, a pre-trial detention facility for those between the ages of 10 and 21 who are being held on criminal charges.

Host an Event to Help a Local Nonprofit

The **West Michigan Whitecaps**, a minor league baseball team, served free hot lunches to the community members at Heartside Park on GivingTuesday. In addition to lunch, guests received necessities for the winter months, which had been collected from Whitecaps fans.

San Diablo Artisan Churros in Lehi, Utah hosted their 3rd annual Churros4Change Holiday Giving Fiesta, a fundraising event to benefit three local nonprofits on GivingTuesday. Guests enjoyed unlimited churros and live entertainment.

Give Your Products or Services

Borlandia, an Ohio based web design company donated time to help nonprofits with their web presence. Organizations could apply to receive up to 10 hours of free website development (\$1000 value) to assist with their charitable efforts. Their goal was to give away 100 total hours.

Be Rosie Salon in Claremont, CA hosted 100 women from a homeless shelter to get pampered on GivingTuesday. The staff also raised \$1,000 to support the women.

LemonadeLove, a women of color-owned business in Washington DC gave hot herbal lemonade-cider to anyone who wanted one, including many of the neighborhood's homeless.

The FruitGuys, which delivers farm-fresh fruit to companies nationwide, sent some of their team to volunteer at LavaMae's Pop-Up Care Village in San Francisco on GivingTuesday. They shared fruit, kindness, and compassion with people experiencing homelessness.

Support
your local
nonprofits + your
community.

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Challenge Your Customers

Tennessee American Water used GivingTuesday to encourage residents to take a pledge to reduce waste. Residents of Chattanooga can take the “Skip the Straw” Pledge and receive a free reusable stainless steel straw from Tennessee American Water. Through the months of October and November, residents can attend multiple events across the city or simply take the pledge online. The goal was to have at least 1000 people take the pledge by GivingTuesday.

Host a Contest

Sonny's BBQ hosted Spirit of BBQ: GivingTuesday Edition, a nonprofit contest. Beginning November 1, Sonny's BBQ encouraged patrons to nominate their favorite nonprofit for a chance to win the grand prize of \$10,000. The grand prize winner and the four runner-ups were announced on GivingTuesday via Sonny's BBQ Facebook page.



Organize an Employee Volunteer Day

Harrah's Resort in Southern California [sent their employees to volunteer](#) at 11 different local nonprofits. Some packed lunches for homeless, some cleaned up a beach, some cleaned an exhibit at a military museum. Some bathed dogs at a service dog nonprofit, others donated blood. Each nonprofit they worked with additionally received \$2500 from Harrah's. “We've been participating in GivingTuesday for the past 4 years and truly enjoy getting out as a team to help others throughout Southern California,” said Amber Lussier, Harrah's Director of Resort Marketing.” It also serves as a very powerful team building event for everyone involved. You see teammates come together in ways you wouldn't see otherwise.” They start organizing their event in the summer, reaching out to local nonprofits who need volunteers. Each activation has a Harrah's team leader who organizes staff for their project.

Support Your Local GivingTuesday Campaign

All across the U.S., and around the world, local GivingTuesday campaigns unite communities in promoting generosity. Local businesses often get involved by providing in-kind services such as printing, meeting/gathering space, food and decorations, or sponsor a prize for social media contest winners. Use your networks to help amplify your campaign and raise more money for nonprofits that are working tirelessly to create change in your community.

To support **GivingTuesdayCLE** in Cleveland, local businesses came together to provide DJ and photographer services, tables, linens and chairs, a step and repeat, and print/design services for the event program. It's amazing what happens when a community comes together!

Help Amplify GivingTuesday

Show your customers you care about giving back. Post our flyers, posters, or standing graphics (there are templates [on our website](#)) near purchasing areas to help inspire folks to participate. If you're a restaurant, consider including inserts with your check presenters on GivingTuesday. Don't forget to share on your social media channels that your business is participating in GivingTuesday!

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