

Get Ready for
GivingTuesday:
Inspiring
Community
Support for
The Global
Day of Giving



#GI[♥]INGTUESDAY

We are the biggest generosity
movement in history.

We are a team of millions,
representing all faiths and political
views, with activity in every country
around the world.

We are #GivingTuesday.

GivingTuesday Across the US

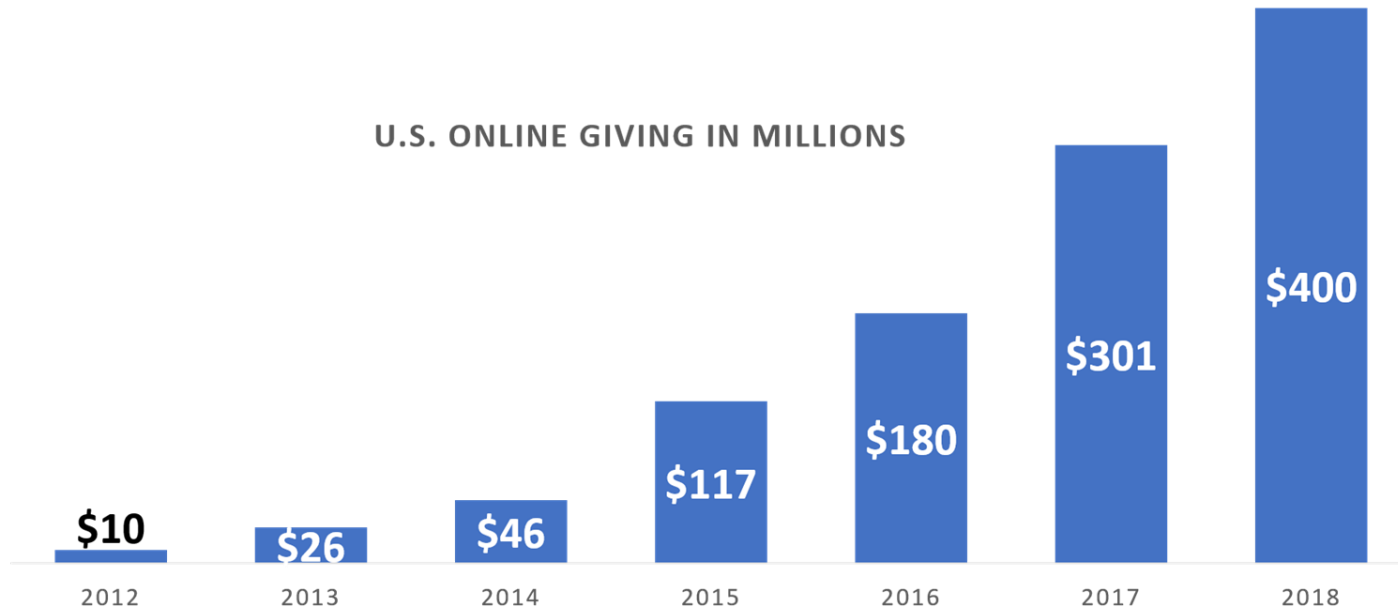


... redefining community



How much is being
donated on
GivingTuesday?

U.S. ONLINE GIVING IN MILLIONS



Results from 38 providers

60 Official Country Movements



#GI♥INGTUESDAY



GivingTuesday Around the World



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

28%
gave money

35%
did both

37%
gave in
other ways



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

How do people
participate in
GivingTuesday?

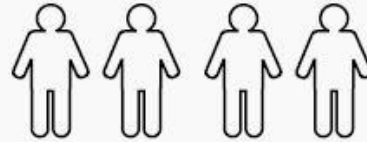
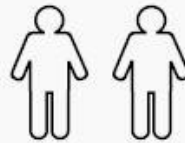


Moving Your Audience to Action

How Your People Naturally Arrange Themselves

Advocates

The ones who keep coming back, and tell others to do the same.



Participants

They've bought into you, but they haven't taken the next step.

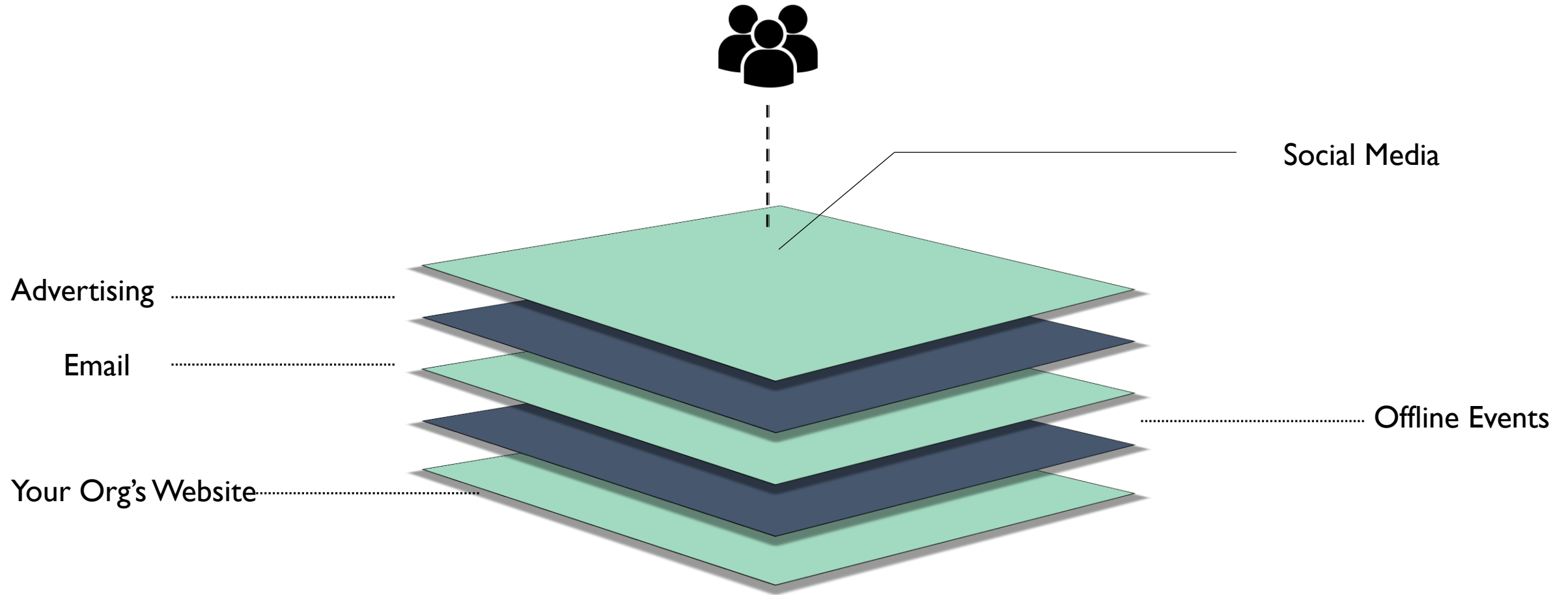
Mass

The rest of the public, who may or may not be aware you exist.

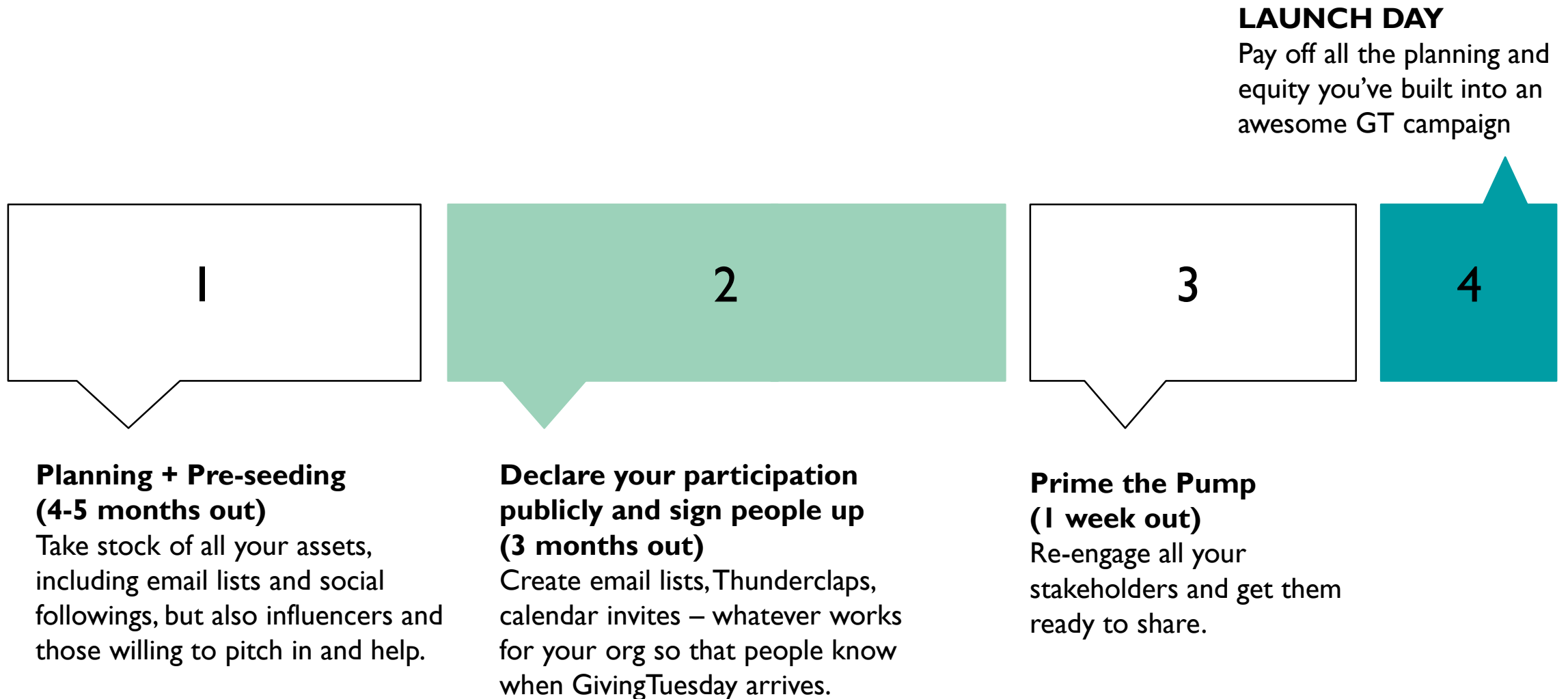


Create Multilayered Touch Points

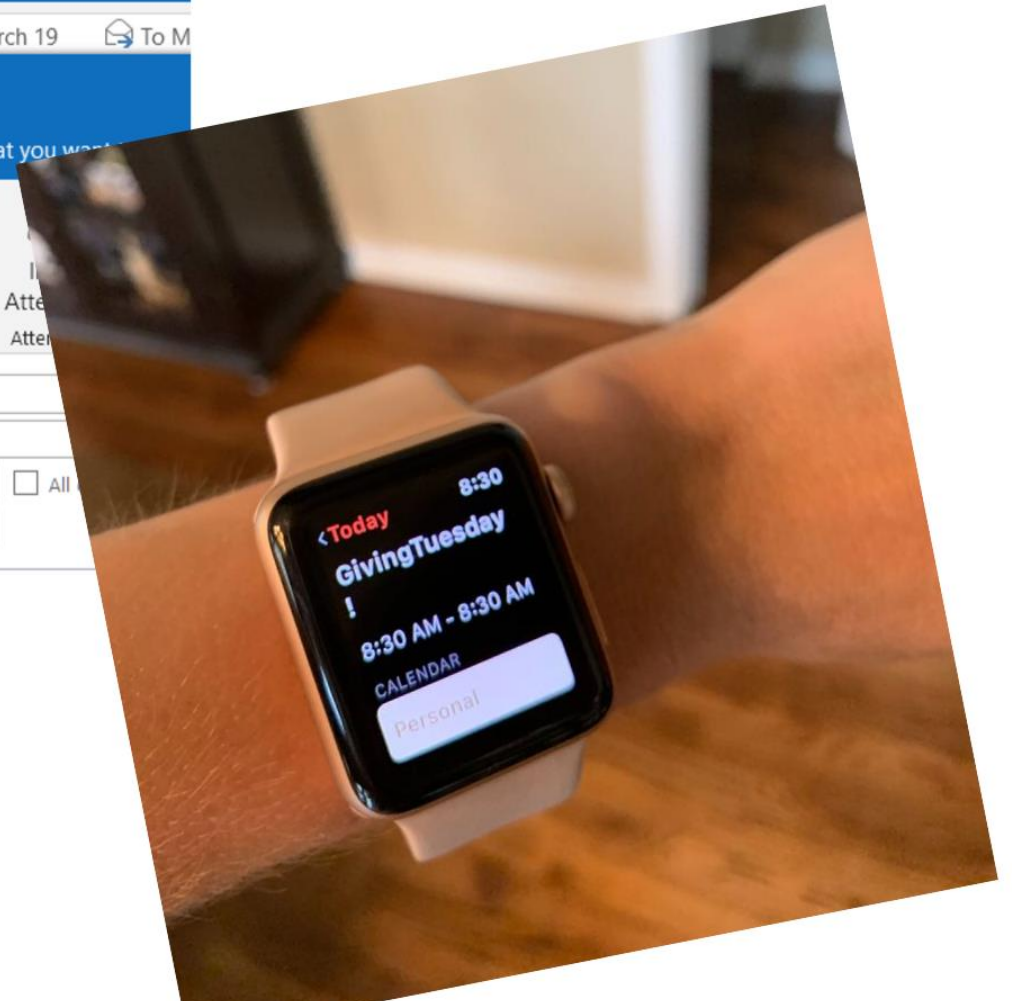
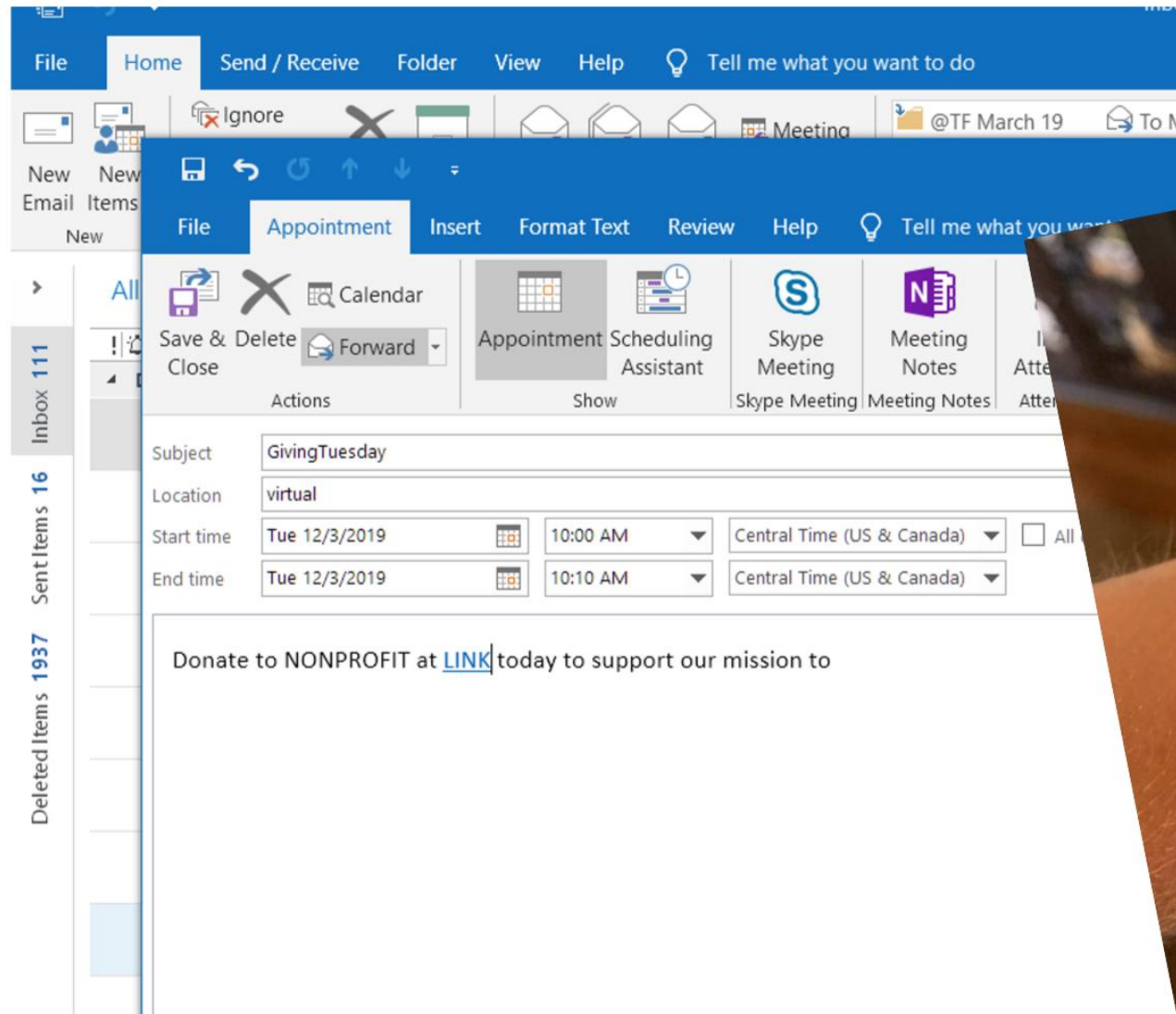
(with measurable outcomes)



What a Smart Cadence Would Look Like



Send a Calendar Invite!



GivingTuesday So What?



We have an unprecedented
opportunity to scale generosity
around the globe.
