

What is #GivingTuesday?

It started with a simple idea: be a counterpoint to the consumerism of Black Friday and Cyber Monday. From a couple hundred nonprofits in 2012 to 10,000+ organizations participating in 2014, #GivingTuesday is now an international day of giving around the globe.

Disaster Fundraising in Reverse

Think about #GivingTuesday as disaster fundraising in reverse. In a disaster, the tragedy brings people together to rally around those in need by supporting organizations that can make an impact. On #GivingTuesday, the movement rallies people around their desire to do good. It's not an obligation – it's an opportunity to be part of something that's big and meaningful - and it feels great.

The Launch of Year-End Giving

#GivingTuesday is the perfect way to launch your year-end giving season and carry the energy and excitement straight through to the New Year. Think online kickoff party for your year-end fundraising campaign.

Opportunities for Engagement

Your #GivingTuesday goals can be about more than dollars raised. Consider a goal focused on recurring givers, new donors, volunteers, in-kind gifts, or even social media followers. #GivingTuesday can be a chance to tell fresh stories, attract new or younger supporters, accelerate your social media presence, or diversify your fundraising channels.