

NONPROFIT

ORGANIZE

ORGANIZE, an online organ donor platform, put a new twist on #GivingTuesday in 2015 and asked people to “Give with your Heart” by registering as organ donors online. They organized Twitter Chats, graphics, and materials to educate and encourage organ donation, and by #GivingTuesday, earned than 40 million impressions and registered thousands of Americans, making it by far the biggest digital donor drive in US history.

CLEVELAND LIBRARY AND THE ENOCH PRATT FREE LIBRARY

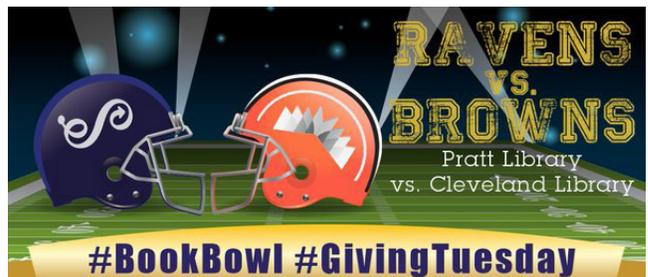
The Cleveland Library and the Pratt Library in Baltimore came together to have an epic showdown for #GivingTuesday. Building off of the Monday Night Football game between the Browns and the Ravens, the libraries kicked-off a fundraising challenge to see which library could raise more on #GivingTuesday. The winners were the Pratt Library in Baltimore, which raised more than \$41,000 for library programs and ultimately got to share a video of the losing Cleveland Library Director performing Edgar Allen Poe’s “The Raven” on social media. Together, the libraries raised more funds for their respective programs, earned greater social media followings, and created a new model for collaboration that benefited both communities.

THREAD

Thread, a Baltimore based nonprofit, organized a campaign to inspire 1,000 actions on #GivingTuesday. From “raking leaves for a neighbor” to donating to a nonprofit, Thread’s initiative inspired 1,163 actions on #GivingTuesday.

LEARNING TO GIVE

Learning to Give launched the #TeachOne movement on #GivingTuesday to encourage over 10,000 elementary school teachers in America to teach one lesson to their students about philanthropy.



COMMUNITY MISSIONS

Community Missions in Niagara, NY joined its local community giving day to invite over 120 volunteers to help renovate the local food pantry. Some volunteers worked on repainting rooms, other spread community cheer around the Mission and helped serve lunch to those in the Community Kitchen.

HALO FOUNDATION

The HALO Foundation asked people to donate their daily cup of coffee—or \$5—on #GivingTuesday to empower youth in their youth homes around the world. They created #GivingTuesday coffee cups that have the heart on the bottom. Since the mugs were empty on #GivingTuesday, the heart remind people of their mission and how a simple gift could make a difference.

THE FAMILY DINNER PROJECT

The Family Dinner Project helped families include giving in their Thanksgiving with tips for conversation and giving on #GivingTuesday and beyond. As part of its annual #familydinnerforward initiative, the Family Dinner Project invited families to share a meal for the good of others. From Nov. 25 through Dec. 15, families visited thefamilydinnerproject.org and download the #GivingTuesday “Dinner Tonight” card, created in partnership with Blue Star Families, a nonprofit organization supporting military families. People could also visit the Family Dinner Project on Facebook and Twitter and share or retweet the card with the hashtag #familydinnerforward. Each time the card was downloaded or shared, Boston Market donated to support military families (up to \$5,000).

CAMPAIGN FOR BLACK MALE ACHIEVEMENT

The Campaign for Black Male Achievement worked across its membership of more than 2,500 organizations and 4,700 leaders to inspire and bring together communities across the country to join #BMAGive to help spark a generosity movement for black male achievement. To help kick-start and motivate the BMA field’s venture into the Generosity Movement via #GivingTuesday, CBMA hosted three webinars, which were designed to give members the tools to create a successful #GivingTuesday campaign.

VOLUNTEER NEW YORK!

The Westchester nonprofit Volunteer New York! increased its #GivingTuesday fundraising goal to \$25,000 after planning an elaborate, innovative campaign that included 50 volunteers, 50+ local businesses, 500 limited-edition hats and strong media support from the Journal News.

WATERAID

WaterAid asked supporters to give back on #GivingTuesday by making a gift to WaterAid’s lifesaving work to help poor communities gain access to clean water, toilets and good hygiene. All new and upgraded donations to WaterAid made on #GivingTuesday were matched up to \$100K.

WORLD BICYCLE RELIEF

For the second year, World Bicycle Relief raised funds to donate bikes to school children in Africa. They created fun, goal-focused graphics and a social media toolkit to spread the word about their campaign. Their goal was to provide 800 bikes. By the end of #GivingTuesday, they raised enough to donate 1,087 bikes - 287 bikes above their goal!

BIG BROTHERS BIG SISTERS OF SOUTHWEST WASHINGTON

Big Brothers Big Sisters of Southwest Washington ran a BIG Bail Out on #GivingTuesday by locking Thurston County Sheriff John Sanza and his twin brother and neighboring Lewis County Sheriff Rob Sanza in a cell at the local mall. They asked the community to donate to “bail” them out.

THE JOHN PAUL GETTY MUSEUM

The John Paul Getty Museum transformed into a food drop-off center on #GivingTuesday by inviting visitors to donate non-perishable food items at the Visitor Center. Getty staff collected, sorted, weighed, and delivered donations to the Westside Food Bank. The Getty then matched food donations pound for pound to have a greater impact.



#GIVINGTUESDAY™

CASE STUDIES

IDEAS FOR NONPROFITS

- **Get creative!** Many nonprofits are rebranding #GivingTuesday for their organizations. From #GivingShoesDay to #GivingZooDay, give a twist to our name and logos to promote your brand and mission.
- Did you know many donors work at companies that double the donations made by employees? Encourage your donors to submit **matching gift requests**.
- **Use social media to launch a new fundraising or awareness campaign.** Use the #GivingTuesday hashtag early and often on Twitter. Your constituents should know that you are part of this movement.
- **Integrate #GivingTuesday into your end-of-year campaign.** Use this day to experiment and try a new strategy to close those end of year gifts.
- We've seen a lot of success with **matching grants**. Ask a board member or sponsor to put up a matching gift. You can use this to incentivize new or larger donations or to kick-off your end-of-year campaign.
- Consider trying **mobile or online giving**. #GivingTuesday is a great day to engage your online community and transform followers and fans into donors.
- Organize a **volunteer project** for your organization. Invite donors, employees and your neighbors to get together to celebrate giving by creating a day of service.
- **Share your story!** Reach out to press outlets in your community and spread the word by sharing your story with us at info@givingtuesday.org! Feel free to use our sample press release to pitch your story.
- **Obtain skilled volunteers.** Nonprofits can access professional expertise in HR, technology, strategic planning, and marketing through skilled volunteering. Learn more from the [Taproot Foundation](#).

