

GIVINGTUESDAY

A GLOBAL GENEROSITY MOVEMENT



GIVING TUESDAY

GivingTuesday was created in 2012 as a simple idea: to encourage people to do good.

Over 12 years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.



Everyday – 365 days a year – people and organizations around the world participate in GivingTuesday by giving to others in their community, school, through their business, non-profit, or personal means.

Then, on the Tuesday after Black Friday and Cyber Monday, the world coordinates these acts of generosity and celebrates GivingTuesday as a united global community.

This year's GivingTuesday will take place on December 3, 2024.



MORE THAN JUST A DAY OUR WIDER IMPACT ON CIVIL SOCIETY

GivingTuesday is more than just a giving day; it's a **generosity movement** that works across NGOs, businesses, tech platforms, community centers, student networks, individuals, and more to promote generosity and activate people in communities where they live and work.

By providing tools, ideas, and peer support, we create opportunities for people to come together to contribute to their communities and participate in ways that are meaningful to them.

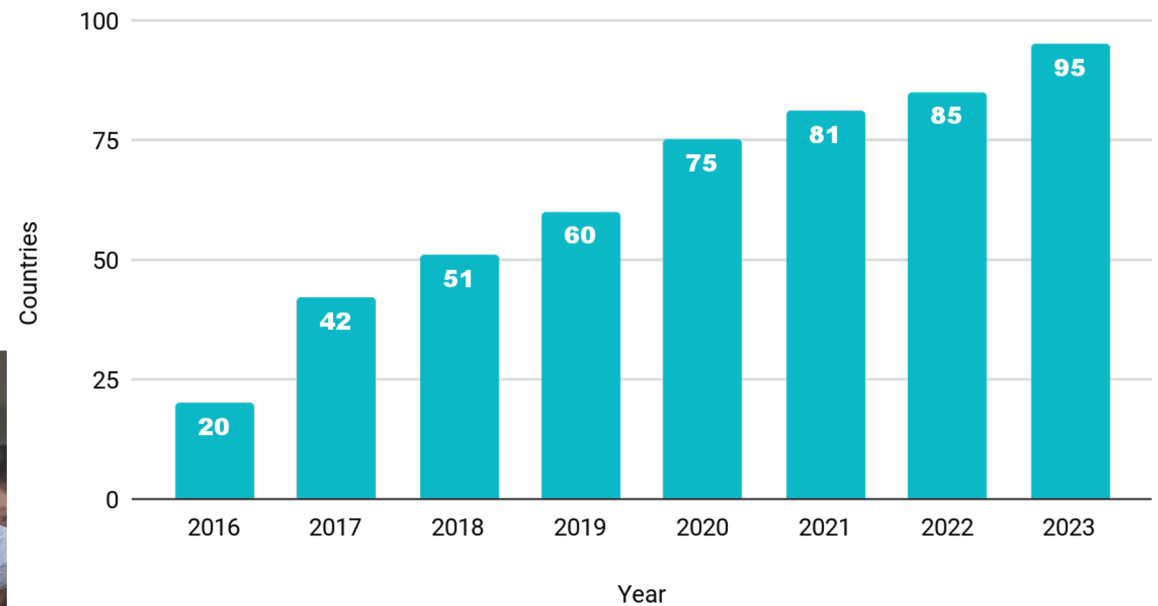
MY
GIVING
STORY



A World of Generosity



Country Campaigns by Year



Country leaders who have recently joined the movement come from Togo, Uganda, Cameroon, South Africa, Bangladesh, Georgia, Mali, Japan, India, Malawi, Netherlands, Indonesia, Ecuador, St. Croix (future USVI), Congo, and Iraq

**FROM ONE
TO MANY.**



GivingTuesday is a movement made up of grassroots leaders united by a shared purpose: to do good.

Our “handraisers” or movement leaders step up to bring GivingTuesday’s values and approach to communities around the world. It’s through sharing tools, providing ideas, promoting collaboration, and encouraging creativity amongst these **distributed leaders** that we’ve been able to build this global generosity movement.

It started with one.

GivingTuesday started as a simple idea. Initially, it was led:

- By **one, small, part-time team**
- Working out of **one nonprofit community center**
- Focusing on outreach in **one country**



It grew to a few.

In that first year, GivingTuesday was launched across the United States. The team reached 2,500 organizations by:

- **Establishing early “Founding Partners”** who committed to announcing a GivingTuesday campaign in early press releases. These were notable brands in and out of the sector to help raise awareness and get buy in
- **Doing A LOT of cold emailing, calls and outreach.** We had a hit list of the Top 50 organizations/brands/networks we wanted to contact and just ran through the list
- **Targeting network partners:** associations, membership groups, email lists - people who could reach more people, who could reach more people
- **Launching a “Social Media Ambassadors” mailing list and a “Team of Influencers”** – people who would post and share the graphics we sent them each week to help spread the word
- **“Conference bombing” sector events** - spoke at as many conferences, events, and dinners we could about GivingTuesday to try to find other ambassadors who could tell their networks about the movement

Our focus wasn't to plan an event or announcement on our own for people to take part in; instead, we focused on providing tools and ideas to the people we contacted so that they could plan a campaign for themselves and/or their networks.

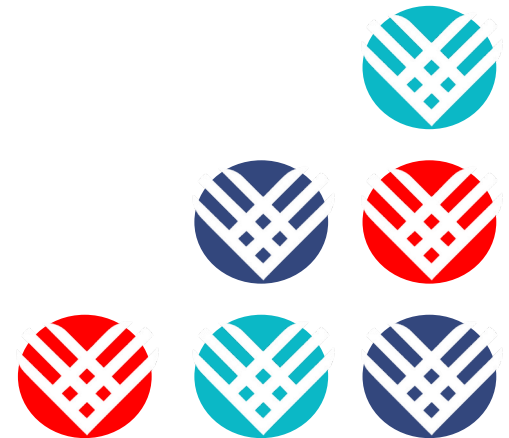


It was adapted and co-owned.

The people we spoke to heard our message and started building and localizing their own GivingTuesday's for their communities. This included:

- **City or geographic campaigns** like #BMoreGivesMore in Baltimore
- **Cause coalitions** like #GivingZooDay
- **Our first country movements** like #DiaDeDoar and #GivingTuesdayCanada

The organizers of these campaigns took our ideas, tool, and message that anyone can participate to their communities and helped us scale at superspeed.



It was adapted and co-owned.

The people we spoke to heard our message and started building and localizing their own GivingTuesday's for their communities. This included:

- **City or geographic campaigns** like #BMoreGivesMore in Baltimore
- **Cause coalitions** like #GivingZooDay
- **Our first country movements** like #DiaDeDoar and #GivingTuesdayCanada

The organizers of these campaigns took our ideas, tool, and message that anyone can participate to their communities and helped us scale at superspeed.

Together, this created an **unbranded yet coordinated movement** that was positioned to scale.



It became truly global.

As more and more communities joined the movement, we started seeing leaders in cities and countries around the world raise their hands to take on this role of adapting and localizing GivingTuesday for their communities.

As a global team, **our strategy is to invest in these leaders** and provide them with the tools, network, and support they needed to bring the movement even farther. We found people to champion the movement for us and with their help, we were able to reach communities we never could have on our own.





#GIVINGTUESDAY

#GIVINGTUESDAY

#GIVINGTUESDAY
Barbados

GIVING TUESDAY
PAKISTAN

#ЩЕДРЫЙВТОРНИК

Un Día para Dar
PUERTO RICO

#GIVINGTUESDAY

GIVING
Tuesday Liberia

#GivingTuesday
#TekojenTiistai

#GIVINGTUESDAYCOSTARICA

An opportunity to...



Bring towns, cities,
and **communities**
together in new and
powerful ways.



#GIVING
TUESDAY
MÜNCHEN

Celebrate as volunteers



Unite **communities** around the world



GIVING
TUESDAY

A close-up photograph of a man with short brown hair and a beard, wearing a teal shirt, holding a baby. The baby is wearing a light blue dress with floral embroidery and has a pink heart-shaped bandage on its nose. The man is looking down at the baby with a gentle expression.

Have an impact as **brands** and **businesses**

**YOUR GIFT
MATCHED
TODAY!**



Ronald McDonald
House Charities®
CANADA

Coca-Cola™

GIVING
TUESDAY

Show how **small acts of kindness** can have a big impact

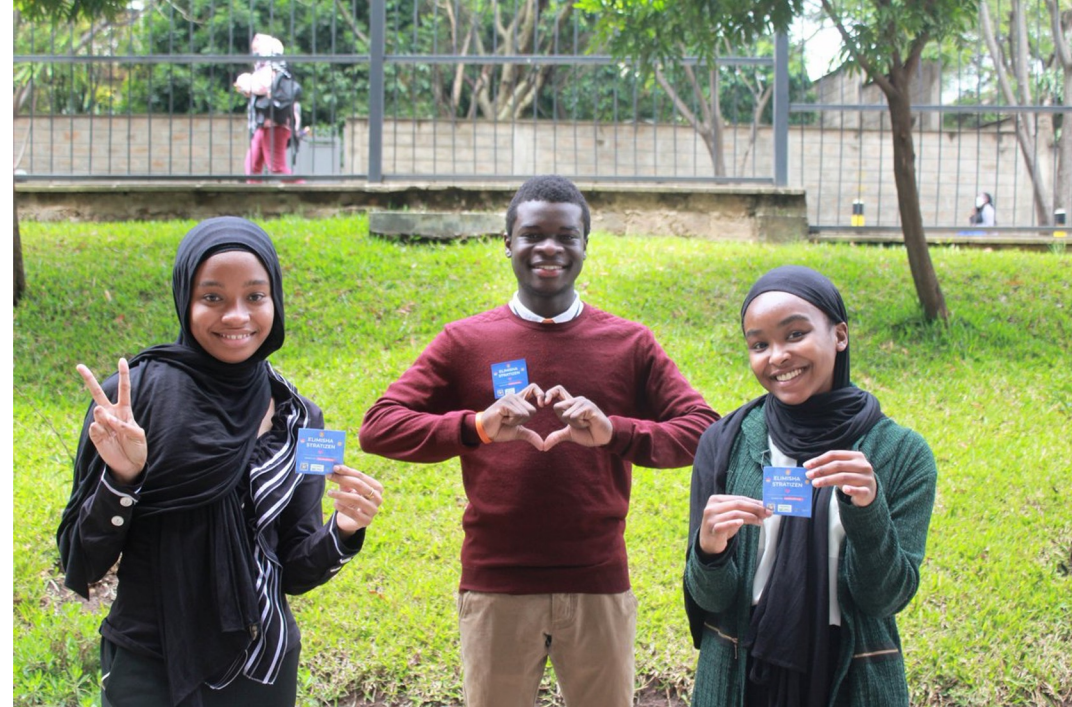


BRING PEOPLE TOGETHER AROUND A SHARED PURPOSE



We also see this type of collaboration happen across shared causes, identities, and demographic groups.

Test out **new**
strategies, programs,
and ways to do good



82% of participating
organizations use GivingTuesday to
experiment or try something new



Show up for
others in their
time of greatest
need.

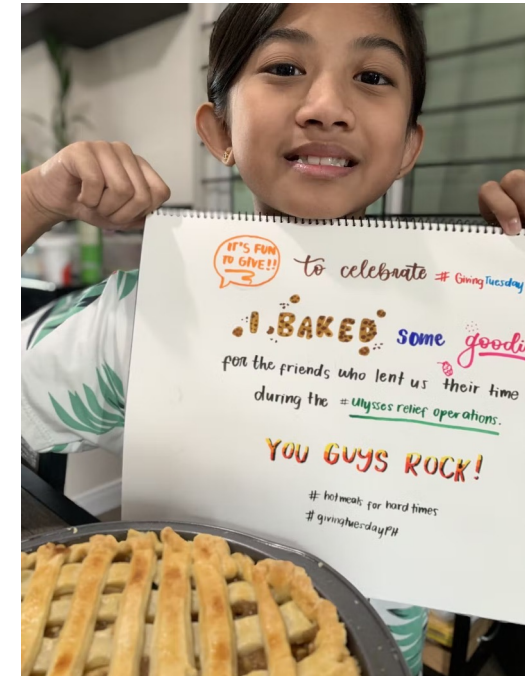
GIVING
TUESDAY



ENCOURAGE PARTICIPATION THROUGH PEER LEARNING



EMPOWER THE NEXT GENERATION OF GIVERS



Young people are also at the heart of GivingTuesday, often using online platforms and tools to encourage their peers to join them in giving back.

Proving that anyone, anywhere can make
a difference.



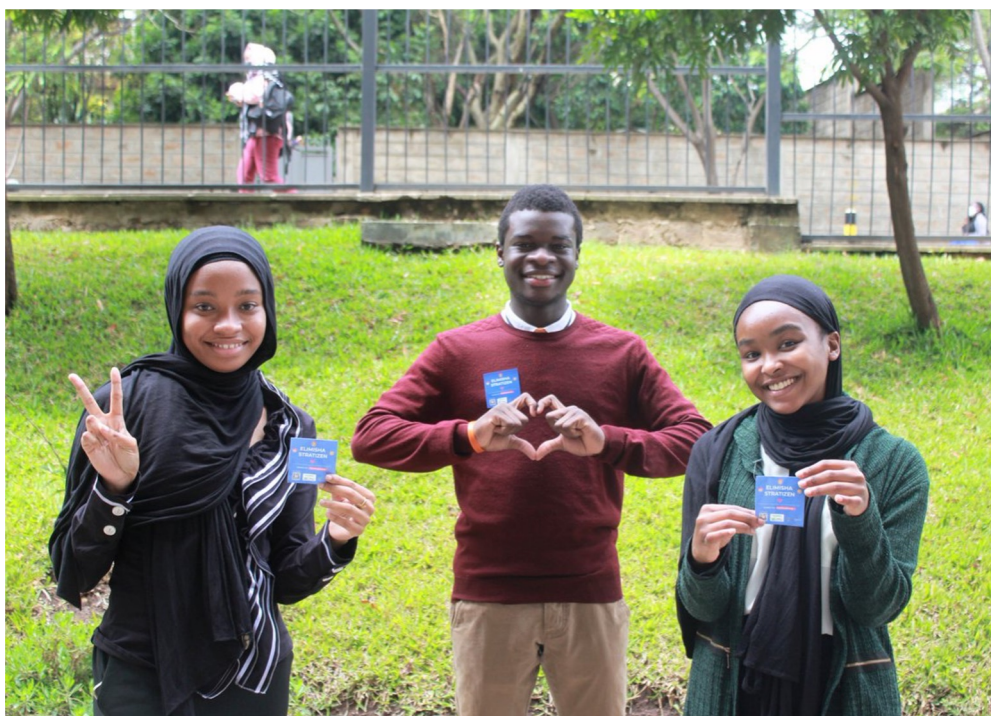
GIVING
TUESDAY

“GivingTuesday offers a light to show everyone an opportunity that we can do this together.”

- Diana Cano Miller, GivingTuesday Colombia

WAYS TO ENGAGE ON GIVINGTUESDAY

IDEAS TO MAKE A DIFFERENCE



Acts of Kindness or Good initiatives

Gratitude Drives/thank-a-thons

Direct fundraising

Art and Volunteer activations

Contests and Giving circles

Amplifying community stories

Free virtual experiences

Community education, awareness and advocacy





How will you give?

Be a Hero
for Hawai'i
on Giving Tuesday

#GivingTuesdayHI
HeroesforHawaii.org

Be a Hero
for Hawai'i
on Giving Tuesday

#GivingTuesdayHI
HeroesforHawaii.org

#GivingTuesdayHI
Giving is
my way of life
Hawaii Community Foundation

GIVING
TUESDAY