

# 15 Giving Tuesday fundraising ideas

**2024 Impact:** \$3.6 billion raised in the U.S. (16% increase from 2023) | 36.1 million participants

People are ready to give; make sure you're all set up to make the most of their generosity.

## Your idea list

### 1. Host a virtual giving day

Create an online event using Zoom or social media. Offer matching gifts at specific times, mix in Q&A sessions, behind-the-scenes tours, or live performances. Keep energy high with real-time impact updates.

### 2. Peer-to-peer fundraising challenge

Supporters create individual fundraising pages linked to your main campaign.

Challenge ideas:

- **Mile-a-day:** Walk/run/bike with pledges per mile
- **Birthday pledges:** Ask for donations instead of gifts
- **Cook-off:** Virtual cooking competition with paid voting
- **Read-a-thon:** Sponsor books or pages completed
- **Art exhibit:** Virtual art competition (like "Bad Art by Good People")

### 3. Partner with Local Businesses

- **Local business takeover:** Partner takes over nonprofit's social media or has volunteers as guest employees; business pledges percentage of day's profits
- **Pay It Forward Shopping:** Customers round up purchases or buy extra items for those in need

### 4. Organize an online event or auction

Host virtual concerts, cooking classes, or trivia nights. Run auctions starting a day before Giving Tuesday for 24 hours. Include "Buy Now" options and Max Bid features.

### 5. Social media challenges and hashtags

Create catchy, memorable hashtags (#GiveForGood, #GivingBackTuesday). Pair with action challenges: share photos, make donations, complete tasks.

### 6. Live streaming your events

Stream your in-person event to reach supporters anywhere. Use countdown timers or live donation goals to motivate giving in real-time. Be sure to pin your campaign link in the comments or description.

- 7. Share impact stories**  
Show real people who've benefited from your work. Use videos or photos to bring stories to life—they're far more engaging than text alone.
- 8. Mystery box donation**  
Fill boxes with different value items (gift cards, gadgets, smaller items). Donors don't know what they'll receive. Price boxes at different levels.
- 9. Give back in kind**  
63 million Americans volunteer regularly. Ask for time, expertise, or services instead of money. Local businesses can donate printing, venue space, etc.
- 10. Donations on behalf of others**  
Let people donate in someone else's name as an alternative gift. Offer virtual gift cards on your website, in emails, or on social media.
- 11. Flash fundraiser for urgent needs**  
Set a pressing need and short timeline (2-24 hours). Use social media, emails, and texts to spread the word. Show progress tracker for motivation.
- 12. Donation station**  
Set up physical tables at coffee shops, bookstores, or high-traffic locations. Offer small thank-you perks (stickers, postcards). Partner with aligned businesses.
- 13. Team up with micro-influencers**  
9 out of 10 U.S. Americans follow influencers online. Micro-influencers have smaller but loyal audiences who trust recommendations. Ask them to run mini-campaigns explaining why your cause matters.
- 14. Matching gift hour**  
Pick one hour when donations get matched by a sponsor. Creates urgency and excitement.
- 15. Crowdfunding**  
Create an online page that anyone can donate to. Share through social media, emails, and word-of-mouth. Small contributions from many add up.

Want someone to bounce ideas off? Or, want to make sure your donation form is up to par before the big day? Schedule a campaign assessment [here](#) →.



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