

betterworld

Kickstart Giving Tuesday

Giving Tuesday is a global movement that invites people to pause, give back, and celebrate generosity on the Tuesday after Thanksgiving.

Started in 2012 by the 92nd Street Y in New York City, supported by the United Nations Foundation. Shifts focus from consumerism to helping others.

2024 Impact: 36.1 million US participants | \$3.6 billion donated (16% increase from 2023) | Active in 105 countries

Kickstart your Giving Tuesday tradition

- 1. Define your purpose**
Which cause matters most to you? Local community, global issue, or raising awareness?
- 2. Set clear goals**
Create specific, achievable targets. Examples: raise \$5,000 or get 50 people involved.
- 3. Create an action plan**
Break down tasks, assign roles. Use simple tools like Kanban boards to stay organized.
- 4. Spread the word early**
Start promoting weeks ahead. Use #GivingTuesday, share sneak peeks via social media and email.
- 5. Make it easy to give**
Set up user-friendly donation platforms. Offer one-time and recurring options.
- 6. Engage beyond donations**
Encourage volunteering, social sharing, and mini-fundraisers.
- 7. Partner up**
Connect with local businesses for matching donations or percentage-of-sales contributions.
- 8. Share your story**
Tell personal stories showing real-world impact. People give when they see how donations change lives.
- 9. Prepare for the big day**
Double-check donation channels, confirm team roles, and prepare final social posts.
- 10. Show gratitude**
Thank every donor and volunteer. Share results through follow-up emails, social posts, or handwritten notes.

This time of year is all about intention. Want to book a quick demo to make sure you're ready for Giving Tuesday? [Click here](#) → and chat with someone today.

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