

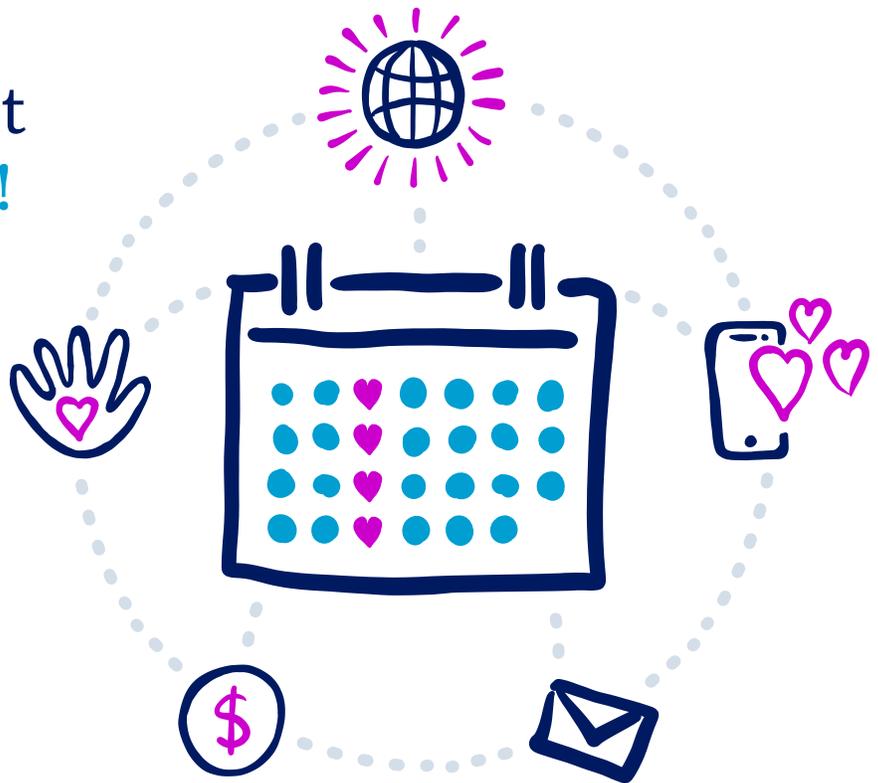


# GIVING TUESDAY

## A Goodness Guide

### Join the movement this *GivingTuesday!*

Whether this is your first **GivingTuesday**, or you've been participating for a few years, this day of giving back presents a powerful opportunity to connect your brand, your people and your community with the causes you care about. It doesn't matter what you do, but make sure you get involved! When you and your company participate, your efforts will add up to major impact and make a world of difference.



*Created in 2012, GivingTuesday is a global day  
fueled by the power of social media and collaboration.*



## What is GivingTuesday?

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized Black Friday and Cyber Monday shopping events, GivingTuesday celebrates the charitable season, when many focus on their holiday and end-of-year giving. Since its inaugural year in 2012, GivingTuesday has become a movement that celebrates and supports giving.

On that day, many companies and their employees will be joining millions of other people around the world in supporting the causes they care about.

Why not connect your people to that energy and empower them to do even more good?

This guide will show you simple yet powerful ways to harness the GivingTuesday energy. You'll infuse more purpose and meaning into your culture, increase participation in your Goodness program (what we call workplace giving, volunteering and grantmaking programs), connect with your global workforce and build awareness around your company's community investment activities.



**On GivingTuesday 2020, nearly**  
**\$2.4 billion**  
**was donated in the U.S. alone!**

## 1 How will you tap into the GivingTuesday action?

What tools and tactics will you use to encourage people to give and volunteer? **Here are some suggestions:**

### Match employee donations

Want to encourage more people to make their GivingTuesday donations through your program? Set up a special GivingTuesday match rate! It's the most powerful tool you possess to incentivize giving, since employees are twice as likely to donate when there's a match involved. In fact, during a 200% matching campaign, one Fortune 100 tech company saw 97% more employees donate and 80% higher donation amounts.

### Did you know?

**One Benevity client seeded employee Giving Accounts on GivingTuesday and saw a staggering**

# 300%

**increase in program participation!**

### Give donation funds to get things going

Another way to kickstart your campaign and get people to donate through your program is to give them donation currency. And it's easy to do when you have employee engagement software like Benevity's award-winning [Spark](#). Employees can use the funds to support any cause they care about on GivingTuesday and share their excitement with the world!



Pro tip

If you have room in your grantmaking budget at the end of the year, put it toward an even higher GivingTuesday match rate for your pillar causes! You'll drive more participation and your charity partners will receive even more money than if you were to simply give them a grant.

### Encourage virtual volunteering

Remote work and volunteering can go hand in hand! Encourage people to sign up to volunteer virtually and incentivize them by temporarily increasing your dollars-for-doer rewards, giving them gift cards or offering memorable, special swag — get creative! To include more people, consider suggesting they complete small acts of Goodness, like delivering food to a neighbor or taking positive actions together as part of a [Missions](#) challenge. These ideas are perfect because they can be completed individually and at home in a short amount of time, and your people can get rewards that they then use to support a nonprofit of their choice.





*No matter how you set it up, your people will recognize that they're in for something special this GivingTuesday!*

### **Include employees in corporate grantmaking**

Community investment programs are a little-known powerhouse for employee engagement. On GivingTuesday, encourage your people to nominate their favorite charities or nonprofits to receive a corporate grant and share their nominations on social media.

### **Engage people outside your company in GivingTuesday**

What about when you want to encourage people outside of your company to do more good?

Sending charitable gift cards — pre-purchased donations that the recipient can direct to the charity of their choice — is a great way to extend your workplace giving

program beyond your company, because you can give them out to partners, customers, vendors, people in the community, or even friends and family.

If you have a public-facing giving site, like [Benevity's Community Impact \(CI\) Portal](#), you can also invite anyone outside of your company to give to the causes you (or your people!) care about. One Benevity client let their employees create giving opportunities on GivingTuesday and posted them to their CI Portal. 100 opportunities were created in six countries, and more than \$415,000 was raised in just four days!



**Bonus!**

**To get more people involved, challenge your regular givers to volunteer, ask your dedicated volunteers to make donations, and invite everyone to nominate their favorite charity for a grant!**

## 2 How will you share your GivingTuesday story?



### Get the word out!

A heads-up makes a big difference in campaign participation, so let people know a couple of weeks before GivingTuesday and don't forget to follow up with a reminder the day before. We've seen increases in participation by two times and increases in donation volume by as much as 200 times after a campaign is promoted, compared to the exact same campaign without promotion.

You can send an email, post a news item or add a mention to your employee newsletter. Most importantly, use your social media handles and tweet, tweet, tweet!

### Encourage people to share their stories

GivingTuesday is more than just people tweeting the hashtag — it's about sharing the issues that matter to them and the changes they'd like to make. Give your people space to share those stories in your Goodness program. Enable comments and discussions on your Giving and Volunteer Opportunities and encourage people to discuss their activities. Connect with your Goodness champions or ambassadors for some personal stories — people will love to hear about how their colleagues contributed to the causes that mean the most to them. It's also a good time to share the impact of your community investment activities with your people and let them respond.



## 3 How will you carry the momentum forward?

Great campaigns don't end when the day is over. You'll want to make sure people know how GivingTuesday went, how their contributions made a difference and how you plan to keep the Goodness rolling all year round.

### Close the loop

A simple email that tells people about what you achieved on GivingTuesday — company participation rates, dollars raised, hours volunteered — will go a long way to making people feel good. Publish news items with the latest developments on your initiatives and add comments and updates to Giving and Volunteer Opportunities to show the progress that's being made. Seeing the impact their contributions have made will strengthen the connection people have with your program.



### Do it year-round!

Don't forget that once GivingTuesday wraps up, there are 51 other Tuesdays in a year to engage your people around Goodness. Need some help getting started? Our Benevity Goodness Calendar is full of more than 100 different awareness days, weeks and months that you can use for year-round programming. Check it out [here](#).



## Engagement strategies to keep in mind

- 1 Think global.** GivingTuesday's global reach makes it a great event for companies with international workforces to rally everyone through their Goodness programs. It's all about knowing what matters in different locations and adapting your approach from country to country. If a particular office has a heavy volunteerism focus, build their campaign around a series of events for local important causes, and increase the volunteer rewards for that day.
- 2 Revisit disasters for long-term relief.** When disasters strike, people want to help immediately. GivingTuesday can be a great opportunity to revisit people and communities that were stricken by earlier disasters with a follow-up campaign that addresses long-term rebuilding efforts.
- 3 Promote friendly competition.** People love competing with their colleagues. Harness that competitive spirit and organize some inter-company teams to compete for the greatest GivingTuesday impact. Whether it's an interdepartmental volunteering challenge or a fundraising drive pitting different regions against each other for bragging rights to the largest donation totals, adding a competitive dimension to any of the campaign ideas we discussed earlier will get people excited.

**4 Tie volunteering to corporate grantmaking.** Is your company helping local charities and nonprofits through a community investment program? Why not encourage your people to volunteer with those organizations on GivingTuesday? It's a great way to help employees see the impact of your corporate grants on programs and projects that benefit their community!

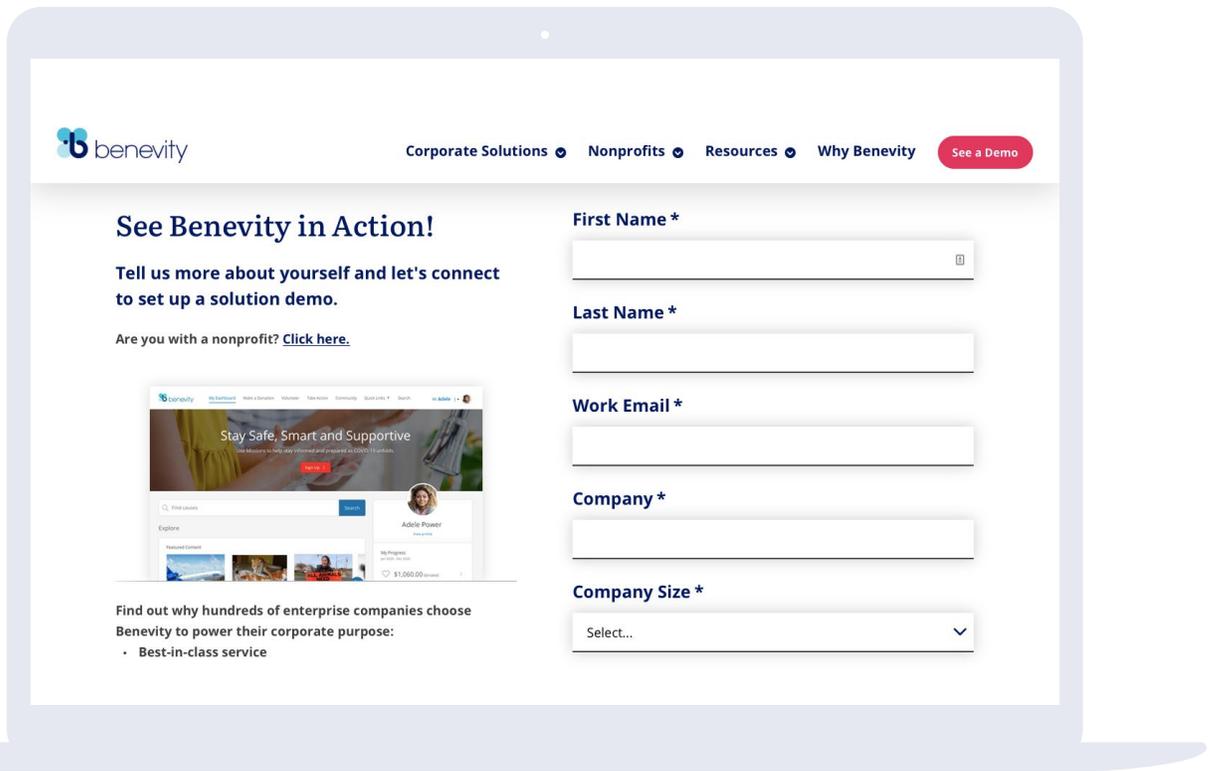
**5 Encourage learning and positive action with Missions!** With Benevity's employee engagement product, Missions, you can create a holistic GivingTuesday campaign that includes any or all of the above ideas. Plus, you can add other positive actions employees can take like learning about company initiatives or sharing their own stories. Its gamified experience makes it easy for anyone to participate and take action, including people who don't have time to volunteer or funds to give. And, with comprehensive reporting, it's easy to measure your company's impact and let employees know how you did! [Learn more about Missions.](#)

 Did you know?

**Missions is a powerful way to unite diverse workforces. During PayPal's beta campaign,**

**64%**

**of participants were from outside of their headquarters!**



## How Benevity Can Help

Ready to learn more about how Benevity can help you power your GivingTuesday campaign through your company's Goodness program? Book a demo today!

[Request a demo](#)



Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, many iconic brands rely on Benevity's cloud solutions to power their purpose in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 20 languages, Benevity has processed more than 7 billion dollars in donations and 38 million hours of volunteering time, facilitated 340,000 positive actions and awarded over one million grants to 303,000 nonprofits worldwide. For more information, [www.benevity.com](http://www.benevity.com)