



GIVINGTUESDAY

Impact playbook

Introduction

JOIN THE GLOBAL GIVING MOVEMENT

Created in 2012 at New York's 92nd Street Y and incubated in its Belfer Center for Innovation & Social Impact as a day to do good, GivingTuesday has grown into a year-round global generosity movement. In 2021, GivingTuesday garnered participation from 35 million adults and brought in \$2.7 billion in donations in the U.S. alone—this is a giving day you won't want to miss!

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized Black Friday and Cyber Monday shopping events, GivingTuesday marks the formal beginning of the giving season. On that day, companies rally their employees to give gifts of time, money, skills, goods, and advocacy, in an effort to show that everyone has something to offer and that every act of generosity counts.

Whether this is your first GivingTuesday or you're a seasoned professional, our comprehensive guide contains everything Corporate Social Responsibility (CSR) leaders need to launch a successful GivingTuesday initiative.

What's included in this guide?

- *Program ideas.*
- *Communications checklist and templates.*
- *Campaign strategy worksheet.*
- *Campaign evaluation tips.*
- *And more!*



Step 1 | Rally your workforce

GivingTuesday is rooted in the simple idea that every act of generosity counts and everyone has something to give. Your employees are likely already giving back—whether it's through donating clothing, giving blood, or helping out an elderly neighbor—doing good is part of everyone's daily lives. This GivingTuesday, elevate your employees' everyday efforts by implementing programs that maximize their impact.

Here are a few suggestions:

MATCH EMPLOYEE DONATIONS

Many of your employees likely plan to support causes or nonprofits that matter to them on GivingTuesday. To double the impact of their efforts, implement a dollar-for-dollar matching program! Matching programs offer a powerful opportunity to maximize impact and are proven to boost participation. But don't just take our word for it — **84% of donors say they're more likely to give if a match is offered, and one in three donors indicate they'd give a larger gift if matching is applied to their donation.**

ENCOURAGE VOLUNTEERING

Many volunteerism activities take place during the workday, making it challenging to balance giving back and collecting a paycheck. This GivingTuesday, encourage your employees to take time to give back to their communities by offering **paid volunteer time off (VTO)**. VTO is a form of paid time off (PTO) that allows employees the flexibility of volunteering during the workday while still getting paid! Elevate your company doers and implement VTO just in time for GivingTuesday.



This GivingTuesday, when an employee volunteers, match their time with a monetary donation to a nonprofit of their choice. As a result, you'll be able to increase participation, deepen community impact, and demonstrate authentic support for causes that matter to your employees.

And don't just limit this offering to volunteerism! When an employee completes an act of kindness or green action like delivering food to a neighbor or picking up neighborhood litter, match this effort, too. Embrace the GivingTuesday spirit by recognizing even the smallest acts of generosity.



MAKE GIVING A NO-BRAINER

Make GivingTuesday participation flexible and accessible for anyone by offering your workforce a [charitable spending account](#). Provide your employees with a giving budget (\$25, \$50, \$100, etc.) and a timeframe, and the rest is up to them. As a result, employees can use the funds to support any cause they care about, making GivingTuesday participation a no-brainer!

WORK WITH YOUR NONPROFIT PARTNERS

Your strategic nonprofit partners likely have big plans for GivingTuesday. Connect with them to see what they have planned. Many will likely have campaigns, events, and content you can share with your employees to drive engagement.

AFTER THE BIG DAY

Once GivingTuesday comes to an end, encourage current participants to give year-round with a payroll deduction. Not only does this make it easy for your employees to give, but it's great for nonprofits, too! Recurring employee giving can help nonprofits build a more reliable source of income. When donors set up recurring gifts through their payroll, it's easier for the nonprofit to forecast their income and budget for the year. This can help the nonprofit be more effective in its work.

By amplifying your employees' efforts to do good and making it easy for everyone to get involved, your company's GivingTuesday participation is sure to soar!

Step 2 | Define your strategy

FILL OUT YOUR CAMPAIGN STRATEGY WORKSHEET

Now that we've offered some GivingTuesday campaign ideas, it's time to define your strategy.

For example, if you plan to offer your employees a charitable spending account, what's the budget? Is there a limited timeframe? What kinds of nonprofits are eligible? You'll need to answer these questions before implementing a successful program.

GivingTuesday is also a great opportunity to engage new participants who have yet to get involved in your CSR programming. Brainstorm ways to target unengaged segments of your workforce and incentivize participation. Getting their foot in the door is the hard part. Once they're in, it's easier to build a long-term, recurring donor base!

On the next page, fill out your campaign strategy worksheet. This worksheet will help you lay the groundwork for an integrated GivingTuesday campaign. You'll identify your top goals, determine program requirements and parameters, strategize how to drive awareness, and more. By filling out this worksheet, you'll be prepared to kick off a successful initiative with your team ready to rally behind it!

Campaign strategy worksheet



IDENTIFY YOUR PROGRAM

How do you plan to amplify your employees' work to do good and maximize their impact? Will you encourage volunteerism by offering VTO? Or elevate acts of kindness by implementing a Dollars for Donors program? The possibilities are limitless!



OUTLINE PROGRAM REQUIREMENTS

Identify your program's budget, participation requirements, timeframe, and anything else you need to communicate to your workforce.

For example, if you're offering a matching program, what is the maximum match amount? Is it only available on GivingTuesday? Or is it accessible for the entire week? Are all employees eligible to participate? Outline these requirements below!

Budget

Timeframe

Participation eligibility

Nonprofit eligibility

Other

Other

Other

Other



WORK WITH YOUR PARTNERS

Write down partner organizations and how that partnership comes into play



IDENTIFY YOUR ORGANIZATION'S TOP THREE STRATEGY GOALS

How do you plan to assess your program? Will you measure employee engagement? Dollars donated? Hours volunteered? Set yourself up for success by setting realistic and attainable goals!

Goal #

☐

Goal #2

☐

Goal #3

☐

DETERMINE HOW YOU DRIVE AWARENESS

How will you drive awareness? Select the channel and assign a stakeholder?

Social media

Blogs

Email

Employee intranet

Other

Other

Other

Other

Other

Other

We'll provide the template for these later on! For now, simply outline your communication plan.

Step 3 | Communicate your efforts

Once you've outlined your campaign and identified your goals, it's time to create a communications plan! With well-timed emails, website promotion, and engaging social media content, you can spark interest and incite action from your community before the giving day officially starts. Plan ahead and roll out your GivingTuesday communications several weeks before the big day. In doing so, you'll generate plenty of excitement, and your employees will be better equipped to participate.

Continue reading to learn about what you'll need.

LANDING PAGE TEMPLATE

In order to make GivingTuesday simple and easy for anyone to get involved, it's important to have your program information, guidelines, tools, etc. in one location. We suggest building a GivingTuesday landing page where your content can be easily located and shared with necessary stakeholders.

Here's what to include:

- *A brief background of GivingTuesday and this year's event.*
- *An overview of your program including timeframe, eligibility, budget, etc.*
- *A list of frequently asked questions and additional information.*
- *A social media toolkit to encourage sharing and promotion.*

Access our landing page template on the next page!





Unleash the Power of Radical Generosity

What is GivingTuesday? GivingTuesday was created in 2012 with a simple purpose: to encourage people to do good. Over the past seven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every of generosity counts, and everyone has something to give. Take part in tis year's global generosity counts, and everyone has something to give. Take part in this year's global generosity movement by giving back to others on [MONTH, DAY, YEAR].

[Learn more](#)



Get Involved

Giving challenge [insert program name]

All U.S. employees can donate via [INSERT PROVIDER NAME + LINK] to a charity of their choice through a payroll deduction, credit card giving, or by registering a person contribution made directly to a nonprofit. Gifts registered between Tuesday, [MONTH, DAY, YEAR], from 12:01 am to 11:59 pm EST, will be included in the giving challenge results.

But that's not all! [INSERT COMPANY NAME] will double-match all donations made by eligible employees into their Charitable Spending Account (CSA) to support even more organizations and drive even greater impact! So, for every \$1 donated to GivingTuesday eligible employees may receive \$2 into their CSA up to \$2,000.

Let's make this the most generous Giving Tuesday yet!

Additional information

[Include anything else you want your employees to have access to!]

- **GivingTuesday resources.**
- **Frequently asked questions (FAQs).**
- **Social Media toolkit.**

EMAIL TEMPLATE

When it comes to GivingTuesday, you'll want to start your email communications sooner rather than later! Here are a few email templates you can use to stir up excitement for the big day.

Option #1: Leading up to GivingTuesday

From: _____
To: _____
Subject: GivingTuesday is right around the corner!

[INSERT GREETING IF APPLICABLE]

GivingTuesday is fast approaching, and you won't want to miss out on this exciting opportunity to get involved!

Created in 2012 at New York's 92nd Street Y and incubated in its Belfer Center for Innovation & Social Impact as a day to do good, GivingTuesday has grown into a year-round global generosity movement. Last year alone garnered participation from 35 million adults and brought in \$2.7 billion donations in the U.S.!

Taking place on [DAY, MONTH, YEAR], the global day of giving unleashes the power of radical generosity around the world. To take part in this inspiring day, [INSERT COMPANY NAME] will be launching a one-day [INSERT TIME-FRAME] giving challenge [INSERT NAME OF PROGRAM]!

How to get involved:

[Include program overview, eligibility, and requirements here]

All U.S. employees can donate via [INSERT PROVIDER NAME + LINK] to a charity of their choice through a payroll deduction, credit card giving, or by registering a personal contribution made directly to a nonprofit. Gifts registered between [DAY, MONTH, YEAR], from 12:01 am to 11:59 pm EST, will be included in the giving challenge results.

But that's not all! [INSERT COMPANY NAME] will double-match all donations made by eligible employees into their Charitable Spending Account (CSA) to support even more organizations and drive even greater impact! So, for every \$1 donated on GivingTuesday, eligible employees may receive \$2 into their CSA up to \$2,000.

Let's make this the most generous GivingTuesday yet!

[Click here for frequently asked questions \(FAQs\)](#)

[INSERT SIGNATURE]

Option #2: Day-of

From: _____

To: _____

Subject: GivingTuesday is here

[INSERT GREETING IF APPLICABLE]

Today's the day! Harness the power of radical generosity this GivingTuesday with [INSERT COMPANY NAME]'s giving challenge [INSERT PROGRAM HERE].

Here's how you can get involved:

[Include program overview, eligibility, and requirements here]

All U.S. employees can donate via [INSERT PROVIDER NAME + LINK] to a charity of their choice through a payroll deduction, credit card giving, or by registering a personal contribution made directly to a nonprofit. Gifts registered between [DAY, MONTH, YEAR], from 12:01 am to 11:59 pm EST, will be included in the giving challenge results.

But that's not all! [INSERT COMPANY NAME] will double-match all donations made by eligibility employees into their Charitable Spending Account (CSA) to support even more organizations and drive even greater impact! So, for every \$1 donated on GivingTuesday, eligible employees may receive \$2 into their CSA up to \$2,000.

Let's make this the most generous GivingTuesday yet!

[Click here for FAQs](#)

[INSERT SIGNATURE]

Option #3: After GivingTuesday

From: _____

To: _____

Subject: This year's GivingTuesday was the most generous yet!

[Share your program results, progress towards your goals, and key takeaways below!
Here's an example from Bonterra]

Our Bonterra customers' total giving rose by 142%! They went above and beyond! Here are some more statistics that show just how much customers did:

- Donors increased 156% to 28,192 participants.
- Donations increased 196% to 68,421 total.
- We saw 136% increase in the number of social good organizations that received gifts (25,322 total).
- The top causes were: Human services, education, health services, and arts and culture.

Additionally, over a third of our donations totaled less than \$50, meaning the small donor is back! We love to see that because it means people are giving whatever they can to make a difference. No donation is too small to create a social impact!

We hope to see all of these trends continue on next year!

[INSERT SIGNATURE]

SOCIAL MEDIA

GivingTuesday is all about elevating organizations that are making an impact and are important to those around us. Give your employees the space to share how they're giving back and the causes they're passionate about. Social media is a great channel for this! Encourage employees to share GivingTuesday highlights and photos and interact with each other's activities. This is a great way to build deeper connections amongst your workforce and amplify even more causes—a win-win!

Here are some social media best practices and sample posts to share with your workforce!

Social media quick tips

1. Be sure to amplify GivingTuesday itself! Talk about giving and generosity using the hashtag #GivingTuesday and follow GivingTuesday on Facebook (facebook.com/GivingTuesday) and on Twitter (@GivingTuesday).
2. Encourage your workforce to use images, stickers, and GIFs when posting on social media. GivingTuesday has prepared a toolkit filled with eye-catching imagery that is sure to make your post stand out! You can access it [here](#). This is also a great opportunity for your employees to share images of themselves giving back. Whether they're working at a local food bank or helping an elderly neighbor, your workforce will be eager to see how everyone's getting involved!
3. Create a meaningful hashtag to encourage employees to get involved! This way, your employees can easily see each other's efforts and interact as a community.
4. When promoting a nonprofit or cause on social media, include their tags, hashtags, and information about their GivingTuesday goals. This way, others looking to support the organization will be able to find relevant information quickly, and it'll help amplify their efforts to larger audiences.



5. Some nonprofits have GivingTuesday promotions where a funder has offered to double any donation made that day. Do some research and make sure you promote this information in your social posts. **Many donors are more willing to give larger gifts if they know a match is being offered!**

Share these sample posts with your employees to make sharing easy!

Sample #1:

This #GivingTuesday, I'll be celebrating the global generosity movement by supporting @pawschicago! PAWS is the largest no-kill animal shelter in the midwest focused on implementing solutions to end the killing of homeless pets. This GivingTuesday, they're hoping to raise [insert amount] to [insert impact goal]. Join me in supporting PAWS and protecting our furry friends! Donate today: -[INSERT LINK]

Sample #2:

#GivingTuesday is an annual celebration of radical generosity and marks the official start of the giving season. This year, I'm donating to @RAINN to support survivors, inform and educate the public, and improve laws and policies against sexual violence. This #GivingTuesday, they've set a goal of [insert \$ amount] to [insert impact goal]. Help them achieve their goal by donating today: [INSERT LINK]

Sample #3:

#GivingTuesday is rooted in the simple idea that every act of generosity counts and everyone has something to give. To honor this sentiment, I am celebrating by picking up trash around my neighborhood [insert action]! I'm lucky to work for a company that recognizes the power of giving and offers VTO so their employees can spend GivingTuesday in a meaningful way [insert company program that supports their efforts].

Step 4 | Launch your campaign

Campaign Checklist



IDENTIFY YOUR PROGRAM

Develop a program to amplify your employees' current efforts to give back and do good. Consider implementing a matching program, offering VTO, or putting funds into a charitable spending account.



DEFINE YOUR STRATEGY

We've made it easy for you to outline program parameters, set goals, identify stakeholders and so much more with our **pre-made templates**.



BUILD A CONTENT HUB

Ensure maximum participation by housing all your program information and content in one easy-to-find place.



COMMUNICATE YOUR EFFORTS

Spread the word with email communications and encourage employees to share their efforts on social media. Our email templates and social media tips making putting together a communications plan simple!

Step 5 | Evaluate your success

When GivingTuesday comes to a close, it's important to evaluate your program's success. Data analysis at the end of your campaign is a powerful way to understand best practices and areas of opportunity for next year.

Begin with the essentials:

1. What was the goal, and did we meet it?
2. By how much did we exceed or fall short?
3. How much did we raise or donate?
4. How many employees participated?
5. What kind of giving trends emerged?

Once you've got these numbers in hand, you should sit down with your team and explore how this year compared to previous GivingTuesday initiatives:

1. How did it compare to past campaigns?
2. Is there anything they would want to change?
3. What do they hope to see included in future campaigns?
4. Share your results internally and externally to drive brand awareness and share all the social good that was made possible!

Your employees have a unique perspective that will contribute to overall success. Listen to their campaign takeaways and integrate them into next year's GivingTuesday program!



See how [Bonterra Corporate Social Responsibility's Insights solution \(formerly CyberGrants Insights\)](#) can support your program analysis. Insights allows you to quickly and easily understand the effectiveness of your philanthropy, and visually express your data across multiple dimensions. This year, we have a special GivingTuesday offering that will provide near-real-time tracking and a holistic summary of your efforts compared to the previous three years. [Learn more!](#)

Step 6 | Implement a year-round approach

Although GivingTuesday is just one day, there are 51 other Tuesdays throughout the year! Make the magic of GivingTuesday last all year by engaging your employees in year-round giving. Need some help getting started? Bonterra's Giving Days Calendar is a great place to start. We equip you with dozens of awareness days, weeks, and months that are perfect for year-round programming.

[Get the calendar](#)

But that's not all! Bonterra is here to help you every step of the way—from program ideation to implementation—we'll make sure you have everything you need to launch a sustainable long-term giving strategy. Get the resources below!

- [Download our impact playbook: Diversity, equity, inclusion, and belonging \(DEIB\)](#)
Get strategy worksheets, planning templates, valuable resources, and more for implementing a successful DEI initiative.
- [View the Points of Giving guide.](#)
Your step-by-step plan to get started with point-in-time giving programs through Bonterra Corporate Social Responsibility's solutions.
- [Get the MLK Day case study.](#)
See how an Impact Maker like you channeled the GivingTuesday magic beyond just one day.
- [Watch the webinar: Gearing up for GivingTuesday.](#)
Hear from industry experts as they discuss GivingTuesday best practices for companies and foundations looking to drive awareness and maximize participation.

- Read the blog: [How to make giving season last all year long.](#)

Explore tips and tricks for encouraging year-round giving within your workplace.

- Read the Blog: [The importance of recurring giving.](#)

See how you can build a recurring donor base by enabling credit card giving with CyberGrants.

For more GivingTuesday resources, visit givingtuesday.org/resources/

Closing

UNIFY & AMPLIFY ALL OF YOUR GIVING EFFORTS

Now that you have a playbook that will help you kick off a successful GivingTuesday campaign, it's time to consider what else will help you make an impact all year round.

That's where Bonterra Corporate Social Responsibility solutions come in.

Our unique giving ecosystem is the only one that unifies and amplifies your giving efforts by bringing all of your philanthropy together in one synergistic environment. It's flexible, adaptable, and can be tailored to work the way your organization operates—eliminating administrative burden so you can focus on the causes you care about.



To learn more and explore what is possible with Bonterra, visit bonterratech.com.