



# GivingTuesday

## A Goodness Guide

### Join the movement this *GivingTuesday!*

Whether this is your first **GivingTuesday**, or you've been participating for years, you'll want to join in. 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.



# GIVING TUESDAY

## What is GivingTuesday?

Celebrated the Tuesday following Thanksgiving (in the U.S.), GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. GivingTuesday also comes right after the hugely popular Black Friday and Cyber Monday shopping events.

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 2022, over**  
**\$122.2 million**  
**was donated to over 50,000 causes**  
**through Benevity**

Source: [Benevity press release, December 1, 2022](#)

# 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.



### 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 nonprofit partners will receive even more money than if you were to simply give them a grant.

## Seed 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. Employees can use the funds to support any cause they care about on GivingTuesday and share their excitement with the world!



### Did you know?

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

# ↑ 300%

**increase in program participation!**

## 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-doers 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 micro-actions together as part of a company-wide 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 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. 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. One hundred opportunities were created in six countries, and more than \$415,000 was raised in just four days!



**To foster inclusivity, ask your ERGs to nominate their favorite nonprofits on GivingTuesday, and offer a special match.**

## 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 share, share, share!

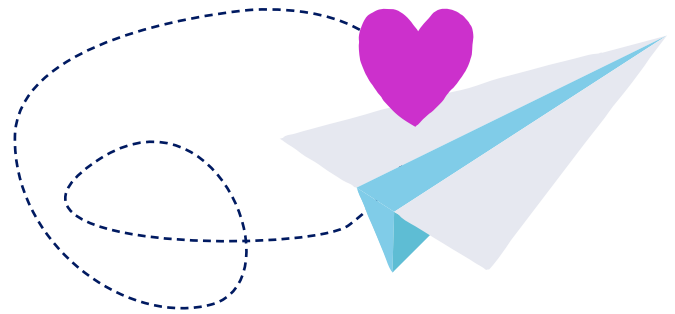
### Encourage people to share their stories

GivingTuesday is more than just people sharing 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 achieved 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 200 awareness days, weeks and months that you can use for year-round programming. Check it out [here](#).

# Engagement strategies to keep in mind

## 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.

## 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.

## 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.



## Tie volunteering to corporate grantmaking.

Is your company helping local 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!

## Encourage learning and personal growth through micro-actions!

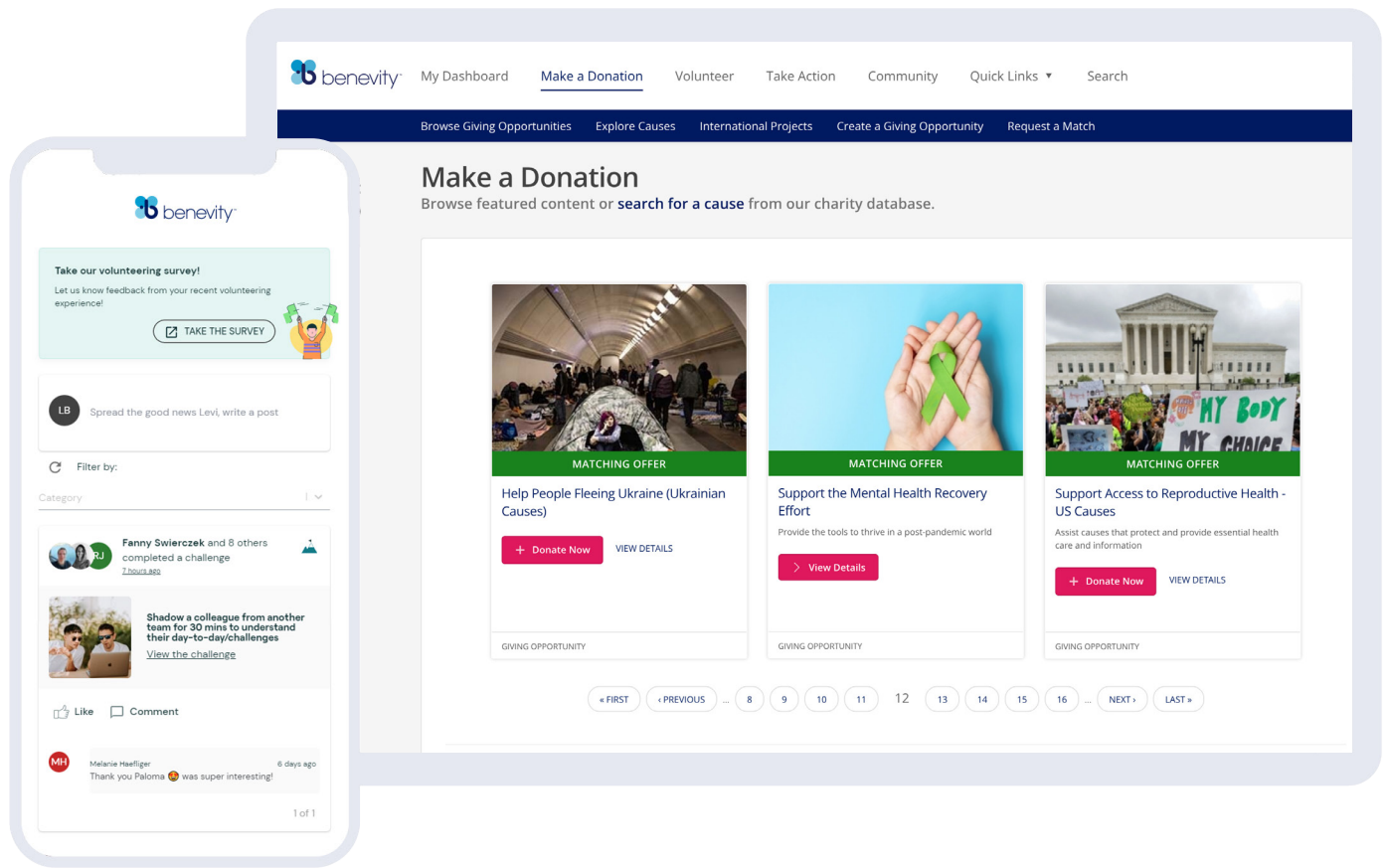
You can create a holistic GivingTuesday campaign that includes any or all of the above ideas. Plus, you can add micro-actions employees can take like learning about sustainability, inclusion and company initiatives. Benevity's gamified experience makes it easy for anyone to participate and take action, 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 as well as share your employees' collective impact.

 Did you know?

**Micro-actions can be an important first step.**

**32%**

**of participants who started with micro-actions went on to give or volunteer.**



## 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](#)



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# Getting Campaign Communication Right

The key to a powerful campaign — one that drives engagement and sparks behavioral change — is communication. For the best results, keep two principles in mind when planning your campaign communications: **Frequency** and **Reach**.

## 1. Frequency

The more times people are exposed to your campaign communications, the more likely you are to drive behavioral change. Consider the rule of Seven, the theory that people need to hear a message seven times before they consider taking action. So, is the best plan just to repeat yourself? Of course not! Instead, take a strategic approach.

**Vary the timing.** Keep your campaign top-of-mind with communications that are timely, distinct and relevant:

- Teaser message before launch
- Launch announcement and call to action
- Mid-point communications
- Last-chance communications
- Post-campaign follow-up

**Get the messaging right.** Make sure you understand what motivates your employees, and that your messaging communicates that understanding. Be sure to include a strong call to action — what action do you want your employees to take?

## 2. Reach

Not everyone consumes messaging in the same way, so you'll need a multi-channel communications approach to maximize your reach.

**Team up with other departments.** Ask payroll and HR to include messaging in their channels, such as pay slips and employee onboarding sessions. Get access to your communications team's channels and send messaging through your affinity networks.

**Vary the source.** Get your executives, managers and ambassadors on board, and have them send communications.

**Use some or all of these great ideas from our client community:**

- Direct mail, email/email signatures and texting
- Internal e-newsletter (take over a full issue)
- Campaign-themed takeover of your Spark site
- Zoom/teleconference technology backgrounds
- Computer desktop backgrounds and screensavers
- Impact video and kick-off webinar
- Company blog and social channels
- In-office LCD screens and break room/back office posters
- Activation events/lobby events (or, consider a virtual happy hour campaign kick-off rather than in-office events)
- Desk drops

**Each campaign takes creativity and strategic planning. Keep Frequency and Reach in mind when planning communications, and you're one big step closer to an effective campaign communication.**





## Social Media Guide

# 10 Tips To Get Social Media Ready for **GivingTuesday**

## What is **GivingTuesday**?

GivingTuesday comes right after the hugely popular Black Friday and Cyber Monday shopping events and follows Thanksgiving (in the U.S.). This global day of giving has become a powerful movement.

This year, companies around the world will rally millions of employees and customers in supporting the causes they care about. If you're planning to join in on the Goodness, a strong social media plan is important.

Sharing your company's (and your people's!) GivingTuesday efforts across channels like Facebook, X, LinkedIn, Instagram and TikTok is a great way to help you rally more participation, celebrate people's actions and engage with your community.

*Around the world, GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make — in both time and funding — can help solve the urgent problems of today and will make the next generation stronger.*

— Barack Obama

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# 10 Tips To Get Social Media Ready for GivingTuesday

Are you wondering how to join the GivingTuesday movement on your social media channels? Or, are you looking for new ideas to try this year? These 10 tips are designed to help you reach more people and inspire them to take action, whether they're employees, customers or anyone else around the world!

## 1 Follow accounts and profiles

Start by following #GivingTuesday on X, Facebook, Instagram and any other channels you use. Also, follow the causes you support including community partners and nonprofits.

## 2 Organize resources and people

Define your teams and decide what you need to create. Gather and post content that engages your employees, your customers and the community. Consider how to include remote workers and share communication plans with them in advance. Can you capture personal stories on GivingTuesday? Do you want participants to send them to a specific email address or individual, or simply tag the post with your company's social media account? Let them know!

## 3 Be authentic

Think about what resonates with your audience and be true to your voice. Is the tone of your message going to be serious, playful or inspiring? Create and craft your messages so they're aligned with your initiatives and your company. Also, to minimize friction and maximize participation, provide employees with approved posts that they can share.

## 4 Use hashtags to define the conversation

Did you know that social media posts with hashtags attract 60% more engagement than posts without them? So, don't forget to mark your posts with #GivingTuesday! This lets people join and follow the conversation, and it brings companies and individuals together as a global movement.



## 5 Include your employees in the conversation

Can you promote articles from employee resource groups about the causes they care about? What about letting your people do a social takeover during GivingTuesday? Even simply retweeting and sharing employee posts is a powerful way to fuel their advocacy. To make an even bigger impact, consider engaging employee ambassadors for the campaign (and maybe forever!).

To recruit ambassadors for your GivingTuesday campaign, create a sign-up page and put out a call for volunteers. Ask your people leaders to encourage team members to come forward.

In the weeks leading up to GivingTuesday, ask your ambassadors to send updates to their teams. Make it easy for them by providing sample email text and social media graphics. Contact them a few times prior to the campaign launch, including the day before GivingTuesday, to provide encouragement and last-minute updates.

## 6 Develop rich content

Your audience wants compelling, entertaining and informative content, so share photos and videos of your campaign in action! Even in a remote work world, this is possible, and it doesn't have to be polished. Just ask your people to record themselves on their phones, saying where they donated to or volunteered and why. Then get them to send you the videos or photos and encourage them to share them to their own channels as well. GivingTuesday is a great time to try something new. Have you wanted to try livestreaming or hosting a Q&A? How about using polls? Now's the time to try it out and see what happens.

**When creating content, consider the following best practices:**

- With your graphics, include the #GivingTuesday hashtag, the date and your company's logo.
- Try different types of images like countdowns, calls to action, stats, infographics or quotes (from employees, partners or organizations you support).
- Avoid using stock photos and instead use images of your company and people. These can be images in the office, at home or out in the world. Consider creating graphics showing your progress or even stylized quotes to inspire action.
- To maximize engagement and sharing, tag any people featured in your photos.
- Include a link to your website and use the #GivingTuesday hashtag in as many posts as possible on social media.
- Write your posts in advance (consider about 10-20) along with images or video that can be used. While social media posts are often thought of as spontaneous communications, they can also be prepared ahead of time and adapted in the moment as needed. Your content should be a mix of images and stories, progress updates and appeals.
- To be extra prepared, you can schedule some of your social media posts ahead of time or save them as drafts.



**When sharing images of people, make sure you have their consent. Depending on your company's policies, that can mean anything from checking the person has signed a release form to simply asking if you can post their photo.**

## 7 Amplify your reach

If you're used to running paid social campaigns, consider promoting your posts to connect with a wider audience and increase your overall engagement and impressions. Even a small budget can have an impact!

## 8 Sustain your activity

Promoting your company's CSR activities through your social media channels is a powerful way to engage with your community while building your brand and followers. So, make sure you keep the momentum going all year long! Did you have any ideas you didn't get to use but really want to try for next GivingTuesday? Book meetings for next year's campaign and add those ideas to the invite so you'll be ready to get brainstorming right away.

## 9 Thank, engage and respond to your audience

Are you asking your audience and employees to participate? Will your campaign require you to respond quickly to comments and mentions?

**Make sure you are:**

- Monitoring your social media channels for opportunities to communicate directly with supporters. Think of your feed as an ongoing conversation, where you can answer questions and celebrate success.
- Having conversations and connecting with employees and customers from across the globe.
- Replying to followers and mentions throughout the day to keep up the momentum.
- Posting content ahead of GivingTuesday so people have time to join your campaign and become aware that something's happening.
- Liking, favoriting or retweeting messages. It only takes a moment, but this simple action can have a powerful impact and encourages followers to get involved.
- Tagging people! This small action can make a huge difference in how many people see your post while promoting a positive and inclusive culture.

## 10 Review and recap

Document your campaign and all its activity. Try using Instagram Reels or TikTok to create a stream of posts. Be sure to announce results and thank everyone for participating.

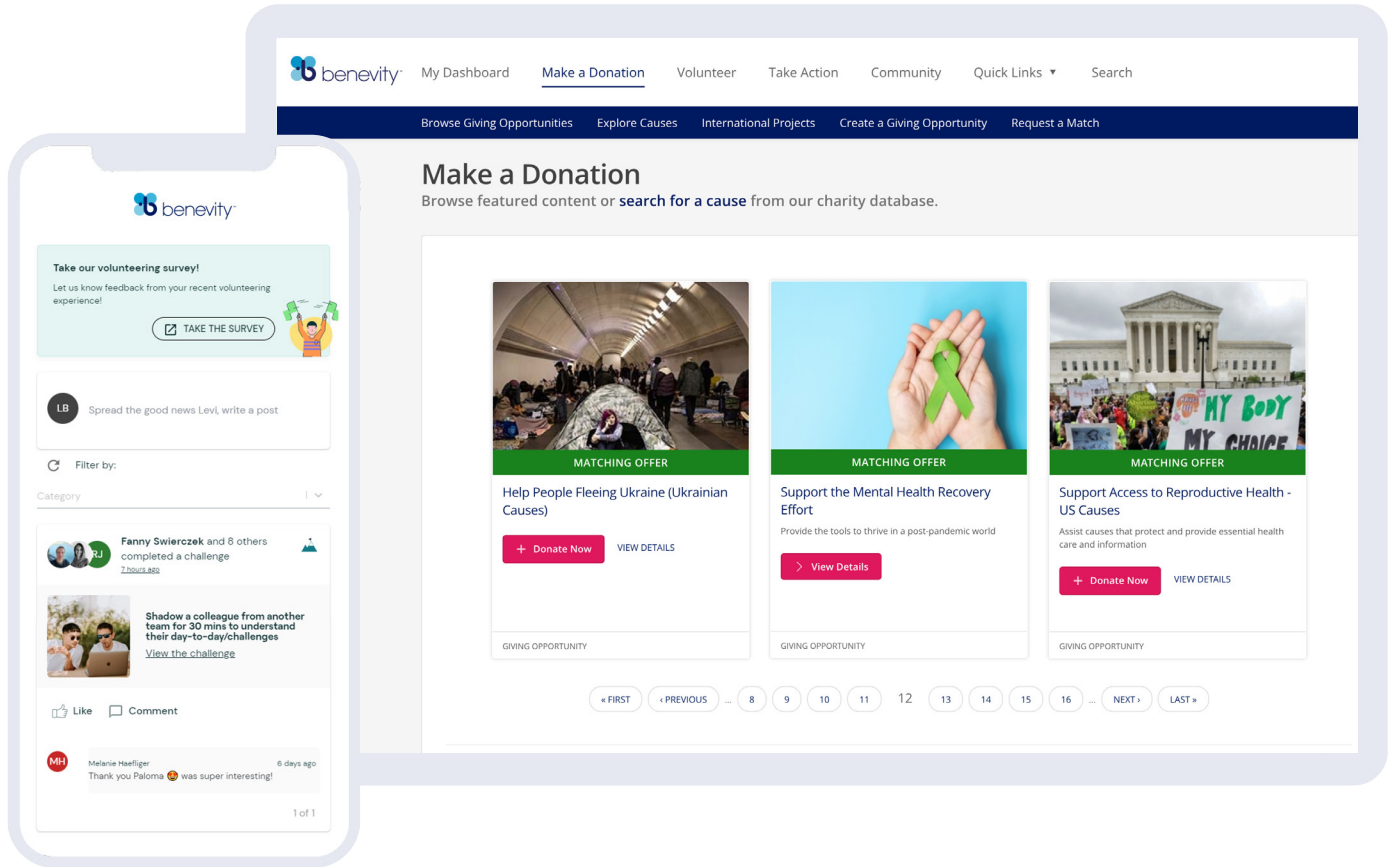
**Here are some things you can do:**

- Write an article or blog post summarizing the success of your GivingTuesday campaign.
- Send an email to ambassadors and thank them for their support. If you recruited ambassadors through a volunteer opportunity and your program includes dollars for doers or other volunteer rewards, be sure to encourage them to track their time!
- Post thank-you messages and images on social media the day after GivingTuesday.
- After GivingTuesday, update any internal sites and include a "Save the Date" for next year with an email opt-in and GivingTuesday ambassador call-to-action.



**Don't forget to  
tell your people**

Because GivingTuesday is a powerful way to engage your employees, don't forget to integrate it into your employee communications. Start with a "Save the Date" email that links to your giving and volunteering program, and include a call for GivingTuesday ambassadors. For the month of November, add a GivingTuesday footer or header image to your employee and customer newsletters that links to your GivingTuesday website.



## How Benevity *can help*

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