



**e-book**

# Giving Tuesday and the Giving Season

3 *examples* of campaigns from top, purpose-driven companies

10 *ideas* for creating a culture of generocity

1 *year-end* action calendar



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Have you heard about Giving Tuesday?

Whether this is your first #GivingTuesday or you've been participating for years, you can't miss out on this important movement. Giving Tuesday is a unique opportunity to connect your brand, your employees, and your community to the causes you care about.

It doesn't matter how big or small your efforts are - just make sure you get involved! By participating, you will be helping to make a positive impact on the world.

And don't stop there! In fact, Giving Tuesday is the kick-off for an entire end-of-year period when everyone is more in tune with their communities and hoping to do some good. Ride this wave to build a culture of generosity at your company and empower your employees and customers.



# What is the *Giving Season*?

The Giving Season refers to the year-end period, often during the Holiday period or the months of November to January, when non-profit organisations tend to attract more support and donations.

This is a time of celebration, gathering, goodwill and festivity, and provides an unparalleled impetus for generosity. It is the perfect time to share fundraising activities and positive actions in general, as people are, more than ever, in the spirit of giving.

Almost *one third of all charitable donations* take place in December, with the last 3 days of the year accounting for *12 % of total annual donations*.



# What about Giving Tuesday?

#GivingTuesday is a global movement that celebrates and encourages generosity, commitment and doing good. Plus, it's the kick-off of the year-end period, a time for doing good. Launched in the United States in 2012, it has been gaining momentum in the UK and around the world in recent years. Today, individuals, organisations and companies in more than 100 countries encourage more people to join the movement. This day of giving is celebrated every year on the Tuesday after Thanksgiving in the United States, as a way to give back after the frantic shopping season of Black Friday and Cyber Monday.



In 2021, over **112 million dollars** was donated by the Benevity customer community on Giving Tuesday.

“If we’re being honest, it’s not fixed, it’s a loose term to refer to the period roughly between November and January every year. It’s where basically we’ve got a whole load of tentpole celebratory days and festivals from a whole bunch of different communities.”



**Andy Frain**  
Campaigns Manager  
Charities Aid  
Foundation



## Sample email to inform your employees

*Subject: Join the Giving Tuesday movement*

*Giving Tuesday is the world's biggest day of giving, and it's coming up quickly on the 29th of November. This global giving movement is a reminder that 'tis the season for doing good, and we would like to invite you all to participate!*

*Here are the actions we will be taking on Giving Tuesday to support our partner organisations, with details on how you can get involved: give examples.*

*We look forward to seeing the impact we can make together on Giving Tuesday!*



# How are companies activating their employees this year?

Companies that choose to be agents of social change normally take advantage of the year-end period by delivering large-scale campaigns to engage their employees. Here are a few examples:

## **Spotify gets employee resource groups (ERGs) involved in their second annual Giving Tuesday campaign**

After the launch of their first Giving Season campaign last year, Spotify is hoping to increase employee engagement this year by involving their employees resource groups (ERGs) in their campaign. To get employees involved this Giving Tuesday, every full and part time employee will be seeded with \$100 to their Benevity account. This money will be donated to one of the organisations chosen by Spotify's ERGs, all of who have been asked to sponsor a specific charity that is doing great work within the community. The employee will get to decide which of the charities they want to donate their seed money to and all of these donations will be matched by Spotify. This campaign, which activates employees from within and gives credit to the most involved employees, is expected to generate even more engagement and registrations than last year, for a multiplied impact in all regions of the world where Spotify employees are located.

### **[Learn more about employee resource groups \(ERG\)](#)**



**2**  
week  
campaign

**13 000**  
employees  
worldwide

**\$100**  
seeded to every  
employee



## BNP Paribas leverages International Volunteer Day

On December 5th, Switzerland celebrates International Volunteer Day, and BNP Paribas in Switzerland uses this as a kick-off for their giving giving in its various offices in Geneva and Zurich. In order to provide support to people who are particularly isolated at the end of the year, employees will spend several hours in a centre for people suffering from cognitive deficiencies. The programme includes a day of board games and cooking. Meanwhile other volunteer activities will be organised to help people in need.



## Tech company boosts employee giving during the Giving Season

For the second year in a row, a tech company is activating their employees around the world (in France, the United States, Germany and Japan) with their Christmas campaign. For this occasion, the company will match employee donations to the charities of their choice. That means for every dollar or euro donated by an employee, they will match it. To kick off their campaign, on Giving Tuesday all employees who have reached a certain number of points on the Benevity engagement platform by participating in volunteering and challenges throughout the year will have their donations tripled. Then for each donation, the company will match it with double the amount.



# Christmas initiative for Benevity clients

Many other companies have chosen to join Benevity's Christmas initiative to bring joy to children in their local communities.

## The principle

This holiday season, we are partnering with foster homes in several European cities to deliver gifts to foster children. Each child will make a wishlist and be matched with an employee who will make those wishes come true.

In parallel, in partnership with our partner organisations, several goods collections will be organised around the world, such as in Paris, London, Barcelona, Singapore and Sydney.



## Spreading generosity globally

<b>+10</b> cities in the world	<b>+1000</b> gifts distributed to the children	<b>+10</b> partner organisations	<b>+20</b> companies and thousands of employees involved
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# 10 ideas for your year-end campaign

## 1. Start a *donation matching programme*

Want to encourage more people to donate on Giving Tuesday or during the holiday season? Set up a company match policy for every employee donation. This is the most powerful tool you have to encourage giving, as employees are twice as likely to donate when matched.

Studies show that in a 200% match campaign, a Fortune 100 technology company saw a 97% increase in the number of employees donating and an 80% increase in the amount donated.

A Benevity client put seed money into their employee donation drive on Giving Tuesday and saw a staggering increase of

 **300%**

**participation in the programme.**



## 2. Thank your employees with *donations to organisations*

The end of the year often means giving gifts in recognition of your employees. What if you swapped the traditional gift baskets, gift cards or goodies with your company's logo on them for donations in the name of your employees? Offer your employees the opportunity to contribute funds to the charity of their choice. Then, encourage them to share their commitment as a team or at company level to give visibility to these organisations and trigger a virtuous circle amongst teams.



### 3. Include employees in your *community investments*

Community investment programmes are a little known source for employee engagement. While corporate grantmaking is a process that doesn't usually involve employees, use the season of giving as an opportunity to give them more power over these kinds of community investments. For example, on Giving Tuesday or throughout the month of December, you can encourage your employees to nominate their favourite non-profit organisations to receive a company grant.

*84 % of consumers and 86 % of employees* say that all stakeholders should be involved in corporate giving. *Adobe* has raised nearly \$4 million in grants through its Employee Community Fund, involving more than *12,000 employees worldwide*.

**[Learn more about corporate grant management](#)**

Another way to multiply the impact is to match your employees' volunteering with your company's community investments. Why not encourage your employees to volunteer on their own time this Giving Tuesday or at the end of the year with those organisations you support? This is a great way to help employees see the impact of your company's grants on projects that benefit their community!



## 4. Organise a *gift collection*

Another idea for the season of giving is to organise a collection point at your company. Employees can come and choose from a list of gifts selected by a local non-profit organisation. Then, they can buy the gift and take it to be sent to the chosen organisation.

These organisations are usually children's charities, but you can apply this initiative to many types of organisations. Talk to your partner organisations and local communities to see what their beneficiaries need at this time of year.

## 5. Organise an *auction*

The season of giving coincides with the office party season. Whatever activities you have planned, you can always incorporate an auction to raise money for the non-profit organisation of your employees' choice. Here are some good ideas for auction items:

- A holiday gift basket
- A weekend away
- Event tickets
- Local experiences

And speaking of office parties, how about a team-building activity that's a little different? Team volunteering? A themed evening to promote inclusion and solidarity? Or even a park cleanup to take care of your local community!





## 6. Encourage employees to organise a *themed fundraising event*

This can, of course, be organised by the company, but it has much more impact if it's done by employees with their employer's support. Suggest that they run a holiday fundraiser based on their interests, passions and skills. Whether it's a costume race or a Christmas-themed bake sale, get everyone involved.

To boost engagement, don't hesitate to launch a friendly competition that can run throughout the end-of-year period. Invite your employees to team up to organise a collection activity. Then, you can choose to reward the team that raises the most money, shows the most originality or has the most participants. Offer the winners the opportunity to make an additional donation to the charity of their choice.

## 7. Involve your *clients*

Don't forget your customers! Encourage them to convert their rewards into charitable donations. This allows people to get involved in different ways, and you don't need a rewards programme to start.

For example, instead of coupons, offer your customers vouchers for donations.

**[Discover ways to engage your customers](#)**



## 8. Donate *warm clothing*

Depending on where you are in the world, the holiday season can be the beginning of some very cold months. Encourage your employees to help homeless people who struggle during this time of the year.

Encourage your employees to donate warm clothes to the local homeless shelter. This is the most direct way to help keep people warm over the holiday period.

## 9. Share *resources for raising awareness* among employees

The holiday period is a time for doing good - but charity begins at home. Provide your employees with as much information as possible to enable them to act responsibly at work and in life. As the gift-giving and shopping season approaches, make your employees aware of the impact of over-consumption and the possibility of eco-responsible gifts.

To take things a step further, you could also organise a garage sale in your offices to encourage second-hand goods and continue to instil generosity within your company.

## 10. *Promote generosity* in any way you can

Giving Tuesday is a day dedicated to generosity. It sets the tone for the rest of the year, putting compassion and kindness at the top of the list. To enhance this period, challenge your employees to carry out their absolutely maximum of positive actions, individually or collectively.

To do this, some companies launch "thank you" marathons, spending an afternoon as a team calling your customers and partners to say thank you. Others run activities to bring joy wherever possible: sending letters to lonely people in old people's homes, walking animals to shelters, dedicating a compliment day at work, etc.



# Communicating your year-end campaign

## Go viral

#GivingTuesday is above all a collective movement. Beyond doing good, it is also about spreading generosity. So talk about it, democratise it, multiply it, particularly because the event is very popular on social media.

Then, talk about it internally, of course. Build up the enthusiasm several weeks in advance. Inform your employees a few weeks before GivingTuesday and don't forget to send a reminder the day before. If your campaign spans the entire year-end period, give an overview of your activity schedule in advance.

Finally, tell the world about it! #GivingTuesday usually goes viral and can be seen everywhere on social media. Add your voice to encourage more people to join the movement and to recognise the impact of your employees.

## Templates for social media

*Commence countdown to the 29th of November: we are **ready to unleash** our #generosity here at [company name] #GivingTuesday*

*To mark the year-end period, all employees of [company name] gave X hours of their time to support beneficiaries and help with **impact**. Here are photos of the most memorable moments of this month of generosity.*

*Today is #GivingTuesday! Let's support the causes we love, so they can continue to **make the changes we want to see** in the world. On behalf of [company name], our employees have chosen to share the actions their taking to celebrate #generosity and join the global movement.*



## Give your employees a voice

Giving Tuesday is obviously about more than tweeting the hashtag - it's about sharing the issues that are important to your business and your employees, while highlighting the changes they would like to see. Give your employees the space to share these stories by opening up the discussion about the type of volunteering activities offered or the organisations to be supported. Then, ask those involved to come forward and share their personal stories. People like to hear how their colleagues have contributed to the causes they care about most. And this is also a good time to share the impact of your community investment activities with your staff to see their reactions!

## Communicate your *impact*

Be sure to share how Giving Tuesday or your year-end campaign went. Show how your employees' contributions made a difference and how you plan to continue making an impact in the community throughout the year.

## Turning a moment *into a movement*

Don't forget that once GivingTuesday is over, there are 51 other Tuesdays left in the year to activate your employees to do good.

And while the end of the year is certainly a time for acts of kindness, how can you work to infuse this culture of generosity into your company's DNA and keep it alive all year round?

- Keep in touch with the organisations you worked with.
- Select other awareness days throughout the year that you can activate.
- Take what worked best in your Giving Season campaign and apply it to more campaigns. Why not launch a back-to-school campaign or a summer campaign?



# A Giving Season *advent calendar*



# It all starts with *one good deed*

If you can't launch a large-scale campaign this year, you can still encourage your employees to do good in small ways. Use this special advent calendar as inspiration to start building something collectively. Even small actions lead to big impact!



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	29  <b>Giving Tuesday</b> Donation campaign to support the causes of your choice	30  Send a postcard to a loved one	1  <b>Thursday donations</b> Donate to a cause	2  Organise or participate in a fundraising event	3  Walk abandoned animals	4  Bake a cake for your neighbours
5  <b>Gift collection</b> Send gifts to an orphanage	6  Feed birds in a park	7  Contact a long-time friend	8  <b>Thursday donations</b> Donate to a cause	9  Send letters to isolated people	10  Invite a friend to lunch	11  Collect waste in a park
12  Prendre un café avec un nouveau collègue	13  Have a coffee with a new colleague	14  Organise a clothes swap	15  <b>Thursday donations</b> Donate to a cause	16  Go to lunch with your team	17  Clean up the river banks in your city	18  Volunteer at a food bank
19  Offer chocolate to a colleague	20  Take an elderly person shopping	21  Donate toys to an organisation	22  <b>Thursday donations</b> Donate to a cause	23  Distribute hygiene items to the homeless	24  Match the value of a Christmas gift with a donation to an NPO	



# Start *empowering* your employees to take action today

[Get a demo](#)



Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands 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 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://benevity.com).