

After Black Friday & Cyber Monday...

GIVINGTUESDAY™

November 28, 2017

A close-up photograph of a person's hand holding a smooth, red heart-shaped object. The heart has a gradient from dark red to orange. The text 'BUSINESS TOOLKIT' is written in large, white, bold, sans-serif capital letters across the center of the heart. Two thin white horizontal lines are positioned above and below the text.

**BUSINESS
TOOLKIT**

GivingTuesday.ca | [#GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

GivingTuesday Toolkit for Business

There are lots of ways that small businesses, corporations and brands can get involved. GivingTuesday is a great opportunity to do more for the causes you support and engage employees and your community.



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What is GivingTuesday?

GivingTuesday is a global day of giving that happens each year after Black Friday and Cyber Monday.

It's a time when Canadians, charities and businesses come together to celebrate giving and participate in activities that support charities and non-profits.

There is no "right" way to participate as long as it supports generosity and giving. Donate, volunteer time, help a neighbour, or spread the word.

GI**INGTUESDAY™**

2016 Highlights

“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. “ - President Barack Obama

GI•VINGTUESDAY

2016 HIGHLIGHTS

The opening day of the giving season

AN AWESOME YEAR #4!

Bigger, smarter, better giving!

5,700+

charities and businesses participated



Millions of Canadians joined in

GLOBAL CELEBRATION



98 countries

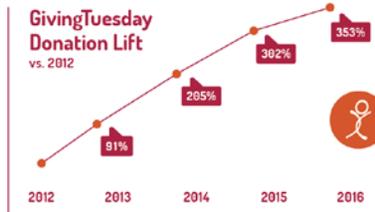
2.5+ million social media engagements

BIG ENDORSEMENTS

The White House
Bill Gates
Pink
Gillian Anderson

Michael J. Fox
Jonathan Toews
Naheed Nenshi
Margaret Atwood

IMPACT ON DONATIONS



101% increase in donations on Blackbaud this year

2x number of donations via social media on CanadaHelps this year



ONLINE & SOCIAL MEDIA PHENOMENON

#GivingTuesdayCa
#GivingTuesday
#MardiJeDonne
200,000+ mentions

#s trended all day on Nov. 29th

GIVING MORE THAN

Thousands of volunteer hours and new pledges

70 blood donations in Waterloo

1,371 hugs for charity in Halifax

60 toys for a children's hospital in Winnipeg

362 sight-restoring surgeries in Calgary

300 bowls of soup for low income Vancouverites

500 meals for Montreal's homeless

30 COMMUNITY MOVEMENTS



Mayoral proclamations from coast to coast

BUSINESSES ENGAGED

Large corporations and small businesses had matching and other innovative programs to help employees and customers engage in giving



Save the date! GivingTuesday is November 28, 2017

Why Participate?

- Engage employees in a global movement that is fun and creates a big impact.
- Make a big impact for the causes you support and help them leverage your contribution for even more benefit.
- Demonstrate your commitment to community.
- Engage customers around something they care about.

3 Easy Steps to Get Involved

1. Register as a GivingTuesday Partner – It's free!

Take just a minute to sign up at GivingTuesday.ca. This way you will stay connected to the GivingTuesday community and get continued access to tools and resources to make your GivingTuesday celebration a success.

[Sign up now](#)

2. Plan an Activity (here are a few ideas).

- **Employee engagement** – let staff pick a charity and organize a campaign to raise awareness and/or donations. You can set this up any way that works for you – payroll deductions, collections of spare change, 50/50 draws, bake sales or any other idea employees come up with.
- **Matching donations** – pick a favourite charity or non-profit and match donations that the charity receives on GivingTuesday (you can set a maximum total \$ value).



DOUBLE
your impact

On December 2, Sobeys will match financial donations up to \$10,000!

Sobeys
Better food for all.

feed
nova scotia
30 YEARS

- **Volunteer** – offer your staff a day or half a day where they can take off and volunteer for a local charity. (Check out this [GivingTuesday Volunteering Guide for Businesses](#) from Volinspire.)
- **Amplify an existing initiative** – lots of businesses are already supporting local causes. If you already have something planned in December, use GivingTuesday to launch, amplify and celebrate your campaign!
- **Collection jars or food drive** – collect donations from staff and/or the public for the month or week leading up to GivingTuesday.
- **Blood drive / organ donations** – you can invite Canadian Blood Services to your office for a day or simply ask people to make appointments to donate or sign their donor cards.



Check out these GivingTuesday business [campaign examples](#) from past years.

- **#UNselfie campaign** – take photos of employees in action and create a Twitter/Facebook campaign to drive awareness and donations to the charity of your choice. (Get the [#UNselfie Toolkit](#).)

3. Connect with your community. Plan to announce your GivingTuesday activities and maximize your impact. Whether it be by email, social, phone, or something else, find the best ways to keep your employees, customers, shareholders, and the rest of your community in the loop.

Join the #GivingTuesdayCa conversation:

Follow [@GivingTuesdayCa](#) and [Facebook/GivingTuesdayCanada](#)

Access Resources

Get free tools and resources to make your GivingTuesday a success!

Things to do

1. [Become a partner](#)
2. [Find out if there's a civic movement in your area](#)

Tools and Learning

1. [Get the toolkit for retailers](#)
2. [Webinars](#)
3. [Campaign Ideas Guide](#)
4. [Business campaign examples](#)
5. [Simple social media campaigns and best practices](#)

Resources

1. [Shareable graphics and videos](#)
2. [#UNselfie toolkit](#)

Need some help developing your GivingTuesday campaign?

Be sure reach out to the GivingTuesday Canada Team – we're here to help!

[@GivingTuesdayCA](#)

[givingtuesday.ca/contact](#)

Frequently Asked Questions

What is GivingTuesday?

Most people know about Black Friday and Cyber Monday ... now we have GivingTuesday, November 28, 2017. It is a global movement for giving and volunteering, taking place each year after Black Friday. The “Opening day of the giving season”, it’s a time where charities, companies and individuals join together and rally for favourite causes. In the same way that retailers take part in Black Friday, the giving community has come together for GivingTuesday. We ask that partners create and commit to a project for GivingTuesday and then help spread the word to their networks.

How did GivingTuesday start?

GivingTuesday was started in Canada by a group of organizations including GIV3, CanadaHelps.org, and now includes over 5,700 partners. GivingTuesday was originally started in the US in 2012 by the UN Foundation, the NYC 92Y and several other community organizations.

What about the rest of the year?

GivingTuesday is “the opening day of the giving season”. Giving is a lifelong commitment, and a giving day is a special celebration, a reminder to all of us to think of others and our communities as well as ourselves. The most successful GivingTuesday campaigns in 2015 were planned and launched weeks before GivingTuesday, and many lasted until the end of December. Of course, we also encourage giving back throughout the year, whether through donations, volunteering or acts of kindness. GivingTuesday is more than a moment, it’s a movement.

Did GivingTuesday make a difference last year?

Over 5,700 partners came together for the 4th annual GivingTuesday in Canada in 2016. The movement also went Global, with activities in over 98 countries and endorsements from The White House, Prime Minister Justin Trudeau, Bill Gates and the Clinton Foundation. Canadian online giving has increased by +353% since 2012 as measured by CanadaHelps.

Can organizations get donations through the GivingTuesday website?

GivingTuesday is a movement, not a donations processor; however, you can search for a charity and donate through CanadaHelps.org, directly on our landing page at GivingTuesday.ca. You can also link directly to GivingTuesday partner charities by clicking on their logo in the partner section. In this way all donations go directly to the charity of choice.

Does GivingTuesday charge any fees?

GivingTuesday is a free, open and inclusive movement. There are no fees to become a partner and no hidden charges for participating in GivingTuesday activities. Charitable donations made through GivingTuesday.ca are processed by CanadaHelps.org and are subject to standard CanadaHelps fees which are low, non-commercial rates covering credit card fees and processing

Who can participate/partner?

Everyone! GivingTuesday is a public movement and we encourage everyone to get involved. To be an official partner, you must be a registered charity or non-profit with a specific GivingTuesday initiative, or a business, school, or community group committing to a project to benefit at least one registered charity or non-profit. Example: Your company is planning a canned food drive and employees will be volunteering to help assemble food baskets. Here's a hint – the more creative, the better. Families and individuals are encouraged to join the movement by giving and volunteering in whatever ways matter to them, or by getting their favourite charity involved in GivingTuesday.