

After Black Friday & Cyber Monday...

**GIVINGTUESDAY™**

November 27, 2018



**TOOLKIT FOR  
RETAILERS**

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

---

# GivingTuesday

## Toolkit for Retailers

There are lots of ways that stores, retailers and restaurant owners can get involved. GivingTuesday is a great opportunity to do more for the causes you support and engage employees, customers and your community.



**GuelphGives** @GuelphGives · 2 Dec 2014

Thanks to the waitresses at [@BorealisGrille](#) who volunteered to donate 50% of their tips to the Children's foundation!



---

# Table of Contents

**2**

**What is  
GivingTuesday?**

3 - 2017 Highlights

**5**

**5 Ways to  
Participate**

**9**

**Frequently Asked  
Questions**

**4**

**Why Participate?**

**8**

**Get Started -  
3 Easy Steps!**

---

# 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™**

# 2017 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

5 YEARS OF INSPIRING GOOD

## GIVINGTUESDAY 2017 HIGHLIGHTS

6+ MILLION CANADIANS DO GOOD STUFF

6,000+ charities and businesses participated

### GLOBAL CELEBRATION

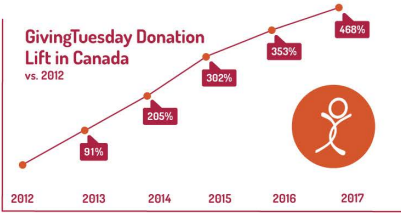
150+ countries | 21.7 billion Twitter impressions

### BUSINESSES ENGAGED

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



### IMPACT ON DONATIONS



54% increase new monthly donation versus 2016 on CanadaHelps | \$274 million raised online in USA

### GIVING MORE THAN

- 157 blood donations in Waterloo Region
- 1,460 hugs for charity in Halifax
- A mountain of toys donated to kids in need in Langley
- 4,707 lbs of food donated in Kitchener
- 40 developers made social good apps in Calgary
- 10 bird nest boxes built in Stanley Park, Vancouver
- 1 truck filled with food & toys in Sherwood Park, Alberta
- 9,850 giving pledges made on CanadaHelps
- 13 small businesses gave back in St. Marys, Ontario
- 1,650 poutines sold for charity in Victoria

### 43 COMMUNITY MOVEMENTS



Mayoral proclamations from coast to coast

### ONLINE & SOCIAL MEDIA PHENOMENON

#GivingTuesday  
#GivingTuesdayCA  
#MardiJeDonne  
51K MENTIONS  
96M IMPRESSIONS  
hashtags trended all day on Nov. 28th



---

# Why Participate?

- Engage your staff and customers to participate in a global charitable movement.
- Gain new customers and nurture existing customers before the busy holiday shopping season begins and drive more sales throughout December
- Customers are likely to identify more strongly with a brand that supports meaningful causes!
- Increase sales by promoting “GivingTuesday specials”
- Leverage the strong social media presence of GivingTuesday to attract attention
- Demonstrate your business’ commitment to the local community
- Create new valuable community partnerships through collaboration with other businesses or charities in the name of social good
- Leverage the good you’re already doing for greater impact for the causes you support

---

# 5 Ways to Participate

## 1. Donate a portion of sales

In 2014 in Guelph, Buffalo Wild Wings donated 10% of their tabs for the day to the University of Guelph Women's Athletics Department. If your customers know that part of what they spend will go to a charity, they just might be more inclined than usual to order dessert!

## 2. Ask staff to donate their tips.

The serving staff at Borealis Grille & Bar in Guelph donated 50% of the tips they earned on GivingTuesday to the Children's Foundation of Guelph and Wellington, and the restaurant matched the donations, doubling



 **GuelphGives** @GuelphGives · 2 Dec 2014  
@LindsaySytsma is pumped about all the participation and generosity from the local businesses! #GuelphGives

their impact. The servers wore buttons to promote their giving, and people were more likely to stretch their tipping as the funds were going to a good cause!

### 3. Promote a specific product or menu item.

Have a special GivingTuesday menu or offer or promote one item like a desert (consider branding it with GivingTuesday logos!) If guests purchase a promoted item in store, donate a portion of the proceeds to a local cause.

### 4. Offer discounted products or services in exchange for customer donations.

Drive foot traffic and sales to your business by advertising that a specific product or service is 20% off on GivingTuesday, IF customers bring in a non-perishable food item, or gently used warm clothing for example. Sparkling Life Family Chiropractic, a small practice in Nelson, BC, has offered free adjustments in exchange for food donations for The Nelson Food Cupboard. **Tony Shoes in Montreal** offered a \$15 discount to customers who brought in lightly worn second hand shoes – the shoes were donated to a local shelter.

### 5. Announce a gift.

If you were already planning on making your annual gift to a local organization, do it on GivingTuesday! You'll be able to amplify your efforts by leveraging the GivingTuesday buzz, and it's a great way to engage your customers in the process.





For example, North York Chrysler ran an online vote for their customers, staff and

community members to select two charities to receive \$25,000 in donations. 2,838 people voted, and funds went to The Redwood Women's Shelter Participation House Markham. It's a quick and easy way to engage past and future clients, especially in a business with a longer sales cycle. It's a nice touch point!

Make your gift go even further: Offer to match donations your customers make (up to a maximum amount). It's a great way to make a bigger impact!



Sobey's used their \$10,000 gift to Feed Nova Scotia to **inspire their community to give**. As a result, the charity received 20 times more donations compared to a typical day in December, raising a total of **more than \$100,000** and generating lots of attention on Social Media and in the press.

---

# Get Started - 3 Easy Steps!

1. **Register as a GivingTuesday partner [here](#).** This way you will stay connected to the GivingTuesday community and have access to tools and resources that will help to make your celebration a success. TIP: Be sure to **[check here](#)** whether your city is hosting its own movement so that you can choose to be affiliated.
2. **Make your plan.** No effort is too small. Once you have your idea (and [here](#) are a few more from the US), be sure to use the resources we've put together for you [here](#).
3. **Make some noise!** Be sure to advertise within your community to maximise your reach. GivingTuesday Canada also wants to promote what you're doing to participate, so be sure to tweet us @GivingTuesdayCA and 'Like' our Facebook page.

**Need some help developing your GivingTuesday campaign? Have a plan and just want some help shouting it from the rooftops? Reach out to the GivingTuesday Canada Team – we're here to help!**

[givingtuesday.ca/contact](http://givingtuesday.ca/contact)

[@GivingTuesdayCA](https://twitter.com/GivingTuesdayCA)

---

# Frequently Asked Questions

## What is GivingTuesday?

Most people know about Black Friday and Cyber Monday ... now we have GivingTuesday, November 27, 2018. It is a new 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 6,000 partners. GivingTuesday was originally started in the US in 2012 by the UN Foundation, the NYC 92Y and several other community organizations. GivingTuesday is just one day.

## 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 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 6,000 partners came together for the 5th annual GivingTuesday in Canada in 2017. The movement also went Global, with activities in over 150 countries. Canadian online giving has increased by +468% 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 on the GivingTuesday.ca website.

## 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. 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.