Background
FEED NOVA SCOTIA helps feed hungry people by collecting and distributing food to 146 member agency food banks and meal programs, while at the same time striving to eliminate chronic hunger and poverty through research, awareness and support programs.

For GivingTuesday we wanted to raise funds to help support our holiday season Christmas hamper distribution as well as our regular food distribution to member food banks and meal programs across the province.

GivingTuesday Strategy and Activation
Based on our past experience with a week-long matching gift campaign in the summer, our goal was to raise $50,000 on GivingTuesday. We were thrilled when Sobeys, a steadfast supporter of FEED NOVA SCOTIA, came on board to match all financial donations made on December 2 up to $10,000.

To promote the campaign, we used social media one week prior, one day prior, and on the day of the event, we emailed our supporters, and distributed a news release to local media. Sobeys featured a guest blogger on their website who profiled the campaign and the importance of giving, and we were fortunate to have 101.3 The Bounce donate air time for our PSAs.
Results

We had phenomenal success on GivingTuesday that far exceeded our expectations. On December 2, in just one day, we received over 400 online donations – 20 times more than we would normally receive on a typical day at that time of year. Walk-in and phone donations also jumped considerably. In total, we raised more than $100,000 on GivingTuesday.

It was an exciting day in our office watching the donations come in, but the impact was felt most by those we support. Over and above our regular, year-long food deliveries, the generosity of Sobeys and all those who donated and raised awareness of the campaign helped FEED NOVA SCOTIA distribute over 6,300 Christmas produce hampers, 4,400 turkeys, and 1,800 chickens to our member food banks across the province during the holiday season. And that was our ultimate goal—to enable families to come together for a meal and feel comfort and hope. We can’t thank our community enough for making that happen.

We look forward to GivingTuesday 2015!