

GIVING TOWER

Holiday Challenge 2016

Each year since 2012, CrowdRise has innovated on traditional holiday giving by inviting thousands of charitable organizations to compete in a fundraising competition where the winning charity wins grand prize donations for their cause. This year Global Impact has partnered with CrowdRise to make the initiative even more impactful for our charity alliance members and our world. As part of that partnership Global Impact will be sharing tool kits to help you leverage the Giving Tower Challenge and #GivingTuesday more broadly.

Last year, the campaign turned a \$250,000 sponsor donation into \$6,400,000. Global Impact is a supporter of the Giving Challenge and wants your organization to know about the initiative and the chance to make the initiative even more powerful in 2016.



CrowdRise, co-founded by Edward Norton, is the world's largest and fastest-growing fundraising platform dedicated exclusively to charitable giving. In addition to being used by some of the biggest, most impactful charities and events in the world, millions of individuals use CrowdRise to raise money for personal causes.

Exposure and Visibility

The Giving Tower Holiday Challenge has been featured on:



Last year the CrowdRise Giving Tower rallied more than 1,500 participating charities, received more than 400 million media impressions and won an [FWA](#). This year Global Impact has partnered with CrowdRise to grow the campaign even further.

Raising Millions for Charity

2012

2013

2014

2015

\$1.1M

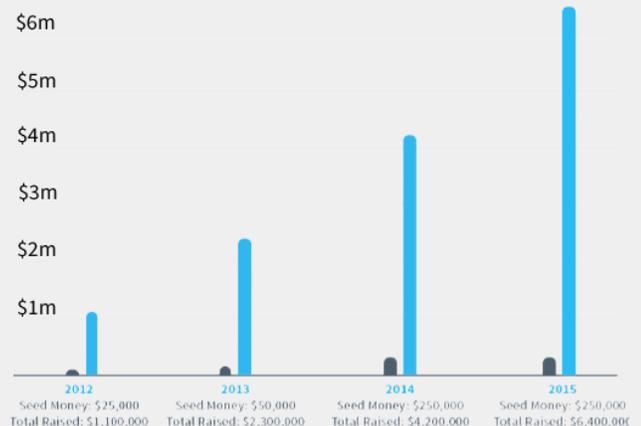
\$2.3M

\$4.2M

\$6.4M

For the last two years, the **Giving Tower on #GivingTuesday** has become the most massive real-time visualization of collective impact, and has helped to raise an incredible amount of money for charity. Donors build the tower, donation by donation, and within the app, experience a virtual world in which they can interact with powerful 360 video.

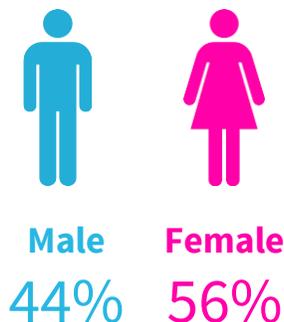
The past four Holiday Challenges have used a generous donation from one or more sponsors and leveraged it into exponentially more funds raised for charitable causes. **In 2015 the campaign turned a \$250,000 donation into \$6,400,000.**



Demographic Reach

Want to reach the highly influential, cause-focused millennial audience? Over 75% of the Giving Tower Holiday Challenge donors are 34 or younger.

Gender



Age



Causes Represented



Past and Current Partners



How Can Your Organization Participate?

Join the Challenge.

The Giving Tower Challenge is free for your organization to join. The platform has unique functionality designed to make #GivingTuesday a monumental day for your organization. You'll be able to encourage your supporters to give like crazy and support your cause in the most meaningful and impactful way.

Advanced Functionality.

The Challenge platform can take any charitable donation or grant donors choose to make to your organization and can do so through microsites where you or a sponsor can engage the donors who are committed to your cause.

Better Leverage Giving Tuesday and Win the Prize

The Giving Tower Challenge can help you to better leverage #GivingTuesday and kick off the holiday giving season. With the power of the platform your organization will be eligible for prizes that include a \$25,000 grant on #GivingTuesday and over \$250,000 in total support for winning charities until the challenge ends January 5th, 2017.

Interested? [Sign up Now](#)

