

# 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 toolkits to help companies effectively 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 company 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 in 2015 it 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**

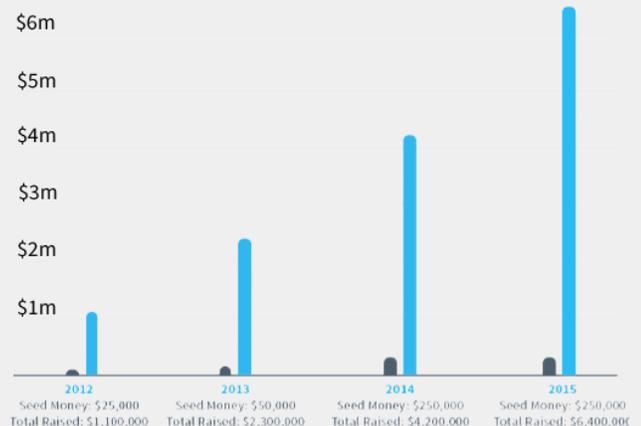
**\$2.3M**

**\$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.

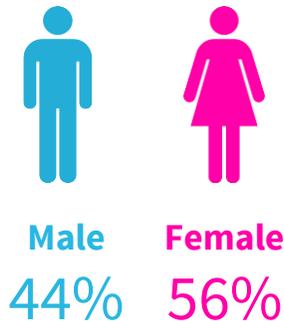
The past four Holiday Challenges have used a generous donation from one or more sponsors and leveraged it into exponentially more funds raised for charitable causes, providing our sponsors with exponential returns on their donations. **In 2015 the campaign turned a \$250,000 donation into \$6,400,000.**



# 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 Company Participate?

## **Sponsor the Challenge.**

As a sponsor, your donation will be used as a part of the overall prize package that charities will rally around from the end of November through the beginning of January.

If you're giving money to charity this holiday season or you want the charitable community to know your company cares about cause, the Giving Tower Holiday Challenge is by far the best way for you to make it happen.

## **CrowdRise will create a campaign for you.**

Using the Challenge platform, CrowdRise can take any charitable donation or grant you are planning to make, and create a beautiful microsite where you can engage the charities of your choice, and use that money as a match or a prize.

## **Help us drive massive awareness and engage donors.**

We're looking for partners who can bring amazing experiences, product and services to donors and fundraisers, and partners who can help bring more attention to the campaign.



# GIVING TOWER

Holiday Challenge 2016

## Sponsor the Challenge

An effective way to leverage your philanthropic dollars.

### \$25,000

Donations will go toward funding the Giving Tower Holiday Challenge, and will go to the charity that rallies the hardest and raises the most in the campaign.

What we can offer...

- Recognition on the campaign platform and in CrowdRise press and marketing efforts
- Recognition in #GivingTuesday email to 1M+ subscriber list, a highly qualified list of engaged donors
- Recognition in donation Thank You emails to all donors
- Recognition across CrowdRise social media channels

## Interested?

Contact:

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