

## Charity #GivingTuesday Tool Kit

Global Impact has partnered with CrowdRise to support this year's Giving Tower Holiday Challenge. The Giving Tower on #GivingTuesday has unique functionality designed to make #GivingTuesday a monumental day for your organization. It is a modern way to show the combined philanthropic impact of #GivingTuesday, and as a way for the organizations participating in the CrowdRise Holiday challenge to kick off their fundraising efforts. Check out some tips below to discover how your charity can leverage the CrowdRise Giving Tower Holiday Challenge and #GivingTuesday.

### RAISE FUNDS

- Organize a fundraiser and rally your community to leverage #GivingTuesday. The CrowdRise Giving Tower Holiday Challenge fits here! In 2015 alone, over 1,200 charities were involved and the total impact was over \$6.4 million
- Don't stop after #GivingTuesday. The CrowdRise Giving Tower Holiday Challenge runs through 1/5/17 which allows you to increase donations through the end of the year.

### VOLUNTEER

- Host a volunteer event on #GivingTuesday
- Get a commitment from a corporate partner for pro bono hours to bring in workers with skills your charity needs
- Organize a donation drive on #GivingTuesday for people to donate goods, clothing, and other items for people in need.

### COLLABORATE

- Partner with other organizations to work together to build a local #GivingTuesday movement. Global Impact is supporting the CrowdRise Giving Tower because it's a great way for organizations to connect, build momentum and share the philanthropic narrative on #GivingTuesday
- Create a #GivingTuesday product to sell during Black Friday and Cyber Monday and donate proceeds to a partnering charity on #GivingTuesday.
- Work to get your local government officials to proclaim November 29, 2016 #GivingTuesday in your city or town. Make this a big press moment and bring the community together to celebrate generosity.

### GET SOCIAL

- Activate your social media constituency (or open a new social media account) to talk about giving on #GivingTuesday.
- Leverage the assets provided by CrowdRise and the amazing Giving Tower app – Every donation is a brick in Giving Tower so users will literally be able to watch the virtual tower grow and eclipse the heights of global landmarks like the Eiffel Tower and Empire State Building.
- Celebrate community heroes and service leaders on social media and with your local press.
- Email your community to educate them about #GivingTuesday and invite them to give.
- Share photos from past campaigns or volunteer events to teach your followers about how you serve the community. Remember to use the hashtag #GivingTuesday!
- Create a #GivingTuesday video with your community or staff. Share on YouTube, Facebook, and social media using the hashtag #GivingTuesday.