

Corporate #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 company can leverage the CrowdRise Giving Tower Holiday Challenge and #GivingTuesday.

RAISE FUNDS

- Organize a fundraiser or sponsor a challenge to leverage #GivingTuesday. The CrowdRise Giving Tower Holiday Challenge fits here and could be a great outlet to involve employees in #GivingTuesday! In 2015 alone, over 1,200 charities were involved and the total impact was over \$6.4 million
- Launch a giving month within your employee giving campaign on #GivingTuesday to increase donations through the end of the year.
- Use philanthropic dollars as matching dollars within the CrowdRise Giving Tower Holiday Challenge to help charity partners double the amount of inbound donations.

VOLUNTEER

- Host a volunteer event on #GivingTuesday
- Engage your employees in a day of service on #GivingTuesday to encourage them to use their skills and knowledge for the causes they love
- 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
- Donate all or a portion of proceeds on #GivingTuesday to a partner charity whose mission is aligned with your corporate social responsibility
- Work to get 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.
- 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.