



GIVING TUESDAY

2023

Cause Toolkit

This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program, by highlighting the importance of GivingTuesday and broader end-of-year giving campaigns.

The resources included in this toolkit will help you educate, engage and inspire your employees as you consider campaigns focused on end-of-year giving.

GIVINGTUESDAY Overview



Every November, Americans celebrate the Tuesday after Thanksgiving as GivingTuesday, which often serves as the unofficial start of end-of-year giving campaigns. This comes on the heels of holiday shopping deals on Black Friday, Small Business Saturday, and Cyber Monday. It is a worldwide phenomenon, inspiring millions to lean into the end-of-year holiday spirit with generosity and compassion. For many charities, GivingTuesday has become their biggest day for donations - and can help resource their ability to have an even greater impact in the year ahead.

In 2022, donors gave over \$3 billion to charities during the 24-hour period of GivingTuesday, with 35 million people participating worldwide. For companies, GivingTuesday offers an opportunity to double down on their commitment to social responsibility, strengthen relationships with employees, and boost their impact in the community and broader world.

A company-sponsored GivingTuesday and end-of-year giving campaign can be pivotal during this time of year. Company-sponsored giving and matching programs, in particular, can leverage the momentum of GivingTuesday to amplify their impact, provide opportunities to engage employees around an end-of-year giving campaign, and tell the story of the how the company and its employees give back to the causes and charities that matter most to them.

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Facts and Data



35 million donors

Tens of millions of donors in the United States supported their favorite causes last year. Among U.S. adults, participation saw a 6% increase over 2021.

\$3.1 billion

In just 24 hours, GivingTuesday 2022 shattered previous revenue records. Donors in the United States alone gave \$3.1 billion last year, a 15% increase over 2021.



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Nonprofit Spotlights

There are hundreds of thousands of nonprofit organizations deserving of support on GivingTuesday. Listed below are a selection of smaller, grassroots nonprofits you can find on the Groundswell app:



Chain Collaborative

We build relationships with local leaders in coffee-growing regions, cultivate their project design and management skills, and foster the development of their farming enterprises. This work allows global communities to combat intergenerational poverty and marginalization in the coffee sector on their own terms.



Empowering Latino Futures

Our mission is to remove barriers to educational and professional success for Latinos, Latinas, and other underserved communities by creating products, services, content, partnerships, and programs that lead to equal opportunity for all.



Black Girls Smile

Black Girls Smile is a nonprofit organization dedicated to encouraging positive mental health education, resources, and support geared toward young Black women and girls.



Earth Guardians

Earth Guardians trains and empowers youth to be effective leaders in the intersections of environmental and climate justice. Using art, music, storytelling, on the ground projects, civic engagement, and legal action, they advance solutions to the critical issues we face as a global community.



Vets Who Code

Vets Who Code was founded by vets who themselves faced the realities of transitioning. We are solution-based and action-oriented. If our students can't make money with it, then we don't bother teaching it.



Darkness To Light

Darkness to Light empowers adults to prevent, recognize, and react responsibly to child sexual abuse through awareness, education, and stigma reduction. Our work is guided by the vision of a world free from child sexual abuse.



Happy Tails Animal Shelter

Happy Tails is a limited-intake, no-kill facility that shelters and cares for stray and abandoned dogs and cats until they are adopted into loving, permanent homes. We promote pet adoption and humane education. Happy Tails is a 501(c)3 nonprofit organization.



Team Suzy

Team Suzy was formed as a 501(c)3 non-profit with the idea to create a "Road Map to Caregiving" for families and caregivers during their journey with loved ones affected with Alzheimer's and other related dementias. We accomplish this through education, a financial grant application process, and innovative programs to support the families.

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Engage Your Employees

Kickoff

Company-wide email or blog post in mid-November (leading up to November 28) previewing a GivingTuesday or end-of-campaign. This could include links to resources and highlights for certain causes, including featured nonprofits found during the month of November on the Groundswell app dashboard or in a specially-created Corporate Spotlight.

November 28

Call to action - including any specific campaigns that may be running for GivingTuesday and/or end of year. Ideas include but are not limited to: special match during specific time frame; gifts; a commitment to make a larger corporate grant to the top three nonprofit recipients from GivingTuesday.

End of the Month/Year

Share the results of the campaign if you had a specific match for GivingTuesday nonprofits or a broader end-of-year campaign –how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of the year, remind employees to log into their Groundswell account to contribute and donate.

Employee Engagement

ERG Engagement: Share nonprofit recommendations from your Employee Resource Group to provide inspiration around causes and nonprofits that matter to your employees. You can feature these nonprofits on dedicated Corporate Spotlights that will be visible to all employees on their Groundswell dashboard.

Volunteer Matching: Support employees who are volunteering for nonprofits by matching their volunteer hours, allowing them to support nonprofits both through in-person support and financial support.

Education & Inspiration: Solicit recommendations from the Employee Resource Group for books to read, documentaries to watch, and podcasts to listen to, in addition to those provided in this toolkit.

GIVINGTUESDAY - NEED TO UPDATE

Shareable Resources

Read

- [The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World](#) by Jacqueline Novogratz
- [Give Smart: Philanthropy that Gets Results](#) by Thomas J. Tierney and Joel L. Fleishman
- [Winners Take All: The Elite Charade of Changing the World](#) by Anand Giridharadas



Watch

- [Inequality for All](#): Documentary featuring Robert Reich about the income gap.
- [Bending the Arc](#): Documentary about Partners in Health
- [The Revolutionary Optimists](#): Amlan Ganguly, a lawyer-turned social entrepreneur, has sown hope in the poorest neighborhoods of Calcutta by empowering children.

Listen

- ["The Business of Giving"](#): explores solutions to today's complex social problems and what philanthropists can do to make a difference.
- ["The Philanthropy Podcast"](#): explores joys, challenges, and opportunities in philanthropy so donors can become more thoughtful and effective in their giving.
- ["Kind World"](#): A podcast about compassion from WBUR, Boston's NPR station. It can inspire donors with stories of kindness and the impact it can have on the world.

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Social Media Templates

"Today is #GivingTuesday, a day to show our power to make a difference. At [CompanyName], we believe in giving back to our community. Join us as we support [Cause or Charity]."

"On this GivingTuesday, we are proud to be partnering with local organizations like [insert nonprofit name] to provide support for those most in need. Join us today in giving back. #GiveBack"

"Join the global movement this #GivingTuesday! Whether you donate money or time, every act of generosity is significant and everyone has something to give. Let's change lives, together."

Sample Hashtags

#GivingTuesday

#ImpactTogether

#GiveBack

#[CompanyName]GivesBack



Groundswell is your ally in corporate philanthropy.

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

Contact

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