



15 IDEAS FOR YOUR CHARITY

GIVING TUESDAY

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Charities Aid Foundation

1. Get out the ask

Loads of people are looking to do something good on **Giving Tuesday**, make sure they do it with you. Whether it's donations, volunteers, or something else, ask people to support you on **Giving Tuesday**.

2. Go social media crazy

Don't know if you noticed but we kind of dominate Twitter on **Giving Tuesday**, so use the hashtag and be a part of the conversation.

3. Launch your Christmas campaign

It's a few days before December so give your Christmas campaign that extra boost by launching it on **Giving Tuesday**. Or use the day to tell people about your Christmas campaign before it starts.

4. Get your CEO in fancy dress

Ok, maybe not fancy dress, but challenge your CEO to get out and promote the day (maybe the Trustees too?)

5. Celebrate the work that you already do

We know you already do loads of good things, so spend the day giving yourselves a pat on the back and telling people about it.

6. Pair up

Find a local business, or tap up one of your corporate partners and ask them to support you on **Giving Tuesday**. They can match fund, tell their customers about you, or even invite you in for a day to show off your work.

7. Don't forget the kids

Giving Tuesday is a week day, and kids are in school on a week day. Get in touch with your local school and see if they'll help support you on the day, or better yet for their Christmas appeals.

8. Say thanks

Why don't you say thanks to your staff, your donors, your followers and fans, your volunteers, and all the people who help you to do good things all year round?

9. Share your skills with a smaller charity

Let's not forget that we can help each other out too, so if you've got the skills then invite a small charity over and use the day to solve some key problems that they've been wrestling with.

10. Challenge someone to a good-off

You know those businesses across the road, why don't you challenge them to a **Giving Tuesday** competition to see who can raise the most money for you on one single day?

11. Forget the gimmicks

Don't ignore your supporters offline. Dust off that bucket, put on the rain jacket and get out on the street to speak to people face to face.

12. Harness the power of Black Friday / Cyber Monday

Ask people to share some of their savings with you!

13. Think of something to do

If you're after volunteers then why not plan a major project for **Giving Tuesday**. The more people you get the better, and you can get one massive job ticked off the list in one day.

14. Bring people in for the day

The day is all about charity, so throw open your doors and invite people in to see the work you do first hand. You can even do it virtually, it'll be like watching kittens, but different...

15. Sign up to be a Giving Tuesday partner!

Join the movement and let's show the world why it's great to get involved.

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27 November 2018