

#givingtuesday evaluation report

This is the third year that [#givingtuesday](#) has taken place in the UK, and 2016 was the best yet.

Background

#givingtuesday is a global movement with the overall aim of encouraging people to give to charities or causes that they care about.

The campaign was developed in the USA and began as an attempt to move the focus away from consumption (following Black Friday and Cyber Monday) and towards generosity.

The UK campaign

The campaign was first brought to the UK by [Charities Aid Foundation](#) in 2014. The early campaigns were incredibly successful, with over 800 partners on board in the first year, growing to 1,400 by year two.

In 2015 over £6,000 was donated every minute to charity (via UK visa cards) and the campaign helped to break the world record for the most amount of money donated online to charity in 24 hours - £35m globally (via PayPal).

In 2016 the campaign underwent a re-brand with the intention of making the campaign more relevant to those who do not typically support charity. Evaluation from previous years had showed that those participating in the campaign were typically supportive of charity all year round, and the decision was made to attempt to expand the campaign beyond that group.

The rebranded campaign was developed along with a tag line: 'do good stuff' which was intended to encourage people to exercise freedom in choosing their action. A new website was developed, complimented by high quality social media content, and there was a commitment to further developing strong relationships with partners, with a desire to approach new partners in the retail space, to allow for greater reach to a wider audience.

2016 participation

A total of [1,638 organisations took part](#) in #givingtuesday 2016 as official partners.

Notable partners participating in 2016 included:

1. **Corporates** such as Morrisons, Sainsbury's, Co-op, The Entertainer, eBay, RBS, PayPal, Costa, ITV, Financial Times, Royal Mail, BT, Thomson Reuters
2. **Charities** such as Clic Sargent, Cancer Research UK, Sue Ryder, Save the Children, Mind, Age UK, Marie Curie, NSPCC, Macmillan
3. And **other organisations** including several universities: Robert Gordon, Edinburgh, Manchester and others; major arts organisations: Arts Council, National Gallery, National

Theatre, Natural History Museum and others; UK and Scottish Governments as well as departments: DCMS, DfE, Cabinet Office

2016 results

Donations:

2016 was a hugely successful year for the #givingtuesday campaign, resulting in a demonstrable increase in charitable donations.

Working with major UK online giving platforms the #givingtuesday team were able to track donations on the day, and compare them to previous years. The results were as follows:

PayPal

- PayPal once again ran a global matching campaign for donations – in the UK this campaign equated to an additional £1 added to any donation of £10 made via PayPal
- Once again, PayPal **broke the Guinness World Record** for the most amount of money donated online to charity in 24 hours - **\$48m globally**
- This replaces the World Record they set last year
- The UK was the second biggest contributor to this amount

Virgin Money Giving

- **Number of donations up by 92%** compared with 29th Nov 2015
- Value of donations up 103% compared with 29th Nov 2015
- The average amount donated (including Gift Aid) was 13% higher year on year

Blackbaud

- Online fundraising platform everydayhero saw a 23% increase in the amount of people giving compared to last years #givingtuesday (1st Dec)
- They also saw a 64% increase in the amount raised with the average gift size increasing by 32%
- Saw a 41% increase in the amount of people giving compared to an average fundraising day
- Also saw a **92% increase in amount raised** with the average gift size increasing by 36%, compared to a normal day

Localgiving

- Localgiving, a membership network and fundraising platform for UK local charities saw a **500% increase on the total amount raised** compared with 29th November 2015
- They also saw an increase of 450% in the number of donors

BT MyDonate

- BT MyDonate reported a huge increase in donations compared with 29th November 2015, with donations up 180%

Big Give

- The Big Give launched their annual Christmas Challenge on #givingtuesday this year, matching donations to charities involved in the campaign.
- On #givingtuesday alone, **£4.3m was donated** for the charities taking part
- This represented more than 8,500 donations to 332 charities

Online activity:

#givingtuesday was hugely successful on social media, in the lead up to and across the day.

On the day we saw:

- A total of 53,808 posts using the #givingtuesday hashtag (UK only)
- Giving us a potential reach of 852,325,739
- #givingtuesday trending as the UK's number 1 trend for ten hours

Several influential accounts mentioned #givingtuesday more than once – Richard Branson, the FT, Ricky Gervais, Cara Delevingne and Wimbledon all posted several times – which drove up reach massively.

For the first time ever, tweets from individuals accounted for more of the posts than those from brands/charities. Last year this was relatively evenly split, but this year shifted to 60% of posts being from individuals – a priority for this year's campaign – as we strove to drive conversation with real people who were demonstrating their commitment to supporting charities or causes on the day.

Media coverage:

Between the 1 November and 28 November there were 277 media mentions of #givingtuesday including 28 across national news outlets.

In the week leading up to the day the campaign received coverage across outlets including The Guardian, BBC News, The Sun On Sunday, the Daily Mirror, the London Evening Standard and the Independent. The Huffington Post published a blog by CAF's Kim Roberts about simple ways to be involved in the movement as well as an article by the #givingtuesday champion about the inspiration behind her charitable work.

On the day itself we received 184 mentions of #givingtuesday in UK media including coverage in The Guardian, the Metro, the Huffington Post, The Scotsman, the ITV website, the BT.com website and the London Evening Standard. Broadcast coverage included mentions on BBC Radio 2 and across BBC regional networks in Essex, Lancashire, Leicester, Nottingham, Merseyside, Suffolk and Cornwall.

Endorsements:

Once again #givingtuesday secured political support from the UK Conservative Government, the Opposition Labour Party, the Scottish National Party and the Liberal Democrats in addition to members from other parties.

In line with other changes in the campaign, this year we also revisited our public affairs activity, opting to deviate from our traditional strategy of EDM and Parliamentary Reception.

This year's public affairs activity was much more informal, and largely led by an email and Christmas card campaign. Christmas cards were sent to every MP, with emails to all MSPs and AMs.

We held a drop in at the House of Commons with 30 MPs attending to sign a Christmas card including the Minister for Civil Society Rob Wilson. Other politicians to support the day also included First Minister of Scotland Nicola Sturgeon.

Several government departments supported the day including DCMS and the Department for Education.

A large number of celebrities also supported the day, with many of them tweeting support for a charity. Celebrity participants included Candice Brown, Cara Delevingne, David Tennant, Fleur De Force, Lorraine Kelly, Mama Twist, Mario Falcone, Richard Branson, Ricky Gervais, Rylan Clark Neal, Sarah Millican and Tom Daley.

Partner feedback

As in previous years we once again conducted an all partner survey to better understand what our partners thought of the campaign. Feedback was overwhelmingly positive with 82% of respondents saying that they achieved their pre-determined goal for the day.

The majority of our partners (68%) said that they ran a fundraising campaign, with 47% saying that they ran an awareness campaign. Aside from their pre-established goals, partners were asked if they achieved any additional things on the day with 44% saying they raised awareness of their charity or cause, 34% saying that they increased their online and social media presence and 18% said they attracted new donors.

Positively, almost half of respondents (49%) said that the day had helped to raise their profile, whilst 46% agreed that it had helped their organisation reach audiences they would not ordinarily have reached.

As well as taking part on social media, many of our partners emailed their customers or supporters (36%) or held a physical event with 20% saying they held a fundraiser and 15% saying they held a special event.

82% of respondents said that are planning on taking part in #givingtuesday 2017, and there was a clear desire amongst partners for more resources to help them plan and prepare for the day.

Other:

[Initial research from the Charities Aid Foundation](#) shows that post #givingtuesday awareness of the campaign now stands at 13% amongst the general public (up from 5% in 2014, 9% in 2015).

Almost one in ten adults (9%) in Britain took part in the day, up from 6% who took part last year, according to the Comres poll which was carried out on the two days immediately following #givingtuesday.

The Comres tracker also found that, among those aware of #givingtuesday, one in three (33%) said they would do something for charity in future as a result of the campaign.

Example case studies

Over 1,600 organisations took part in #givingtuesday, supporting charities and causes in a variety of exciting and innovative ways. Below are some examples of activities undertaken by our #givingtuesday partners:

- Morrisons took #givingtuesday into their major stores, encouraging customers to add £1 on to their bill as a donation to Sue Ryder Hospice Care
- Marie Curie repeated their annual thank-you campaign, asking staff to take time to write letters to supporters
- Virgin Group donated space on all of their home pages including Virgin Trains and Holidays to ask people to support charity
- eBay opened a special 'do good' shop online and in pop up form in London where customers could purchase goods with profits going to charity
- Cancer Research UK made special messages and videos to promote #givingfeelsgood, asking why giving makes people feel good

- PayPal ran a matching campaign, adding £1 to every £10 donation made
- The Entertainer gave over front windows in all their high street stores to thank customers and staff who support charity
- The National Lottery/Camelot worked with 60 lottery winners to build gingerbread houses with various purposes around the UK
- RBS once again ran a payroll giving promotion, but also emailed their 2 million customers with a rewards account, asking them to donate the money to charity

Other activity

This year also saw additional pieces of activity in support of the #givingtuesday campaign, which undoubtedly contributed to its success. With thanks to the following people for their support:

- The Financial Times donated in excess of £600,000 worth of free advertising for weekly full page adverts in the week running up to #givingtuesday
- Thomson Reuters donated the jumbotron screens at Canary Wharf to play a short video about the campaign
- WPN Chameleon donated their time and services to create a free TV ad, and working with a media buyer, secured over 100 spots on Sky TV
- BT Sport donated over 100 spots across the weekend leading up to #givingtuesday, including a prime time spot ahead of a Premier League football game
- Royal Mail provided a special #givingtuesday stamp which went out ahead of the day on millions of pieces of mail
- The National Theatre displayed a #givingtuesday message on their ticker, which is seen by half a million members of the public in a week
- BT displayed a #givingtuesday message on their big screen at the top of the BT Tower in central London

All of the above activity was donated to the campaign for free.