

What is #givingtuesday?

#givingtuesday is one of the UK's biggest days of charitable giving, with thousands of organisations and millions of people taking part.

How does it work?

As a charity you are invited to become an official partner of the campaign, for free! Our charity partners all commit to doing something special on the day, whether that be holding a fundraiser, thanking your supporters or simply celebrating the work you do all year round.

Our partners receive free information and advice about how to take part in the day, receive up to date information about the campaign, feature on our special #givingtuesday website, and benefit from all of the free exposure that comes with being a part of one of the UK's biggest days of giving.

Who else takes part?

We also work with businesses, which are invited to join as partners and must commit to supporting a charity on the day. They can choose which charity to support and how to support them.

We also work with ordinary people, encouraging them to support a charity of their choice on #givingtuesday. Over 4.5 million people told us that they did something for #givingtuesday last year; make sure that they do something for you!

Why should my charity join up?

- 1. You'll be joining hundreds of organisations like yours.** Over 1,600 organisations are signed up to take part in #givingtuesday 2017 making it one of the UK's biggest charity campaigns
- 2. It's a record breaking day.** Participating provides a great opportunity to boost your charity's fundraising, and you can neatly tie it in with any existing campaigns, or launch your seasonal Christmas campaign! Last year on #givingtuesday, we broke the Guinness World Record for the most amount of money donated online to charity in 24 hours.
- 3. Millions of people take part.** Joining in helps showcase your charity to your supporters and the general public. 4.5 million People took part in #givingtuesday last year, and as one of the UK's fastest growing charity days, millions more watch it unfold.
- 4. Everyone's talking about it.** It gives your charity the opportunity to be part of a positive national news story. It's been the UK's #1 social media trend three years in a row and last year the day featured in national newspapers including The Guardian, Daily Mail, London's Evening Standard and on TV shows, where we always try and mention as many charity partners as we can.
- 5. We've got celebrity support.** Including your charity name helps align you with a growing campaign that draws high profile support. #givingtuesday has the official support of all of the UK's major political parties as well as celebrities like JK Rowling, Cara Delevingne, Wayne

Rooney and Dame Helen Mirren. It's also a really easy way to mobilise your celebrity ambassadors or patrons.

- 6. Our partners tell us it works.** Whatever your contribution, promoting your charity's #givingtuesday activity to supporters and the general public will be to your benefit. Nine out of ten partners told us they achieved their pre-determined goals for #givingtuesday, whilst half told us the day boosted their public profile.
- 7. It's free!** This is the best of all. There's absolutely no cost to taking part. It's easy (just sign up via <http://www.givingtuesday.org.uk/for-charities/>) and CAF will provide you with free resources, tips and case studies to help you prepare.

What sort of thing can we do on #givingtuesday?

All of our charity partners can do absolutely anything they want on #givingtuesday. But here are some ideas to get you started:

- 1. Focus on fundraising:** Last year Somerset Community Foundation raised £10,000 on #givingtuesday after they ran a special fundraising campaign.
- 2. Reach out to volunteers:** In 2016 St Rocco's Hospice encouraged four volunteers from their local running club to help them out for the day.
- 3. Ask for donations:** We know it's not always about money. Last year Martin House Children's Hospice teamed up with Yorkshire estate agent Linley & Simpson to ask for donations of unwanted goods. By the end of #givingtuesday they had collected stock worth over £1000!
- 4. Thank your supporters:** Every year Marie Curie uses #givingtuesday to say a special thanks to all of their supporters. Staff at Marie Curie takes the time to write hand written thank you notes which they send out to donors, volunteers and supporters at the end of the day.
- 5. Do something different:** Send a Cow had a bit of fun on #givingtuesday 2016! They spoofed the John Lewis Christmas ad and spent the day sharing it on social media – featuring cows, obviously.

To find out more information about the campaign visit our website: www.givingtuesday.org.uk where you can sign up for free by following the '[for charities](http://www.givingtuesday.org.uk/for-charities/)' link.