



GI  ING TUESDAY  
AUSTRALIA

# Case Studies



# Case Studies

## Community Campaigns

### #BrooklynGives (Brooklyn, NY)

In its second year, the Brooklyn Community Foundation ran their #BrooklynGives Spark Prize campaign on #GivingTuesday. 20 high-impact community-based organizations across Brooklyn were selected as finalists to each receive a \$5K matching grant and a chance to win the Spark Prize. The top five organizations and winners of the Spark Prize, each won \$100,000 in general operating support from the Brooklyn Community Foundation. In 2017, organizations leveraged the match to bring in over \$360,000 in 24 hours, far surpassing their \$275,00 total in 2016. #BrooklynGives partnered with the Brooklyn Borough President and the Brooklyn Chamber of Commerce, TD Bank, and National Grid.

### #NorthStateGives (Redding, CA)

North State Giving Tuesday, an online networking and giving event held on #GivingTuesday for nonprofits in Shasta and Siskiyou counties, was created in 2015 and is powered by Shasta Regional Community Foundation. The giving event now raises money for 123 local nonprofits and engages individuals and local businesses to donate over a 14-hour period. In 2017, the Community Foundation raised \$1,016,423 for 123 participating nonprofit organizations. Their report indicated that 85 percent of the over 5,000 gifts received on Nov. 28, 2017 were \$100 or less.

### #ValleyGives (Temecula, CA)

#ValleyGIVESday is a 24-hour giving day organized by the SWRC Nonprofit Cooperative. Through their online giving portal, the community could donate to 38 nonprofits on #GivingTuesday 2017. The day culminated with a community event featuring live entertainment, food, and GIVING! Overall the community raised \$40,000 for the 38 participating organizations.

### Pink #PasHON Project (Baltimore, MD)

Born out of #GivingTuesday 2012, the United Way of Central Maryland's Emerging Leaders United coalition launched a new #GivingTuesday community campaign for 2017. With a play on passion, the coalition created the Pink #PasHON Project ('hon' being a Baltimore colloquialism) to engage nonprofits, companies, small businesses, and the community to make 625,000 PasHON Pledges to give time, voice or money to a project they are passionate about. To engage the community on social media they created a Facebook page for Baltimoreans to share their pledges and stories.



**Pink #PasHON Project**

### #ILGive (Illinois)

This statewide campaign, organized by Forefront brought in over \$13 million raised by almost 500 nonprofits across the state of Illinois. Participating nonprofits received free resources, toolkits, and technical assistance on how to design and implement digital fundraising strategies leading up to #ILGive Community for Giving Tuesday and beyond.



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### #BigDGives (Dallas, TX)

Dallas hosted a city-wide Giving Tuesday effort built on the momentum from North Texas Giving Day. Lead by the [United Way of Metropolitan Dallas](#), #BigDGives engaged over 224 nonprofits (large and small), regional corporations, and individual donors to tap into the generosity of north Texans. In 2017, #BigDGives doubled the number of nonprofits participating and partners got the word out to raise nearly 10 TIMES more than last year. Overall #BigDGives raised more than \$22.8 Million and volunteers contributed over 484,000 hours of service through numerous volunteer events.

### #GivingTuesdayCLT (Charlotte, NC)

Presented by Wells Fargo and powered by [SHARE Charlotte](#), #GivingTuesdayCLT is Charlotte's local response to the global #GivingTuesday movement. #GivingTuesdayCLT is a collaboration of over 230 Charlotte nonprofits as well as corporations, local businesses, professional sports teams and community organizations working together to rally the Charlotte community around doing good, educate the public on the critical work Charlotte nonprofits are doing, and encourage giving. Overall the campaign raised \$7 million for participating nonprofits.

### #YorkCountyGives (York County, SC)

Organized by Hospice & Community Care, #YorkCountyGives launched a new #GivingTuesday community campaign, Dine Out, Do Good in 2017. 20 local nonprofits partnered with over 24 restaurants that donated a portion of their profits to the partnering organization. Via the #YorkCountyGives website, individuals could see which nonprofits were partnering with what restaurant and find options to Dine Out, Do Good for breakfast, lunch, and dinner.

### #GivingTuesday North Port (North Port)

In their first #GivingTuesday, [WKDW Radio Community Broadband Radio Association](#) opened the doors to their radio station for community members to gather and share stories on air. The City of North Port proclaimed #GivingTuesday an official day of celebration and North Port was named the first #KindnessCommunity in the nation, with a campaign to promote kindness. In addition to giving community members and organizations a platform and voice on #GivingTuesday, WKDW rallied 20 nonprofits together to raise more than \$20,000.



#YorkCountyGives



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### GivingTuesdayHI

The Community Foundation of Hawaii hosts GivingTuesdayHI in order to increase awareness of all the good work nonprofits are doing across the state, and to boost giving.

GivingTuesdayHI leaders partnered with the Bank of Hawaii + First Hawaiian Bank to “takeover” two corners of the busiest streets in downtown Honolulu. They created a fun, lively atmosphere so people would get curious and gather to learn more. Partners included a well-known local chef who provided free food; contemporary dance organization; and more. The bank partners and the Foundation pulled funds together so that attendees would have the opportunity to give \$500 to their favorite charity by putting their business card in a jar. Their local TV anchor pulled names and [announced it live on the news](#) throughout the day. In total, \$15,000 was awarded to charities in Hawai‘i.

### GivingTuesdayCLE

Wish Cleveland mobilized their community of changemakers, social justice seekers and idealists for GivingTuesdayCLE. Based on the belief that nonprofits can do more together than they can alone, the leaders created an equitable model that took the competition out of fundraising. All donations were divided evenly between 36 participating nonprofits, all of which were small organizations working to promote equity in Cleveland in a big way. Campaign leaders hosted an event on GivingTuesday where supporters could both contribute to the campaign + learn about the work nonprofits are doing in Cleveland.

### #NorthStateGivingTuesday

Given the magnitude of fires in Northern California in the fall of 2018, the leaders of #NorthStateGivingTuesday community campaign (which encompasses Shasta, Siskiyou, and Tehama counties) considered not running a GivingTuesday campaign. Mainly out of respect for those who were still missing and had lost homes, but there were also concerns about “compassion fatigue” and the perception that they would create competition with other fire recovery efforts.

But the region is big, and many rural nonprofit organizations have come to count on this annual opportunity to raise much needed unrestricted funds. Participating nonprofits had already done much of their outreach and marketing when the horrific fire hit Paradise, CA. In the midst of these challenges, the North State Community Foundation went ahead with GivingTuesday events and raised over \$870K for 178 nonprofits. In addition, the #NorthStateGivingTuesday website allowed donors to add an additional donation designated specifically for wildlife relief efforts in Northern CA. This was surprisingly successful and further reflects the incredible generosity and compassion of the region.



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### GivingTuesdayNWO

People who live and work in Northwest Ohio came together on GivingTuesday to celebrate GivingTuesdayNWO. Campaign leader Shari Beck from Everence, a Midwest-based financial-services company, wanted to host a unique, intentionally offline affair. Shari promoted the event to Everence clients and through newspaper ads, as well as with videos about the nonprofits created by company's marketing team. She secured a \$500,000 matching grant from local donors and businesses. 250 of the 4,300 residents of Archbold gathered at the local community college for chicken, pork, and a heaping side of generosity, to hear from a panel of nonprofits. Donations had to be made in person and the event ended up raising \$1.6 million for 98 organizations in just a few hours.

### #iGiveCatholic

#iGiveCatholic is an online giving event that provides Catholic parishes, schools, ministries, and nonprofits the opportunity to connect with their current donors and establish relationships with new donors. The goal of #iGiveCatholic is to inspire the Catholic community to come together as faithful stewards and to "Give Catholic" on GivingTuesday. In 2018, #iGiveCatholic raised more than \$5.6 million from over 23,000 donors to support 1,354 organizations across the country.

### #ThePanhandleGives

Hosted by the Amarillo Area Foundation, The #PanhandleGives campaign, which ran from Nov 19 through GivingTuesday, raised \$840,000 for 108 Texas Panhandle nonprofits. Nonprofits each developed a profile page on ThePanhandleGives.org. The Foundation, along with sponsors, supported marketing efforts to target new donors and generate buzz for the campaign. "Thanks-O-Meters" - RSS-driven billboards, along Amarillo highways, showed potential donors how close they were to meeting the campaign goal. Nonprofits that raised a minimum of \$250 received an additional donation from the Foundation's \$100k amplification fund.

### GivingTuesday Cincinnati

United Way of Greater Cincinnati organized nonprofits, volunteers and partners around the region to collect over 4,000 children's books and created 20 Book Nooks (children's book benches) that will be distributed to communities where there is a gap in access to books. Volunteers decorated approximately 500 bookmarks to be delivered along with the Nooks. The campaign leaders thought outside the box to include places like laundromats to distribute the book nooks.



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### #ConwayGives - Arkansas

The Conway Ministry Center along with City of Hope Outreach (COHO), Bethlehem House, The Salvation Army, and Community Action Program of Central Arkansas (CAPCA), all of whom work together everyday to meet the needs of the community, were searching for ways to collaborate at a higher level. This group of nonprofits not only desired to raise funds without being in competition with one another, but also to give the community the option of donating to causes that are important to them without having to choose between the different agencies. Supporters' gifts were equally distributed among the 5 participating nonprofits.

### GivingTuesday Guam

For the fifth year in a row, The KUAM Careforce, The Community Service Initiative of KUAM - Guam and the Marianas Islands NBC and CBS affiliates, spearheaded the local GivingTuesdayGuam movement, harnessing the influence of the local media to give back to local organizations. Every year, their campaign is themed to support specific groups in December. This year the group chose the theme "Shelter Tuesday" to support local shelters. They gathered donations from staff, local schools and businesses to provide a luncheon for local homeless shelter "Guma San Jose", holiday decorations for "The Alee Shelter" assisting women and children who are victims of domestic violence, and pet food and supplies for the animal shelter "Guam Animals In Need". They also hosted a Holiday Toy