



GIVING TUESDAY

2020 Giving Tuesday Guide for Churches & Ministries

*Saying this year threw a few curveballs our way would be an understatement. In 2020, we experienced a wave of unexpected challenges that didn't let up. As we enter year-end, we get closer to the first Tuesday following Thanksgiving and something that is a little more predictable: **Giving Tuesday**.*

What is **GIVINGTUESDAY** ?

Giving Tuesday, created in 2012, was the brainchild of New York's 92nd Street Y and the United Nations Foundation. This holiday serves to create a global movement of generosity and kindness by inspiring people to donate to nonprofit organizations around the world.

Similar to how Black Friday represents the beginning of the holiday shopping season, #GivingTuesday is the kickoff to the charitable giving season – placing focus on the true meaning of the season. This holiday began as a social media movement (hence the hashtag used across social media #GivingTuesday). Donors often share information about their favorite cause and organizations on Facebook, Twitter, Instagram, etc. – encouraging their friends and family to contribute as well!

Here are some stats from Giving Tuesday 2019



\$511 million
in online donations



\$134 average gift size



20.1 billion
global social impressions



Online giving was up **28%**

27 million adults (13% of the U.S. population) participated in Giving Tuesday in some way. This is a minimum estimate from givingtuesday.org. The reality is likely much higher!

May 5th, 2020 gave us a preview of this year's Giving Tuesday through #GivingTuesdayNow. Giving Tuesday Now united people around the world and inspired giving in all forms and resulted in over \$503 million in online donations in the United States alone.

The day ignited a global conversation on generosity, with social media activity in 145+ countries and more than 3 billion Twitter impressions. Giving Tuesday Now prompted giving, collaboration, and action from millions of individuals, businesses, nonprofits, communities, and global brands.

Giving Tuesday always falls on the Tuesday after Thanksgiving. This year, Giving Tuesday will be celebrated on December 1st.

Why your church should participate

Though Giving Tuesday was created for all types of nonprofits, it can be especially beneficial for faith-based organizations and churches. Historically, Religious organizations receive the largest share of charitable donations. In previous years up to 32% of all charitable donations went to Religious organizations.

Most of these donations can be attributed to people giving to their local place of worship. This event unites people around the world in doing good which makes Giving Tuesday the perfect time to raise donations for a special fund or mission that your church is organizing. And this year, it can help recover offerings that were potentially lost due to COVID-19.

How to launch your Giving Tuesday Campaign

Now that you know what Giving Tuesday is and how it can help kick off your giving season, you're probably wondering what you need to do to set up a Giving Tuesday campaign for your church.

Having the capability to collect charitable gifts online is a must with how many people are still attending online services versus in person! Remember that **Giving Tuesday is a 24-hour, online giving event.** You'll need digital and mobile giving tools to make the most out of it.

Here are 3 steps to get your church ready for #givingtuesday

1

If you don't already have an online giving solution, be sure to set up an account.

[Online giving solutions](#) are easy to sign up for and you can begin accepting donations in as little as 24 hours. Also, look for a comprehensive solution that fits all your church's giving needs – even beyond Giving Tuesday. Our platform offers multiple way to accept donations (online, mobile app, text and kiosk) and offers price plans to fit all church sizes.

2

After getting your online giving solution set up, create a special donation form for your Giving Tuesday campaign.

A custom form that can be embedded on your church's website appeals to potential donors a lot more than sending them away from your website to complete their donation. Once you've created your form, send it to a few staff members to test it out before the big day to make sure everything is just how you want it.

3

Start spreading the word that you're participating in Giving Tuesday in the weeks leading up to the event.

Send emails out to current and past donors and start posting frequently on your social media channels with messages that include your fundraising goals and how your donors can help promote your campaign. To help save time on the day of, consider scheduling several posts through tools like Hootsuite or Buffer. Don't forget to include #GivingTuesday and create your own hashtag that directly references your campaign.

Communication Timeline



EARLY MORNING

Send out the initial email to givers announcing Giving Tuesday has officially arrived and include the different ways people can give.

LATE MORNING

Send out social posts linking to a blog or case study that tells people more about what their donations go towards.

NOON

Send a status update via email and social media letting givers know where you're at in reaching your goal.

EARLY AFTERNOON

Give a second status update through social media. Post a photo or video of your mission in action on social media.



MID-AFTERNOON

Give a third status update through social media.

EVENING

Share how close you are to your goal via email and social media encouraging people to help you move the needle before the day is done.



NIGHT

Send a final appeal via email and social to get any last-minute donations before the clock strikes 12! Let everyone know exactly how much more you need to make your goal. If you already made your goal, encourage people to help you smash that goal and raise even more!

Giving Tuesday Follow-up

Start with the comprehensive solution that more than 15,000 churches trust with their online giving. Send out personal thank you emails to all your donors within 48 hours. Make sure to include the final number of donations received and what exactly those funds will be used for.

People love to know that they have helped make a difference! Another idea is to offer an additional donation option for those who weren't able to give on Giving Tuesday. Just because people didn't participate in this event doesn't mean they aren't interested in more traditional giving.



Ready to launch your #givingtuesday campaign?

Start with the comprehensive solution that more than 15,000 churches trust with their online giving.

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