

2020 FAQ for Nonprofits

When is GivingTuesday?

GivingTuesday is held annually the Tuesday after Thanksgiving, this year on December 1, 2020. The global celebration runs for 24 hours and begins at midnight local time.

How can GivingTuesday benefit my nonprofit?

GivingTuesday harnesses the generosity of millions of people around the world to support the causes they believe in and the communities in which they live. We believe the movement will become the first global day of giving and a year-round platform for strengthening civil society.

The GivingTuesday team will provide a variety of plug-and-play materials created by industry experts that can help you use social media and innovative marketing to draw attention, support, and funds to your cause.

GivingTuesday provides an overall boost to nonprofit organizations. In 2018, 75% of those making financial contributions on #GivingTuesday were repeat donors, with a mean gift size of \$105. Data shows that the holiday creates a net bump in overall yearly giving, and has proven not only to engage new donors, but to motivate existing donors to give more.

Your organization will have the opportunity to join thousands of organizations around the world to encourage more generosity.

Who can participate?

Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations.

How much does it cost to participate in GivingTuesday?

Nothing! GivingTuesday is a free and open movement to encourage giving. All of our resources are available for free through our website. If you're using a digital fundraising platform, there may be costs associated with the tool you choose to use – check with your technology providers.

Can nonprofits receive donations through the GivingTuesday website?

No. GivingTuesday is a movement. We are not an organization and do not accept or distribute donations. All donations need to be made through partner websites. Participants are responsible for their own fundraising initiatives.

Do I have to wait to be listed on the Participating Organizations page on GivingTuesday.org in order to begin my campaign?

You do not have to be listed on our page in order to participate in #GivingTuesday. Please go ahead and begin your outreach and promotion of your campaign. If you need help or ideas, check out the [Resources](#) section of our website.

Will my nonprofit receive a profile page on GivingTuesday.org?

No. After you register with us, your nonprofit will be listed on our Participating Organizations page (48-72 hours after you submit the form). Your nonprofit will not receive a profile page on our website. Your listing will link directly to your nonprofit's website (the link you shared when you submitted the Join the Movement form). **In your e-marketing and social media outreach, please make sure you're linking directly to your own donation form or website.**

Do I have to fundraise using Facebook in order to participate in GivingTuesday?

You do not have to fundraise using Facebook's tools in order to participate in GivingTuesday. We encourage you to use whatever fundraising tools or donation platform that works for your organization and your donors!

What can you tell me about Facebook's GivingTuesday match program?

We do not play a direct role in the Facebook/PayPal #GivingTuesday campaign. In order to be eligible for Facebook's match program, you do have to use Facebook's fundraising tools. You can [learn more about Facebook/Paypal's match opportunity here](#). If you have specific questions about the Facebook match program, you will need to contact Facebook directly.

Do I have to participate in Facebook's match program in order to participate in #GivingTuesday?

Not at all. We encourage our partners to participate in whatever way works for them!

How is GivingTuesday able to report the total amount raised on Dec 3 if I don't have to use a certain tool or report in?

Great question! Through our [Data Collaborative work, we](#) have partnerships with all of the major donation platforms, payment processors, giving platforms, the government (990 data, workplace giving), and social media platforms. These partners provide us with a wealth of data which we use to learn not just the total raised on GivingTuesday, but about giving generally—the drivers behind it, the behaviors around it, and what might inspire more of it—not just on GivingTuesday, but year round. The data they provide to us is aggregated, GivingTuesday does not have any of your donors' private information. Check out reports and findings in our [GivingLab](#) – it can help you strategize for more successful fundraising!

How can other organizations, besides nonprofits, do to participate in GivingTuesday?

Interested in participating? It's easy! We ask that partners use GivingTuesday as an opportunity to celebrate and incentivize giving (e.g. donations, volunteerism, advocacy, acts of kindness) in their communities. [Check out ideas & examples](#) or [download our case study guide](#) for some inspiration.

Can my organization use the GivingTuesday logo?

Please do! You are welcome to use our logo to help promote your GivingTuesday campaign. You can download logos (including original art files) from: www.givingtuesday.org/logos. Feel free to take that logo and do whatever you like with it! Don't forget to tag us, we love seeing your creativity!

How can I help spread the word on social media about GivingTuesday?

- Talk about giving using the hashtag GivingTuesday
- Share our Facebook posts — facebook.com/GivingTuesday
- Follow us on Twitter @GivingTuesday and use the GivingTuesday hashtag
- Follow us on Snapchat — [givingtuesday](#)
- Instagram — [givingtuesday](#)
- Snapchat – [add/givingtuesday](#)
- Share our social media channels in your organizational and personal social networks
- Announce your participation in GivingTuesday to your networks and email lists
- Use the #UNselfie hashtag to talk about how you are giving and why