

# How Charities can give

## MORE MONEY

Provide Giving Tuesday supporter packs to support your donors in your chosen Giving Tuesday activity

Use some of your advertising budget to share your Giving Tuesday ask far and wide

Arrange a Giving Tuesday Community Campaign – for local or similar cause based charities

Host a gala fundraising event

Arrange a large fundraising event, for example concert in the park

Host a Giving Tuesday themed event to engage your donors

## MORE TIME

Ask a local business to offer match funding for donations received on the day

Post on social media through-out the day – encourage people to support your cause

National charity? Support your local offices to take part in your national campaign

Plan a powerful communications campaign around your Giving Tuesday ask

If you are a big charity – support smaller charities in your area by sharing skills

Charity open day – invite your local community to come and hear about your work

Create a #GivingTuesdayPledge so supporters know what you want them to do

Email your supporters telling them how they can support you this Giving Tuesday

Organise a charity auction – ask local businesses or your corporate partner to donate prizes

Giving Tuesday Volunteer Days – run a volunteer open day one Tuesday every month

Share videos from Giving Tuesday with staff and supporters

Contact your supporters and ask them to share their #MyGivingStory on social media

Ask your celebrity ambassador to talk about your Giving Tuesday campaign

Ask your staff to write personal thank you letters to your supporters on Giving Tuesday

Share case-studies of your work – tell supporters what you have been able to achieve because of their support