



GIVING TUESDAY

EPISODE NOTES

What is #GivingTuesday and how can pregnancy centers use it?

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

One of the best ways to get involved is in your own community. We've created a directory to help you find organizations, charities, events and more in your own community.

What results have you seen from organizations that participate in #GivingTuesday?

Organizations that utilize #GivingTuesday campaigns have seen very positive results. According to GivingTuesday.com, they find that more than \$300,000,000 has been raised by nonprofit organizations since its inception. Last year alone, Ministry Sync #GivingTuesday campaigns raised more than \$200,000.

How does a Giving Tuesday campaign differ from a Facebook donation?

Facebook provides donation opportunities for organizations to utilize year-round; however, Giving Tuesday was designed specifically as a global day of giving.

No matter what tool you use for collecting donations, be certain that you are able to collect donors' information for that continued relationship building and that you know when you will receive the funds.

How can a center get started?

If you have decided to take the opportunity and join in this year's Giving Tuesday, feel free to use the resources listed below to set up a campaign page and download a communications schedule to let your community know about it.

PODCAST RESOURCES

- [Giving Tuesday](#)
- [FundEasy.com/GivingTuesday](#)
- [Communications Schedule for Giving Tuesday](#)
- [Social Media Tips for your Giving Tuesday Campaign](#)
- [Ministry Sync](#)