

PARTICIPATING IN

#GIVINGTUESDAY™

Since the 92nd Street Y and the United Nations Foundation founded Giving Tuesday in 2012, this global day of giving has grown significantly each year.

How Big is #GivingTuesday?



700K
online donors in
71 countries



114B
total Twitter
impressions

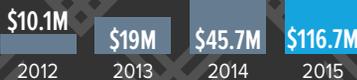
1.3M

social mentions

86% increase
from 2014



Dollars Contributed



Online donations
increased
52%
from 2014-2015

17%

of digital
donations were
made on mobile
devices on
#GivingTuesday 2015



\$107
Mean 2015 gift

Who Benefits?

In 2015, online donations increased in many sectors:



15.2%
Higher
Education



12.3%
K-12
Education



11.2%
Environmental/
Animal



10.8%
International
Affairs



9.4%
Public &
Society



9.3%
Healthcare



8.8%
Faith-based



8.3%
Arts & Culture



7.9%
Human
Services

Why Participate?

Nonprofits that participated surpassed their peers in the December 2014 fundraising season by almost

2:1

in online and
offline donations



DONATE

5 Ways to Make the Most of #GivingTuesday

Stand Out Among Competition



#GivingTuesday can help level the playing field for smaller nonprofits. Shine bright with a focused campaign across platforms, and get your board and members involved earlier with calls to action to spread the word.

Prepare Your Financial Snapshot



Nonprofits are encouraged to make their 990s available to potential #GivingTuesday donors. Use your 990 to present a compelling picture of your mission, and consider highlighting other, digestible measurement figures to potential donors.

Optimize Your Mobile Presence



Mobile giving is more popular than ever. To increase the success of your campaign, make sure your organization's digital configuration makes giving via phones and tablets easy.

Don't Bet Too Big...

Online giving still makes up a relatively small portion of overall donations. Think of #GivingTuesday as additive, not a replacement for other giving.



...But, Capitalize on Success

Strong #GivingTuesday donations could help a nonprofit organization meet public support tests and avoid becoming a private foundation.



The BDO Institute for Nonprofit ExcellenceSM has a dedicated team of assurance, tax and consulting professionals that help nonprofits all over the world develop innovative accounting and operational strategies for their organizations.

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Sources: Accounting Today, Blackbaud, GivingTuesday.org, The Case Foundation

