

2018 #GivingTuesday ebook

MULTIPLY IMPACT THIS #GIVINGTUESDAY WITH CREATIVE PARTNER ACTIVATIONS

Prepare. Plan. Execute.

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GIVING TUESDAY

the global giving
movement

NOVEMBER 27, 2018

1

Giving Tuesday: A Personal and Global Movement

In just seven years, #Giving Tuesday has established a new annual ritual based on the universally shared human value that everyone cares about something, a cause or community.

Held each Tuesday after the United States Thanksgiving and following the spending and buying frenzy of Black Friday and Cyber Monday, #GivingTuesday kicks off the holiday year-end giving season.

Anyone, anywhere can get involved.

Collaboration and imaginative interpretation are encouraged.

Every act of generosity counts and can mean more when we – causes and corporations – work and give together.

2 For Momentum's Perspective

For Momentum sees this worldwide day of giving as an important opportunity for nonprofits to leverage and deepen engagement with corporations, and connect with their employees and consumers in an authentic, brand-centric way.

As #GivingTuesday continues to rise in name recognition and awareness, organizations of all shapes and sizes are becoming savvy about how to engage. However, For Momentum noticed a gap in instructional resources with regard to effective corporate engagement strategies that can multiply impact for all involved. That's one of the reasons we developed this new #GivingTuesday e-book planning tool.



For Momentum believes everyone has something to give – time, expertise, monetary donations, acts of kindness – large or small!

3 Consumers Expect Corporations to Get Involved in #Giving Tuesday

In 2017, For Momentum conducted research to better understand how consumers view corporate involvement with #GivingTuesday.

Over **1/2** the people surveyed said they want companies they purchase from to participate in #GivingTuesday.

Looking specifically at responses from the younger generations (18-34-year-olds) that number jumps to **61%** who say they expect companies to participate!



4 There is Only One Rule – *Be Creative!*

#GivingTuesday is a great day to collaborate and experiment with creativity! Over the past six years there have been numerous examples of creativity coming from the greater community. So much so, that #GT organizers reported that over 82% of 2017 participating organizations say they used #GivingTuesday to try something new.

One of our favorite shared activations from last year was the partnership between Tinder and dosomething.org. Proving that anyone anywhere has something to give, the two organizations created #IAMAAVAILABLE, a campaign that rewarded gifts of time with a large gift of money!

Tinder, the dating app that allows users to swipe right (yes) or swipe left (no) to identify matches, used their popularity and influence to encourage users to be available in a different way on Giving Tuesday. Tinder created an easily-sharable message that users could share across ANY of their social channels letting their networks know they were available – whether that be to help a friend move, donate time to a soup kitchen, shop for holiday gifts for those who couldn't afford them or just be a listening ear/have an open mind – for someone who needs it. On #GivingTuesday, Tinder donated \$100 to dosomething.org for every person that shared #IAMAAVAILABLE on #GivingTuesday. Over \$200,000 was raised by Tinder for dosomething.org!



5 Thinking Beyond Tuesday

Companies and causes can maximize engagement by extending the 24-hours! It is easy to see #GivingTuesday is so much more than one single Tuesday in November. It's a time to celebrate meaningful connections to causes and communities people care about.

Partners should consider mapping out a multi-touchpoint omni-channel activation plan with milestone moments that celebrate and incent participation.

This is a good time to deploy a couple of tried and true cause marketing partnership tactics such as:

- Point of sale and register round-ups
- Contests and consumer (or employee) - choice campaign elements
- Time-bound promotions and bounce backs
- Percent of product sales/commercial co-ventures

To help your planning, For Momentum offers a simple, easy-to-use #Giving Tuesday two-page planner.

ForMomentum.com/resources/givingtuesday-two-page-planner/



| COMMUNICATION ASSETS | CORPORATE PARTNER | NONPROFIT PARTNER |
|---------------------------|-------------------|-------------------|
| AUDIENCES | | |
| Internal Audiences | | |
| Message 1 | | |
| Message 2 | | |
| Message 3 | | |
| External Audiences | | |
| Message 1 | | |
| Message 2 | | |
| Message 3 | | |
| DIGITAL CHANNELS | | |



89% of consumers are likely to switch brands to one that is associated with a good cause, given similar price and quality.

Source: Cone CSR Study, 2018

6 For Momentum Offers Their Time this #GivingTuesday

Since #GivingTuesday is a movement built on shared generosity, For Momentum is here to help multiply impact with unique and creative 2018 partner activations. For fifteen years, our agency has united nonprofits with companies in ways that benefit both organizations. Our imprint is on hundreds of partnership activations that enhance visibility, create high-touch meaningful relationships that shine a light on and create significant social impact. We thought the best way for For Momentum to plug into and advance the movement is to lend a bit of our expertise to

teach more organizations how to leverage partnership and achieve their 2018 #GivingTuesday goals.

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Contact Us:

We are pleased to offer a Complimentary One-Hour #GivingTuesday Partnership Brainstorm Consultation with a senior staff member.

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All For Momentum account team members have both nonprofit and corporate professional experience, equipping them to effectively translate between the two cultures to create #GivingTuesday activations that multiply results!