

Corporate Tip Sheet

#GivingTuesday 2017



Founded in 2012, #GivingTuesday is a global day of giving that takes place annually the Tuesday following Thanksgiving, Black Friday, and Cyber Monday; it's the global launch of the giving season. This year's #GivingTuesday is November 28, 2017.

Impact

- **People in 150+ countries** participated
- **42 countries had independent #GivingTuesday** movements
- **1 million** social media mentions
- **21.7 billion** total impressions
- **\$274 million** raised online
- **2.4 million** total gifts
- **\$110.98** mean gift size

Growing Corporate Engagement

- 70+ large CECP corporations engaged in #GivingTuesday
- All industries active; examples:
 - Airlines: Southwest
 - Consumer Products: Johnson & Johnson
 - Hospitality: Hyatt
 - Financial: Bank of America
 - Retail: Gap
 - Technology: Microsoft
 - Healthcare: CVS Health

Tips to Get Involved

- **Make the case** for #GivingTuesday with internal decision makers at your company:
 - Share corporate case studies—particularly those of companies in your industry-- and impact data to demonstrate momentum of this global platform
 - Position it as a vital part of your corporate societal engagement, aligned with existing, strategic programs. It's a continuation/expansion/offshoot of your programs, boosted by a global platform.
 - If you are not involved, customers and employees will ask why.
- **Set your company apart** and do more than just tweet:
 - Match donations from the public up to a set amount, solicit nominations/votes to award grants to nonprofits, launch a new program, hold a volunteer day, announce a grant to a partner.
- **Engage your stakeholders:**
 - Internal: let employees determine the direction of the celebration; what matters to them?
 - External: communicate your company's purpose and commitment to the community.

Case Studies

- **BD:** Matched all donations made by full-time U.S. associates
- **Mastercard:** Matched 2:1 funds cardholders donated using a U.S. Mastercard to Stand Up to Cancer, up to \$1M
- **Newman's Own:** Sponsored Crowdrise annual holiday giving campaign with \$500,000 in funding and matching donations for participating charities.
- **NRG:** Unveiled new partnership with Boston Children's Hospital as part of its Choose to Give program, which allows NRG customers to support local nonprofits through their electricity plan
- **S&P Global:** Conducted a \$25,000 grant contest with Global Kiva Lending Team

For more information on how your company can engage in #GivingTuesday, please contact info@cecp.co