

#GIVINGTUESDAY™

10+ Things That Worked for #GivingTuesday in the U.S.

1. **Founding partners.** When we officially ‘launched,’ we had already signed up some of the most influential organizations to run a #GivingTuesday (#GT) initiative. This really helped us with credibility and demonstrating to a skeptical world that this was a ‘real thing.’
2. **In person meetings.** One of the best ways to get buy-in was to have ‘influencer meetings,’ which we held at places like Facebook, GroupOn and Variety magazine, bringing together a diverse group, ranging from 73-year-old philanthropist to a 22-year-old coder. In these meetings, we always asked two questions.

- a. What can we do to grow the movement?
- b. What ideas do you have for your organization?

The people who attended these meetings turned out to be some of the most ardent supporters of the movement.



3. **A website allowing partners to sign up.** One of the ways we saw a lot of momentum develop was watching partners grow from 100 to 400 to 1,000 +. The action of people “signing up” really galvanized their commitments and more importantly, got us their contact information so we could start a conversation with them.
4. **Creating useful tools for partners.** The shareable logo and list of proposed activities were really popular. Once the right partners started sharing the logo, it encouraged others to do the same.
5. **The hashtag.** Last year, we used the ‘#givingtuesday’ hashtag, which really sent a message to the entrepreneurial community that this is ‘their’ campaign.
6. **Email lists.** It really helped us to do regular email communication with the partners, sharing the successes of #GT as it grew and shining a light on especially exciting #GT plans and positive press stories.



7. **It’s about the partners, not the movement.** We always thought about how we can empower our partners to make this a success for their organizations. We knew this had to help our partners. For example, by providing a sample press release that encouraged local partners to reach out to local media outlets for coverage.
8. **Good giving.** Our partnerships with Charity Navigator and Guidestar were really important in encouraging smart and effective giving to good organizations.

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9. **A start-up spirit.** People got excited that this was a new idea and they were part of making it a success. It was especially important that this was a ‘unity moment.’ It was not about one cause or individual, but demonstrating the power of the “tide that lifts all ships”.
10. **Have fun and experiment.** The joy of #GT was being a part that saw so much creativity and innovation unleashed. We always wanted this to be fun and engaging.
11. **Managing momentum.** There were two phases of #GT.
 - a. Signing up partners and getting them to plan their #GT campaigns.
 - b. (about six weeks out) Shifting this to a larger public conversation about how individuals everywhere can participate.
12. **Social media ambassadors (SMAs).** From the start, we invited individuals to become SMAs. We offered them a way to help spread the word about the movement. This really helped our social media footprint and gave us a way to amplify key messaging. This blog post by Beth Kanter (<http://www.bethkanter.org/ambassadors/>) explains more about SMAs in further detail.
13. **Creating a network of networks.** We reached out to people and organizations that had their own networks they could send the #GT message to. This greatly helped spearhead the movement and grow the number of partners.
14. **A ‘posse’ mentality.** The core team of people working on #GT came from a small number of different organizations. They all came together to oversee and run the campaign on a day-to-day basis. This included the website, partner management and communications. A strong core was so important.
15. **A great press strategy.** We were very lucky that the award-winning UN Foundation led communication efforts for #GT. This really helped us to tell the story and get us to scale (not to mention garner national coverage).
16. **Creating a counter narrative.** We were never anti-Cyber Monday or Black Friday, in fact, we talked about how important these days were for the economy. However, the idea of “a day of giving after a day of getting” really struck a chord with people everywhere.

