

GIVING TUESDAY

Charity Fundraising
Toolkit for
#GivingTuesdayNow

5 May 2020

GIVING TUESDAY



NOW

#GivingTuesdayNow

In response to the need generated by Coronavirus we are hosting
#GivingTuesdayNow on Tuesday 5th May.

A global day of unity where we all come together to show our gratitude and appreciation for those who have supported our communities during this challenging time.

Giving Tuesday has been running in the UK since 2014. It is a global giving campaign that celebrates charities like you and promotes the various ways people give back.

Started in the US in 2012, it now runs officially in over 65 countries worldwide. It is a global generosity movement that encourages everyone to give back.



Now more than ever,
we are called upon
to make a difference.

#givingtuesdaynow | 5th May, 2020

#GivingTuesdayNow

We know that charities like you are continuing to deliver on your mission, tirelessly meeting vital needs which haven't gone away in the face of Coronavirus. But with the economic downturn and fundraising events cancelled, the sector needs help now more than ever.

#GivingTuesdayNow is a day for everyone to show how much they appreciate charities who are always there working on the important issues that make such a difference in all our lives. It's also a chance to say thank you to those essential workers who have played such an important role in our communities over the last weeks and months.

It's also a great opportunity to say thank you to supporters who used **the 2.6 Challenge** (see page 9 for details) to fundraise for your charity!

Fundraising from home

The Coronavirus situation generally and the lockdown specifically has disrupted fundraising for many charities. So this toolkit is designed to help you adapt your strategy ahead of **#GivingTuesdayNow**.

For most of these suggestions, **all you will need is internet access from home, a webcam, a microphone and a platform that allows you to connect with people**. There are many platforms to do this but some of the most popular include Skype, Zoom, Google Hangouts or WhatsApp.

There are others tools that are designed for specific purposes like live-streaming games (eg: Twitch or Discord) or sharing lessons and webinars. Many of these are free to use, with premium features requiring a subscription.

These are just some ideas to get you started but we know that charities around the world are constantly innovating and finding new creative ways to fundraise, so **please do check our social media channels regularly** for more inspiration!



Fundraising activities

Let's start with some suggestions for how to adapt your traditional activities for the current situation. From "virtual bucket collections" to online auctions, some charities are finding new twists on classic fundraising ideas...

Sponsoring individual or group physical challenges that don't require any specialist equipment or skills, like back garden marathons or press-up relays.

Use personal exercise equipment (like exercise bikes or rowing machines) to complete symbolic distances (eg: "row" as a team across the Channel) or compete in triathlons.

Videogame live-stream (eg: using Twitch or Discord). If people are going to play anyway, why not ask them to fundraise for you at the same time?

Recent years have seen a huge growth in "donate as you go" tools like AmazonSmile or GoodSearch. Supporters just need to sign up once and you collect the money!

A 50/50 raffle where the winner receives half of the funds raised, and you keep the rest.

Make and sell a quarantine cookbook - produced as a PDF with no physical copies required!

Great examples

Here are some great case studies that prove how anyone can start a fundraising sensation, even without any special skills or equipment!



Captain Tom Moore, a 99-year-old war veteran, walked 100 laps of his garden to raise over £14m for the NHS.



Olivia Strong raised more than £2m to support NHS workers by encouraging people to run, walk or cycle 5km (3.1 miles), donate £5 to charity then nominate five others.



Remember the Ice Bucket Challenge in 2014? It raised over £175 million worldwide with a simple quick task that anyone could do!

Awareness-raising activities

Here are some ideas for events that will give your charity a chance to get your message out, raise awareness and then include an opportunity for a fundraising ask at the end.

Q & As with your staff, volunteers or service users.

Can you facilitate a group discussion on a theme related to your work or organise an unstructured social conversation?

Ask your supporters to contribute to a short film festival or photo competition to provide content for your social media channels.

Encourage your supporters to make the same thing at the same time and share their creations on social media - they could be artistic or edible.

Podcasts, vlogs and blogs - either start your own or tell your story on someone else's. The technology might be easier than you think!

Webinars and presentations that show off your past success, ongoing expertise or even unique insight.

Online ticketed activities

Just because your supporters are at home, doesn't mean you can't use their expertise and enthusiasm to fundraise by selling tickets for virtual events on video-sharing platforms.

Why not ask some of your supporters to give up their time to teach masterclasses as hobbyists (eg: gardeners) or professionals (eg: cocktail making).

Creative sessions are always popular with families - why not host an art lesson or give children a chance to re-purpose things they don't need (like old clothes).

There's a lot of out-of-work performers right now who might be able to help you stage concerts, DJ sets, comedy or other events (like readings).

Game nights like pub quizzes, bingo, board games or other activities are extremely popular at the moment.

Do you know anyone that could lead a guided activity session like personal training, meditation or yoga?

Online scavenger hunts could be a good way to get people to visit your website to search for clues!

Lots of people are looking for group experience to reduce social isolation. A karaoke singalong session (with a live band performance and the lyrics on screen) could be a fun way to involve lots of different people.

Do you have any passionate volunteers who could lead a book or film club, where people can discuss the things that are helping them pass the time?

The 2.6 Challenge from the 26th April

If your organisation is already taking part in the 2.6 Challenge, #GivingTuesdayNow is a great way to say thank you to all those who fundraised for you!



The 2.6 Challenge is an alternative to the (now cancelled) London Marathon which raised £66.4 million for charities in 2019.

People are encouraged to dream up an activity based around the number 2.6 or 26 and use it to fundraise for their favourite charity.

You can run a marathon in your garden, flip 26 pancakes, or eat 26 dry crackers, the list is endless!

Check out

[the 2.6 Challenge](#)

for more information

Combine these ideas!

Highlight your events, fundraising challenges and spread your message on **social media**. Check out our Social Media Toolkit and our other resources for more inspiration for your charity.

Ask your supporters to get involved in a **2.6 Challenge** to support your charity

Fundraising event cancelled? Host a **virtual gala** instead by combining several performances, presentations and a Q&A using a live-streaming platform!

Want to attract younger supporters? Organise a **family fun day** that starts with an artistic challenge (like a themed drawing activity) sent out beforehand which proud parents can then post on social media. Follow it up with a live-streamed bake-a-long (with step-by-step instructions) and end with a musical performance or a story-time reading.

Or get people dancing at home with a **talent show** or **battle of the bands-style competition** featuring multiple performers taking it in turns on a live-stream. You can even get competitors to lip-sync and mime to songs if they can't sing...as they are dressed to impress!

For a different kind of audience, host a **gallery night** with a drink-a-long wine lecture (shopping list provided in advance!).

Don't forget...

To share your message on social media using the hashtag **#GivingTuesdayNow**

If you are asking supporters to do a 2.6 Challenge, don't forget to use that hashtag too **#TwoPointSixChallenge**

Share updates throughout the day, how much has been raised, what is your total, how much left to go

Say **thank you** to those donating to and fundraising for your – let them know the difference they will make.

Tag **@givingtuesdayuk** so we can like and share

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If you have any questions, please
visit www.givingtuesday.org.uk
or contact the team via:
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www.givingtuesday.org.uk/givingtuesdaynow