

GIVING TUESDAY

Home 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 the charities and communities we all rely on 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.



GIVING
TUESDAY
NOW

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

#givingtuesdaynow | 5th May, 2020

#GivingTuesdayNow

#GivingTuesdayNow is a day for everyone to show their thanks and appreciation for all the essential workers who have been supporting our communities during this crisis.

We want to say thank you to all NHS workers including medical staff, cleaners, porters, laundry staff and caterers, all food chain staff, delivery drivers, bin collectors, public transport workers, teachers, milk and post men & women, emergency services, community volunteers, workers making PPE, neighbours, and of course charities!

We know that charities are still tirelessly delivering on their mission and meeting vital needs which haven't gone away in the face of Coronavirus. But with the economic downturn and fundraising events cancelled, they need help now more than ever.

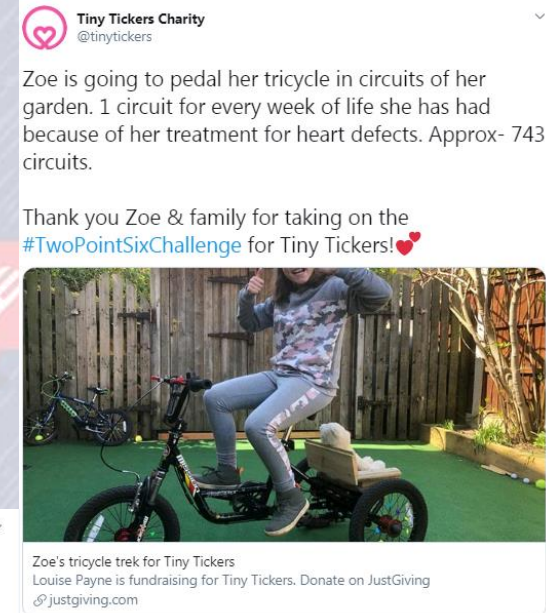
Fundraising from home

The Coronavirus situation generally and the lockdown specifically has disrupted fundraising for many charities. This toolkit is designed to help individuals, households and families take part in **#givingtuesdaynow** and raise some much needed funds for charity.

For most of these suggestions, **all you will need is internet access from home and maybe 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 many common activities for the current situation. From "virtual bucket collections" to online auctions, lots of people 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 you are going to play anyway, why not fundraise at the same time?

Recent years have seen a huge growth in "donate as you go" tools like AmazonSmile or GoodSearch. You just need to sign up once and then your favourite charity collects the money!

The 2.6 Challenge from the 26th April

You can also get involved in the 2.6 Challenge as part of #GivingTuesdayNow. Don't forget to use both hashtags - #GivingTuesdayNow & #twopointsixchallenge to get your message to a wider audience and encourage others to support charities!



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

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!

Use your expertise and enthusiasm!

What skills or knowledge do you have that you can use to fundraise for your favourite charity? It's a chance to put your hobby or professional experience to good use!

Can you teach a masterclasses on your hobby (eg: gardening) or your job (eg: cocktail making)?

Creative sessions are always popular with families – if you have the skill, host an art lesson or give children a chance to re-purpose things they don't need (like old clothes).

Using tools for video calls or live-streams, you could show off your talents in a concert DJ set, comedy show or other events (like readings).

Could you share your passion and lead a guided activity session like personal training, meditation or yoga?

Bring people together

Activities that bring people together are extremely popular at the moment and there's plenty of free tools online to get you started! Why not enjoy seeing your friends and help a good cause at the same time!

Game nights like pub quizzes, bingo, board games or other activities are easy to organise over a video call.

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

Are you reading or watching more films at the moment? Start an online book or film club for discussion and share a link to donate at the end!

Don't forget...

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

If you are doing 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 who sponsored you – let them know the difference they will make.

Tag **@givingtuesdayuk** and the charity you are supporting

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



5th May 2020

www.givingtuesday.org.uk/givingtuesdaynow