

# #GIVINGTUESDAY

## GivingTuesday By The Numbers

*The Global Generosity Movement That Has Reshaped How We Think About Giving*

In 2012, a small team launched GivingTuesday based on a simple idea: to create a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Around the world, GivingTuesday is unleashing the power of people and organizations to transform their communities and the world.

People and organizations have used GivingTuesday as an opportunity for creativity and experimentation. Within and across networks, leaders in the movement have made GivingTuesday into an innovation platform for generosity. The rapid growth of the movement led us to ask questions and to build a platform for learning and analysis that today is the GivingTuesday Data Collaborative. The Data Collaborative measures and analyzes the drivers of generosity, giving trends and changes, and more. Today, it is an unprecedented generosity data collaboration with over 60 partner organizations in the U.S. and 50 global data chapters around the world.

**GivingTuesday has unleashed generosity on a scale previously unseen.**

**Today, GivingTuesday is a community of millions, representing a spectrum of demographics, languages, and faiths, with activity in every country on every continent.**

- GivingTuesday leaders have launched more than 200 [community campaigns](#) across the U.S and formal, locally-led campaigns in more than [60 countries](#). At a grassroots level, people participate in GivingTuesday in every single country in the world.
- More than [\\$1B has been raised online on GivingTuesday in the U.S. alone](#) over the past seven years and multiples of that amount offline and around the world.
- GivingTuesday is building structures to measure similarly incredible results abroad:
  - Since launching in 2017, India has raised over ₹169 million with twelve times the number of donors in 2018 compared to 2017.
  - At least CAD \$15 million were raised online in Canada on GivingTuesday 2018, with approximately six million Canadians saying they participated.
  - In the UK, at least £7.8 million were donated on GivingTuesday 2018, with 1.5 million people saying they were likely to do something for charity in the future as a result of GivingTuesday.

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## **People like to give in lots of different ways - with their voice, time, goods, and money to support the causes they care about.**

- While 28% of people gave money, 37% gave in [other ways](#), such as donating food or participating in clothing drives.
- [35% of people](#) who participate in GivingTuesday campaigns gave both money and found additional ways to get involved.
- By inspiring people to use their voice and speak up for the causes that matter to them while encouraging others to get involved, GivingTuesday has garnered at least 15-20 billion social media impressions each year.

## **GivingTuesday has become a ritual and made generosity a priority for a big share of the world's population.**

- In the U.S., [64% of those aware](#) of GivingTuesday say they participate and the results are similar around the world.
- At least a [third of U.S. adults](#) said they did something to participate in GivingTuesday last year. Roughly 32% of adults in Singapore, 25% in Norway, along with 20% in Brazil [also said they participated](#).

## **GivingTuesday is driving a net increase in giving.**

- Since its inception, GivingTuesday has generated a [net positive impact](#) on donation results every year. This means GivingTuesday does not simply shift the timing of donations but also provides a net lift to charitable giving.
- GivingTuesday has created a net bump in overall yearly giving - nearly [4 million](#) online gifts were made last year on GivingTuesday in the U.S. and the number continues to grow.

## **People and organizations are using GivingTuesday to get creative and spur new ways to encourage greater generosity. [82% of organizations](#) surveyed reported they used GivingTuesday to experiment with something new.**

## **It's not a zero-sum game. People who participate in GivingTuesday also expand resources for the entire social sector year-round.**

## **Donors acquired on GivingTuesday are more loyal and more valuable.**

- Donors acquired on GivingTuesday are more loyal. According to Classy, they are [10 to 15% more likely to give again](#) than donors acquired on typical days through peer-to-peer fundraising campaigns. They are also more likely to give again than donors acquired at other times of the year.

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- Existing donors supercharge their giving after their first GivingTuesday donation, [increasing the frequency](#) and value of donations to the same organization.
- Moreover, 75% of GivingTuesday donors [are supporting](#) an organization they have supported in the past.

## **Donor fatigue is a myth. It IS possible to inspire people to give again and give more.**

- [An analysis](#) of more than ten years of individual transaction data shows that much like during disaster relief efforts, GivingTuesday donors respond with a large uptick in donations without cannibalizing later donations.
- Most charities [are not leveraging](#) the most important drivers, with urgency as the number one driver of donation intention. GivingTuesday taps into this, providing the incentive to act in order to be part of the experience.

## **Small organizations do especially well on GivingTuesday.**

- Grassroots, small organizations [do about twice as well](#) as larger organizations on GivingTuesday larger organizations. Larger organizations get the largest share of dollars on GivingTuesday, but are not dominating as they were in 2012.

## **GivingTuesday participants boost support for critical causes year-round.**

- People who participate in GivingTuesday worldwide drive conversations online about [a set of causes](#) that matter most to them and are invested in making a difference in the lives of others.
  - Efforts around local communities and charities, along with causes like hunger and the need for shelter, education, and health continuously receive the most attention on social media on GivingTuesday.
- A key theme within [GivingTuesday conversations in 2018](#) was empowering women and girls, especially through education. A majority of education-focused posts across the world used the phrases “empowering women” or “empowering girls.”

## **GivingTuesday and the generosity movement are here to stay.**

### **GivingTuesday motivates participants to continue giving and inspires people to be more generous year-round.**

- 75% of those making financial contributions on GivingTuesday were [repeat donors](#). 25% were first-time donors.
- Around the world, the majority of people aware of GivingTuesday [say that it has inspired them to be more generous](#).

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- [Surveys show](#) that the desire to help those in need, or “philanthropic sentiment,” is a strong predictor of people’s awareness and participation in GivingTuesday, along with greater levels of inspiration by GivingTuesday to be more giving year-round.

## **Young generations are taking the lead of the global generosity movement.**

- Millennials are most likely to engage in GivingTuesday. Where millennials are often counted out of philanthropic efforts due to lower monetary amounts of giving compared to [older generations](#), they are most highly engaged in GivingTuesday.
- Younger generations, whom the social sector has traditionally struggled to engage, are the ones [most likely](#) to be aware of, participate in, and be inspired to be more giving by GivingTuesday.
- Millennials are [more likely](#) to say that they enjoy giving, and are more likely to say that it's important to give back. They are also more likely to say they trust nonprofits.