

GivenGain partners #GivingTuesday 2017 in one of its most successful years

Monday 22 January, 2018

In 2017, global giving movement #GivingTuesday had one of its most successful campaigns to date, with over \$274,000,000 raised online for charitable causes by individuals, communities and organisations worldwide.

Online charitable fundraising platform [GivenGain](#) contributed to this year's success as a #GivingTuesday partner. GivenGain offered charities globally a bespoke #GivingTuesday support package worth \$2,000, and enabled individuals, organisations and event organisers to raise funds globally for participating charities.

The partnership proved a boon for charities on the platform. GivenGain saw a spike in donations, with a 40% increase on #GivingTuesday (28 November), a 60% increase in donations for November compared to the same month in 2016, and a 104% increase in site visits for the month.

#GivingTuesday is not just one day

#GivingTuesday is a global day of giving, held annually on the Tuesday after Thanksgiving (in the US). It began as an antidote to the mass consumerism of Black Friday and aims to inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

But like Black Friday, it only got bigger over time – not just in dollar amounts of donations, or numbers of people, countries and initiatives getting involved, but also in the spread of its message of giving beyond just one day in the year.

Just as Black Friday (traditionally on the last Friday of November) came to take up several weeks in November, so too #GivingTuesday now extends over a significantly longer timeframe.

The reason? Charities have learnt to fully benefit from seeing #GivingTuesday as a movement, not just one day. By building up their fundraising campaigns during the months leading up to #GivingTuesday and rallying supporters and fundraisers, they've been able to increase donations for the entire month of November, not just on the day.

Marius Maré, Business Manager at GivenGain, says #GivingTuesday's influence could reach even further. "It's important for charities to see the year-round potential of #GivingTuesday and to internalise some of its networked marketing lessons. Charities should not only use it to drive donations and support on the day, but also to form and build a stronger relationship with potential fundraisers and donors, thereby benefiting throughout the year and in their year-end fundraising campaigns."

Make it #Giving2018

As the popularity, impact and length of the movement grows, it has become an inextricable part of the end-of-year giving season as well as planning for the new year.

GivenGain can help charities make the most of their own fundraising efforts and that of their supporters with year-round fundraising support and tailor-made fundraising tools for charities, event organisers, CSI managers and individuals.

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