#GivingTuesday & GivenGain team up to offer charities global fundraising support

Tuesday 25 July, 2017

Global online fundraising platform GivenGain has partnered with global giving movement #GivingTuesday to help charities around the world raise funds for this most important day on the international non-profit calendar.

Falling on 28 November this year, #GivingTuesday is a global movement committed to helping people support their favourite charity on "the world's biggest day of giving", in a way that is meaningful to them.

For those outside the charity world, this could mean donating money, sponsoring a gift or simply giving of their time or speaking out about need in their local community. For charities, it is a rare opportunity to take centre stage in a commercial world and avail themselves of free expert help, tips and resources.

What is #GivingTuesday?

#GivingTuesday began as charity's answer to the consumerism of Black Friday (24 November 2017) and Cyber Monday (27 November 2017).

In 2016, $177 million was raised in the US, with giving activities taking place in 98 other countries. People and organisations further gave 1.64 million online gifts at an average value of $107.

Numerous celebrities have thrown their weight behind the movement (JK Rowling, Stephen Fry and David Tennant, to name a few), contributing to a social media frenzy with more than 100,000 #GivingTuesday mentions on Twitter.

How is GivenGain helping charities?

As a #GivingTuesday partner, GivenGain offers charities the use of its fundraising platform, support and resources.

"Charities running #GivingTuesday campaigns can use GivenGain to quickly and easily start fundraising anywhere in the world and collect donations in multiple currencies," says Marius Maré, Marketing Manager at GivenGain.

In a major boon, such **charities also qualify for GivenGain's bespoke support package, worth $2,000, free of charge**. The package includes an audit of current online fundraising practice, 12 months' access to the GivenGain Premium subscription, exclusive content (fundraising webinars, supporter e-mail templates, social media appeals, videos, etc.) and resources and materials to help charities optimise their global fundraising efforts.

"By using the #GivingTuesday hashtag on social media and adopting the #GivingTuesday logo, charities can significantly boost their fundraising and visibility," Maré says.

#GivingTuesday participants further have access to exclusive tips and tools that will help them get supporters anywhere in the world, make friends in the media and engage influencers. Lastly, they will have dedicated e-mail support.

Maré adds that it's important for charities to see the year-round potential of #GivingTuesday and to use some of the free lessons contained within the GivenGain pack on the power of networked marketing:

"We want to make sure this day gets used not just to drive donations and support on the day, but also for charities to form a bond with potential fundraisers and donors, so they get to do more good work throughout the year and in their year-end fundraising campaigns."

Charities anywhere can sign up and start a free fundraising campaign on GivenGain by clicking www.givengain.com/list.

Ends

Media:

givengain

#GIVING TUESDAY

Related Sectors:

Charities & non-profits ::

Related Keywords:

GivenGain :: Nonprofit :: Fundraising :: Crowdfunding :: Charity :: #GivingTuesday :: Global ::

Scan Me:

About GivenGain

GivenGain is global online fundraising platform that enables charities to accept donations in multiple currencies, wherever they are. It is known primarily for three things:

- Individual fundraisers use GivenGain to rally their personal networks to fundraise for charities. Join at https://www.givengain.com/join/.
- Charities use GivenGain to build a global network of committed fundraisers and donors. Sign up at https://www.givengain.com/list/ or learn more at https://support.givengain.com.
- GivenGain enables donors to give to charities in eight currencies, from anywhere in the world.

Since 2001, more than 2,200 charities have used GivenGain to raise more than $34 million from over 145,000 donors in 193 countries. The platform collaborates with the world's leading non-profit organisations, such as WWF, Unicef, Habitat for Humanity, The Red Cross, Missing Children and MSF, and partners with major payment platforms to help you receive donations from anywhere in the world – smoothly, securely and cost-efficiently. All donations made on GivenGain are managed by the GivenGain Foundation, a non-profit organisation registered in Switzerland.

Contact details

For more information, please contact:

Marius Maré

marius.mare@givengain.com

About GivingTuesday

GivingTuesday takes place in over 70 countries. Since its founding in 2012, it has inspired giving around the world, resulting in an increase in donations, volunteer hours, and activities bringing about real change in communities.

Visit www.givingtuesday.org to learn more about how you can make a difference.

Company Contact:

GivenGain Foundation

T. +442037407614
E. carel@humanstate.com
W. https://www.givengain.com

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.givengain.pressat.co.uk