

#GIVINGTUESDAY

Tips for Corporate Engagement in #GivingTuesday

#GivingTuesday provides an opportunity for a company to share the good news of its program's accomplishments year round and communicate its values. Think of #GivingTuesday as a way to make progress toward a goal you already have, and join in on the natural energy and momentum of the day.

Any act of good counts; the power in it is the collection of good deeds on this one day. This will look different for every company; what works for one company is not necessarily right for your company. The audience may be internal or external: a platform to connect with your employees, customers, or the general public.

Be nimble and open; there's no need to overcomplicate the way your company joins in. If you joined #GivingTuesday last year, stretch a little. If you're new to #GivingTuesday, try it out! #GivingTuesday proved itself last year; there were more than 2,500 recognized #GivingTuesday partners!

Here are some specific ways to celebrate:

CEO Leadership

- Have your CEO or other corporate leaders:
 - Meet with the head of one of your grantee organizations to discuss goals, and announce a new commitment.
 - Remind employees of your matching policy and encourage them to make a gift on #GivingTuesday.
 - Announce a new charitable commitment on #GivingTuesday.
 - Ask employees to tweet their favorite company-sponsored volunteer moment of the year.
 - Share with employees results from philanthropic and/or volunteer initiatives from the past year and opportunities for the coming year.

Partnership

- Host a luncheon of nonprofit leaders in your signature funding area, or have a volunteer fair in the company cafeteria.
- Brainstorm ways to celebrate with a grantee: you don't have to have all of the answers.
- Partner with other companies aligned with your signature funding area through a social media campaign (tweet/post the impact of your collective efforts).
- Announce a new nonprofit or corporate partnership that strives to move the needle on a societal issue.

Innovation

- Give out charity gift cards, from organizations such as DonorsChoose.org and Global Giving, to managers to distribute to staff.
- Summarize a few of your proudest moments over the last year and celebrate those on your Intranet site or in an Op-Ed to the local paper.
- Encourage employees to use the hashtag; educate them on what #GivingTuesday is and let them run with it!

Measurement

- Do something that you can report quantitatively:
 - Commit a portion of company proceeds from Black Friday and/or Cyber Monday to your favorite cause.
 - Give employees a paid day to volunteer.
 - Increase the company side of the dollar-for-dollar employee matching gift policy or launch a new policy on #GivingTuesday.
 - Make it easier for employees and customers to give, such as through Facebook, reddit Donate, Square, point-of-purchase options, apps.
 - Report on total amount committed and/or number of employee volunteer hours served that year.

For more ideas, contact CECP at info@cecp.co or the #GivingTuesday team at givingtuesday@gmail.com.