

#GIVINGTUESDAY

Nonprofit FAQ

Participating in GivingTuesday can help give your campaign that extra boost it needs. If you're a nonprofit organization that wants to know how GivingTuesday fits into your usual fundraising activities and events strategy, this infographic will be useful for you. Get answers to some of the most common questions about Giving Tuesday and get ready to incorporate GivingTuesday into your organization's annual strategy.

When is GivingTuesday?

GivingTuesday happens every year on the Tuesday right after American Thanksgiving. Many different countries participate in GivingTuesday even if they celebrate their Thanksgiving on a different day or if they don't celebrate Thanksgiving at all! GivingTuesday technically runs for 24 hours, beginning at midnight local time.



YEAR	DATE
2019	December 3
2020	December 1
2021	November 30
2022	November 29

Did you know?

In 2018:

75% of those making financial contributions on #GivingTuesday were repeat donors.

\$400M was raised.

3.6M donations were made.

\$105 was the average gift size.

What does it cost my nonprofit to participate in GivingTuesday?

Nothing. Zero. Nada. GivingTuesday is a FREE movement that has many free resources on their website.



Click to visit their website!

I want my organization to participate in GivingTuesday! Where do I register?

You can register your organization by filling out the [Join the Movement form](#), which you can find on:



[GivingTuesday.org/Organizations](https://givingtuesday.org/Organizations)



What does registering with the GivingTuesday.org website get me?

By registering, your organization will be listed on the

[Participating Organizations webpage](#).



Your listing will link to the webpage you provided when you registered.

Can my organization accept donations through the GivingTuesday.org website?

No. GivingTuesday is a movement, not an organization, so they can't accept or distribute donations.

How can I accept GivingTuesday donations?

All donations should be accepted through your own organization's forms and website. Make sure to promote all of the appropriate information in email marketing campaigns and through social media!

I need some GivingTuesday ideas and inspiration. Where can I find some?

GivingTuesday.org has a [Complete Toolkit](#) on its website that includes ideas, messaging, social media tips, a suggested workflow timeline, and a sample press release template. You can also read some great nonprofit success stories by [clicking here](#).



Are you feeling inspired? Do you feel that GivingTuesday fits your campaign strategy? We hope that the answers to both questions are "Yes, and yes!"

Good luck with planning your GivingTuesday initiative! For more info, visit [GivingTuesday.org](https://givingtuesday.org) or the [Andar Software blog](#).