

Classy

Giving Tuesday All Stars: 5 Winning Campaigns to Learn From

Date

November 2021



This presentation, together with all documentation, text, ideas, images, video, content, methodologies, tools, creative, and other materials prepared by Classy, Inc. (“Classy”) are confidential and proprietary information of Classy and/or its affiliated entities and licensors (together, the “Materials”). The Materials are being shared for presentation purposes only. Classy does not make any representations or warranties about the Materials, and they are provided on an “as is” basis. You may not publish, reproduce, distribute, copy, display, share, use, or rely upon the Materials. Classy disclaims all liability to you or any other party should the Materials be published, reproduced, distributed, copied, displayed, shared, used, or relied upon. The Materials may describe strategy and possible future developments that may or may not be undertaken by Classy and may be changed by Classy at any time, for any or no reason without notice. This document is for informational purposes and does not create any commitment on behalf of Classy.

Mission

Mobilize and Empower the World for Good



Agenda

What's in store for today?

- 01 Introductions
- 02 5 Winning Giving Tuesday Campaign Examples
- 03 Live Giving Tuesday Campaign Review
- 04 Open Q&A

Meet your presenters

Years of nonprofit and tech experience.



Maddie Diaz
Marketing Specialist
Classy





Emily Herrin
Customer Development
Manager
Classy

01 Hire Heroes USA



**Hire Heroes USA empowers
U.S. military members,
veterans and military
spouses to succeed in the
civilian workforce.**

HIRE HEROES USA

94% OF GOAL

\$7,064 / \$7,500

DONATE

PROVIDE EMPOWERMENT

As the COVID-19 pandemic wears on, a rapid economic recovery now seems less certain. Veteran unemployment is nearly double the rate at the end of 2019, and military spouses face steeper barriers to steady employment in 2020. **You can be the solution.**

TOGETHER, WE EMPOWER

On #GivingTuesday, join the global day of unity and generosity to sustain our employment services for every veteran and military spouse who deserves our best in the coming months.

There's no success after service without you.

EQUIP	ESTABLISH	ENGAGE	EMPOWER
\$50	\$100	\$500	\$1,000
Provide a veteran with a professional resume: the cornerstone of a successful job search.	Provide ten career counseling sessions, connecting veterans to guidance to reach their professional goals.	Provide ten veterans with a professional resume: the cornerstone of a successful job search.	Fund a veteran through the entire Hire Heroes USA process to achieve new employment.
DONATE	DONATE	DONATE	DONATE

BE AN ADVOCATE

It takes all of us working together to empower military families. Share with your friends and families to make our impact even greater.

Click the icons below to find ready-to-share assets to empower your friends and family to support our mission.

SHARE ON SOCIAL

SEND AN EMAIL

SEND A TEXT

TELL YOUR STORY

Share your messages of support for our military families.

ALL COMMENTS DONORS


\$84.00 was donated anonymously a year ago

C [] donated \$52.50 a year ago

B [] donated \$255.00 a year ago


A [] donated \$105.00 a year ago

D [] donated \$52.50 a year ago

 Hire Heroes USA
@HireHeroesUSA


It's Giving Tuesday! Today, your gift provides immediate assistance to a veteran or military spouse searching for a new career this holiday season. Give the gift of empowerment: bit.ly/HHUSAGivingTue...

#GivingTuesday #HireHeroes




11:14 AM · Dec 1, 2020 · [View Tweet activity](#)

3 Retweets 1 Quote Tweet 6 Likes

 Alternate text: HIRE HEROES USA

in f t i




Chris,

When COVID-19 began to impact the United States, I was on deployment in the Middle East. From halfway across the world, I heard from family members how things back home were fairing - supply shortages, local business closures, and mass layoffs and furloughs. Only a few weeks away from the end of my 9-month deployment, the Department of Defense put a stop to all military travel – indefinitely delaying my return home.

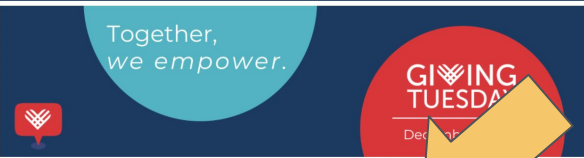
In July, when I was finally able to return, I saw first hand just how challenging the pandemic had been on the military community. Many of my National Guard team members, who had just returned home from faithfully serving their country, found themselves unemployed. These brave men and women need your help.

As the pandemic continues to progress, I see the negative impacts continuing within the military community - unemployment, underemployment, and unstable futures. Today, on #GivingTuesday, you can provide urgent and critically needed employment support for our nation's military heroes.

[GIVE NOW](#)

 HIRE HEROES USA

in f t i



Anthony,

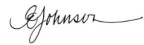
Tomorrow is [#GivingTuesday](#), a day dedicated to harnessing the power of generosity to strengthen and transform your community. During a year of uncertainty and isolation, generosity connects us and drives positive change. That change starts with you.

This year, in the wake of the pandemic, the veteran unemployment rate spiked to historically high rates and remains well above 2019 levels. Continued economic uncertainty and an unstable job market are only exacerbating the challenges military members, veterans, and military spouses face as they search for new careers.

But they don't have to do it alone

Join us tomorrow on [#GivingTuesday](#). Your gift will provide immediate assistance for those searching for a new career this holiday season.

With Sincerest Gratitude,




Erin Johnson
Director of Growth

02 Vanderbilt Health



**Vanderbilt Health improves
the health status of
individuals and communities
by providing
patient-centered,
cost-effective health services.**

GIVING Patients More TUESDAYS



497
SUPPORTERS

181%
OF GOAL

\$271,010
/ \$150K

DONATE NOW

This **#GivingTuesday**, you can rise to the challenge and **Give Patients More**. More compassionate care, more COVID-19 research, more birthdays, more time with family, **more Tuesdays!**



When you make a gift to Vanderbilt Health, which includes *Monroe Carell Jr. Children's Hospital at Vanderbilt* and *Vanderbilt-Ingram Cancer Center*, you are giving our patients **so much more**.

Can we count on you to rise to the challenge this Giving Tuesday?

DONATE NOW

DOUBLE YOUR IMPACT

A special thank you to Twice Daily and the Musicant Family Brain Trust for matching all donations through midnight on December 2nd!





MATCH MY GIFT

MEET RILEY

The Collins family turned to Monroe Carell Jr. Children's Hospital at Vanderbilt for Riley's care. Donate by midnight and your gift will be matched dollar for dollar to help patients like Riley.

DONATE NOW



Thanks for rising to the challenge!

Leave a comment telling us why you give.

ALL
COMMENTS
DONORS

VANDERBILT HEALTH

Vanderbilt University Medical Center
3221 West End Avenue, Suite 900
Nashville, Tennessee 37203 USA
1 (800) 288-0028

Back to top

donor Support
giving@vumc.org
1 (800) 288-0028

Copyright ©2021 • All rights reserved • Privacy Policy • Terms of Use • Cookie Statement
POWERED BY

Your donations could provide...



More Cancer Survivors \$500

When you donate on #GivingTuesday you give cancer patients like Brittany a chance to grow up healthy and accomplish their dreams.

DONATE



More Health Care Heroes \$250

Your donation supports our health care workers who are fighting on the front lines of the COVID-19 pandemic.

DONATE



More Birthdays \$100

Your donation this #GivingTuesday gives patients like Charlotte the chance to celebrate more birthdays with their family.

DONATE



More Time \$50

Your donation gives parents like Pierce and Maggie more time to make memories together as a family with their daughter Louise.

DONATE

Give Before Midnight to Double Your Impact this #GivingTuesday



All Giving Tuesday donations made before midnight will be **matched dollar for dollar** thanks to our friends at Twice Daily and the Musicant Family Brain Trust.

Your donation will support our mission and honor the health care heroes who have risen to the challenge during COVID-19. Your donations are **Giving Patients More Tuesdays**.

ONE TIME

MONTHLY

Choose a **one-time** amount

\$500

\$250

\$100

\$50

USD

\$ Other

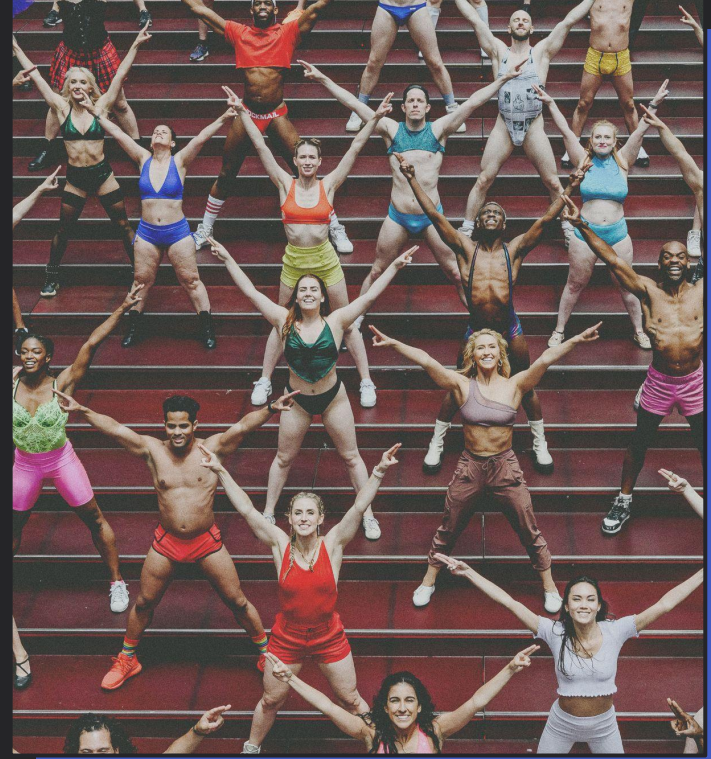
Dedicate my donation in honor or in memory of someone

What would you like your donation to support?

Greatest Needs at Vanderbilt Health

Your Information

03 Teach for America



Teach for America confronts educational inequity throughout teaching and at every sector of society to create a country free from injustice.

YEAR OF LOST LEARNING

Your gift keeps kids engaged and learning.

95% OF GOAL

\$948,925 / \$1,000,000

[DONATE NOW](#)

They say this could be a year of lost learning.

Not us.

One organization predicts that students will *lose between three months to a year* of learning by next fall. We can't let that happen.

Our corps members and alumni are showing up for kids in unprecedented ways. From delivering school work to kids at home, to providing their families with meals, to engaging students in new and creative ways, the Teach For America network is committed to getting students the resources and support they require.

Your gift today supports our students, teachers, and communities

Your gift will be matched by
**Cognizant
 U.S. Foundation**

The Cognizant U.S. Foundation supports organizations working to inspire, educate and prepare people of all ages to succeed in the workforce of today and tomorrow. Since 2018, the Foundation has committed \$50 million to ensure all individuals have equitable opportunity to thrive in the digital economy. Learn more about the Foundation: <https://www.cognizantusfoundation.org>.

Let's make this a year of...



Creative Learning \$25

Support teachers who are getting creative to help keep their students learning - especially our youngest learners and those with disabilities.

[DONATE](#)



Connected Learning \$50

Support teachers who are making sure their students have access to needed technology, finding new ways to build relationships with parents and families, and connecting students with whatever resources they need to keep learning.

[DONATE](#)



Engaged Learning \$100

Support teachers who are not just teaching academic content but also stepping up to meet the social and emotional needs of their students during this difficult school year.

[DONATE](#)



Lasting Learning \$500

Support teachers who are innovating new teaching practices every day to keep kids learning during this pandemic - and beyond. Our teachers and broader alumni network are working hard to reinvent a more fair, just, and equitable education system.

[DONATE](#)

You Can Make A Difference All Year Long

When you join our monthly giving society, called The Key, you provide the stable support our corps members and alumni need to keep students learning all year long. For every \$10/month you give, you can provide one student with a Teach For America educator.

[Give Monthly Today](#)

YEAR OF LOST LEARNING

YEAR OF CREATIVE LEARNING



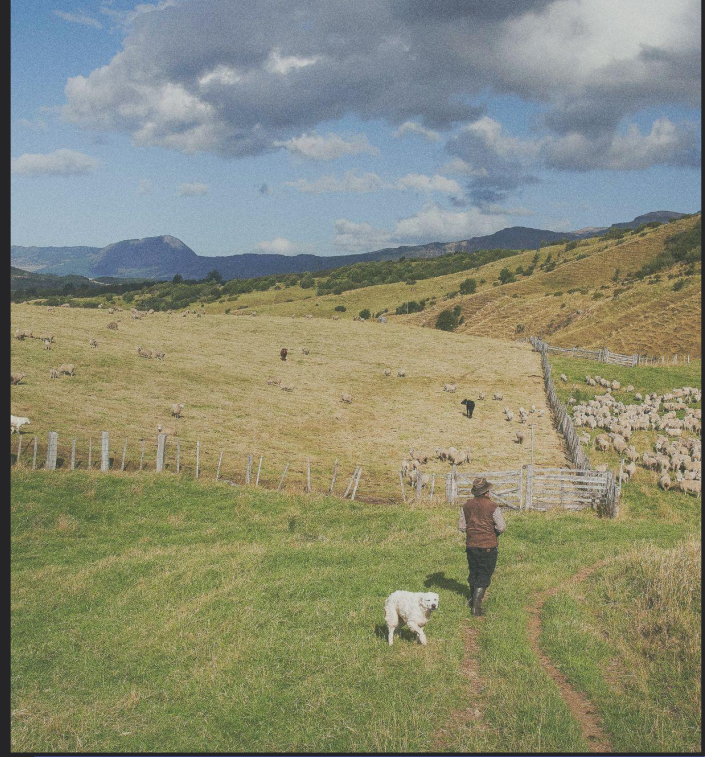
THEY SAY THIS COULD BE
A YEAR OF LOST LEARNING.
BUT NOT US.
WE WON'T LET THIS YEAR
BE LOST, BECAUSE **OUR**
KIDS ARE TOO IMPORTANT.

YEAR OF
LOST
LEARNING



YEAR OF
LOST
INNOVATIVE
CONNECTED
COLLECTIVE
ENGAGING
ESSENTIAL
LEARNING

04 Younique Foundation



Younique Foundation **inspires hope in women who were sexually abused as children or adolescents by providing healing services through retreats, support groups, and online resources.**

the younique FOUNDATION

GIVING TUESDAY

THE YOUNIQUE FOUNDATION

169 SUPPORTERS | 0 DAYS LEFT | 87% OF GOAL | \$30,293 / \$35,000 | DONATE NOW

1 in 4 women endure the trauma of child sexual abuse.
 Due to the generosity of a private donor, all donations made through 11:30 pm MST on Dec. 1 will be matched up to \$100,000!

Martha, a survivor of child sexual abuse, had written her suicide note before she decided to take one last chance at life. She felt exhausted by the struggles she had fought against for so long, and hoped to find relief at The Haven Retreat.

"I was floating through time and I wasn't making any progress," she said. "I thought the retreat was my last chance."

Survivors like Martha often experience trauma symptoms related to the abuse for years, or even decades. Many experience sleepless nights, panic attacks, and other trauma symptoms on a daily basis. For these survivors, The Haven Retreat plants a seed of hope that they can learn to heal from their childhood trauma.

Listen to Martha's story of how she began to find healing at The Haven Retreat.

Child Sexual Abuse Survivor Stories: Martha

Watch on YouTube

I am able to understand not only my value as a person



You can help survivors like Martha heal in 2021.

Martha returned from The Haven Retreat and destroyed her suicide note. The peace, community, and strength she found at the retreat helped her overcome the effects of trauma she carried with her for more than 20 years.

Like many organizations, The Yunique Foundation has been impacted by the COVID-19 pandemic. When COVID-related closures hit the United States, we were forced to pause The Haven Retreat for several months. That meant the 237 survivors who were scheduled to attend were unable to benefit from the healing experience that they so desperately need.

the younique
FOUNDATION

Thank You For Your Gift

1 in 4 women are survivors of child sexual abuse and many of them live with the impacts of that trauma every day. **Your contribution will help survivors of sexual abuse get access to the resources needed to help them along their healing journey.**

ONE TIME MONTHLY

Choose a **one-time** amount

\$500 \$100 \$50 \$25 USD ▾ \$ Other

Dedicate my donation in **honor** or in **memory** of someone

Your Information

First Name *

Last Name *

Don't show my name publicly. ?

Email *



Your receipt will be emailed here.

It's okay to contact me in the future.

One-time donation
\$75.00 USD

Donate with your preferred payment method:

I'd like to cover the fees associated with my donation so more of my donation goes directly to The Younique Foundation.

the younique
FOUNDATION

The Younique Foundation
4101 N Thanksgiving Way
Lehi, UT 84043 US

Back to top ^

Donor Support
Questions@youniquefoundation.org

05 HealthTree Foundation



**HealthTree Foundation
supports and educates
blood cancer patient
communities with tools
that help advance a cure.**

Myeloma Crowd BY HEALTHTREE LOGIN

Join us to fund 21st Century Myeloma Research this #GIVINGTUESDAY
Myeloma Crowd Research Initiative with HealthTree

\$297,857 / \$400,000

74% OF GOAL | 546 SUPPORTERS

Jenny Ahlstrom
President and Founder of The Myeloma Crowd

DONATE NOW

How To Help

<p>Recruit \$50</p> <p>Recruit a patient into one of our six studies. When more patients participate quickly, the studies can be completed faster and myeloma experts can obtain more thorough results.</p> <p>DONATE</p>	<p>Provide \$100</p> <p>Provide the key components to a successful trial such as a FitBit, whole food plant based diet or genetic sample.</p> <p>DONATE</p>	<p>Connect \$300</p> <p>Connect the patient and their data to the trial. Set them up for success by helping fund data validation.</p> <p>DONATE</p>	<p>Empower \$500</p> <p>Recruit, Provide, Connect, and Empower a patient in one of our 6 studies. You're giving the complete package and furthering 21st-century myeloma research.</p> <p>DONATE</p>
---	---	---	--

Myeloma Crowd Research Initiative

Help us raise \$600,000 to support six myeloma studies involving thousands of patients.

Real World Evidence
Real-world evidence can advance new insights while helping myeloma patients better navigate their disease. Because of the generosity of many of you who have shared your experience in HealthTree, we can now perform more rapid research in collaboration with the myeloma scientific community to provide faster, accurate answers that can improve our decision making today.

Bring multiple myeloma research into the 21st Century using these new, validated, and innovative methods of collaboration between patients and myeloma researchers by donating today.

CARES Act 2020 Limited-Time Opportunity
We have a unique opportunity in 2021 thanks to the CARES act approved during the COVID situation.

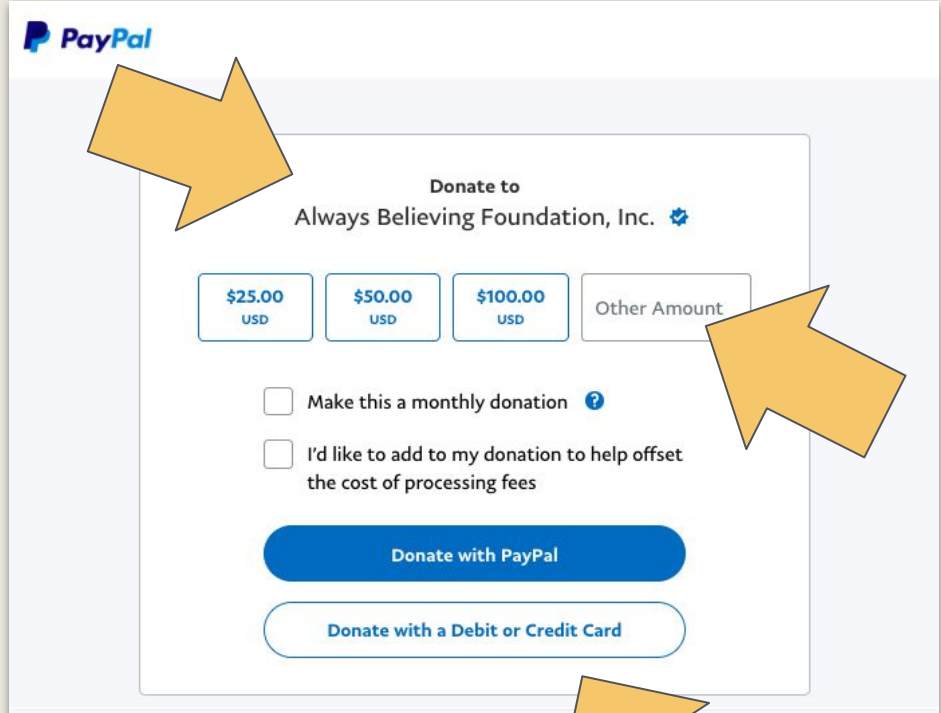
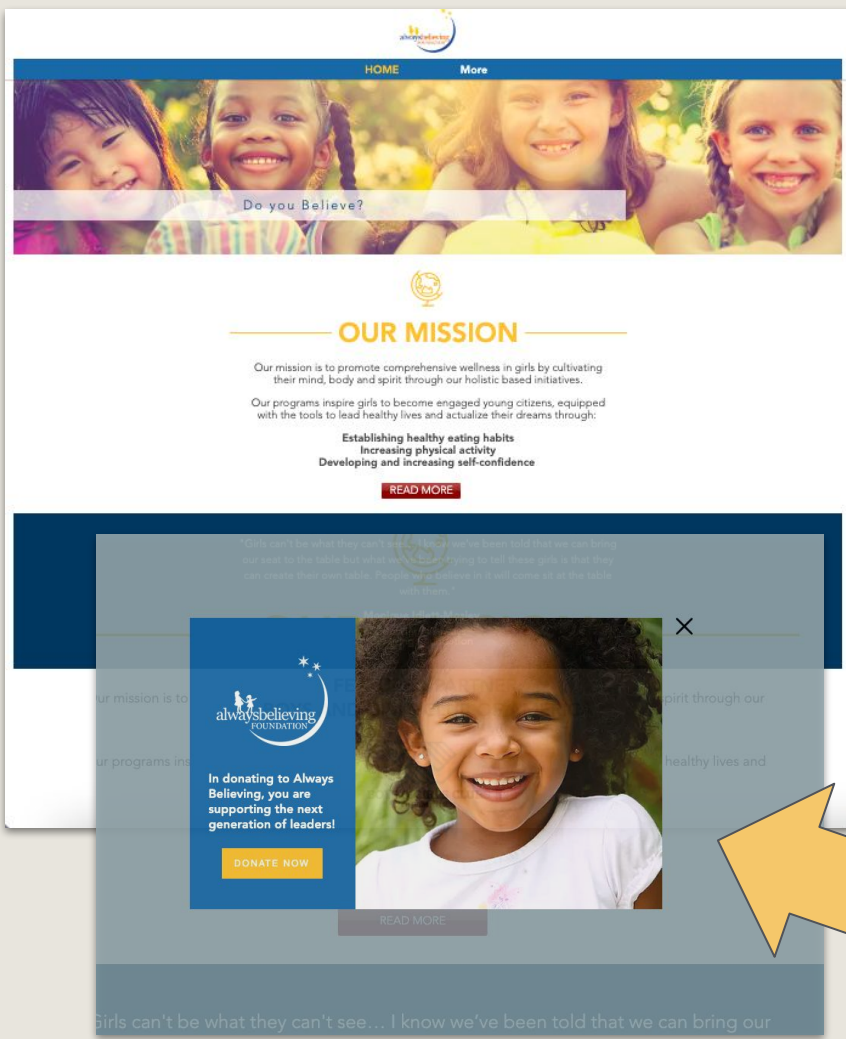
- 1) Section 2204 of the CARES Act permits eligible individuals who do not itemize deductions to deduct \$300 of qualified charitable contributions as an "above-the-line" deduction.
- 2) Section 2205 states that up to 100% of your adjusted gross income (AGI) of all cash donations can be claimed if you itemize. Formerly, the cap was 60%. This only applies through the end of 2021.

100% of your donation will fund the following studies:

<p>DIET & PROGRESSION Can diet slow the impact of smoldering myeloma progression? We'll learn how diet impacts the growth of myeloma for patients with precursor conditions in a study led by MSKCC researchers.</p>	<p>FITNESS & PROGRESSION Can physical activity prevent smoldering myeloma progression? In this study led by Roswell Park researchers, patients will track their fitness using a personal fitness device.</p>
---	---

06 Live Giving Tuesday Campaign Review





Giving Tuesday Get Together

Event Date: 11/29/2016 - 5:30pm



This Giving Tuesday, we are celebrating the successes of our program and students. **Giving Tuesday Get Together** is a year-end celebration to encourage the spirit of giving. On November 29, 2016 we are inviting supporters to our offices to learn more about how Bottom Line is helping low-income, first-generation students get into college, graduate from college, and go far in life!

This year our Giving Tuesday fundraising goal is **\$10,000** so that we can support our **670 students across the city of Chicago**.


For more information, please contact [Taylor Barnes](#).

[Register Here](#)

Home » NEHA Participates in Giving Tuesday

NEHA Participates in Giving Tuesday

NEHA's Giving Tuesday Campaign: Supporting the NEHA/AAS Scholarship



NEHA JOINS THE MOVEMENT
Together we give
GIVING TUESDAY
NOVEMBER 30, 2021

A global generosity movement. Everyone has something to give and every act of generosity counts.

"Imagine a world rooted in radical generosity that leaves room at the table for everyone to give ... and to receive. Giving Tuesday is a space to collectively imagine that world. What could be possible if we determine to make it a reality together?"
- Asha Curran, GivingTuesday's Co-Founder and CEO

Our 2021 Giving Tuesday Goal

This year, NEHA will be participating in its first Giving Tuesday campaign. Our goal is to raise \$10,000 toward our [NEHA/AAS Scholarship Fund](#) on November 30, 2021. By participating in Giving Tuesday, we hope to encourage you to think about the future of environmental health.

[DONATE TODAY](#)

Supporters So Far:

- Peter J. Mitchell
- Kater Milo
- Lisa Whitlock
- Christopher J. Smith
- Gery M. DuParc
- Peter H. Sansone
- Gall P. Vail

How Our Giving Tuesday Campaign Will Help Students

By participating in Giving Tuesday, we are encouraging you to think about the future of environmental health. Each year we award a total of \$7,000 to two undergraduate and one graduate student through the NEHA/AAS Scholarship program. With your help, we can do more! Help us build our scholarship fund for the opportunity to either increase our scholarship amounts or to support more students every year.

How Our Giving Tuesday Campaign Will Help Students

By participating in Giving Tuesday, we are encouraging you to think about the future of environmental health. Each year we award a total of \$7,000 to two undergraduate and one graduate student through the NEHA/AAS Scholarship program. With your help, we can do more! Help us build our scholarship fund for the opportunity to either increase our scholarship amounts or to support more students every year.

- One undergraduate applicant will be awarded the Dr. Sheila Davidson Pressley scholarship in the amount of \$2,250.
- One undergraduate applicant will be awarded the Dr. Carolyn Hester Harvey scholarship in the amount of \$2,250.
- One graduate will be awarded a scholarship in the amount of \$2,500.

So, what does the NEHA/AAS Scholarship go towards?

Following the students' notice of the award, the scholarship is forwarded directly to the recipients financial aid office and applied to their student dues. Student dues include tuition, room and board, and a number of miscellaneous student fees. In context, the scholarship will help alleviate the student's debt for one realm of expenses, allowing their savings to go toward expenses like books, supplies, groceries, etc.

Although the average student's cost of a degree from a 4-year college is breaching \$100,000 (cost of tuition plus additional expenses across 4 years) and the NEHA/AAS Scholarship is a small fraction of this, this award still means a lot to students. The students who receive this award are deserving, dedicated, hard-working students that juggle full time classwork and part-time jobs to help pay their way toward becoming an environmental professional.

By donating to the NEHA/AAS Scholarship Fund, you are inspiring students and supporting them during their journey toward making the world a better place. If we can grow the NEHA/AAS Scholarship Fund, we can do more for more students.



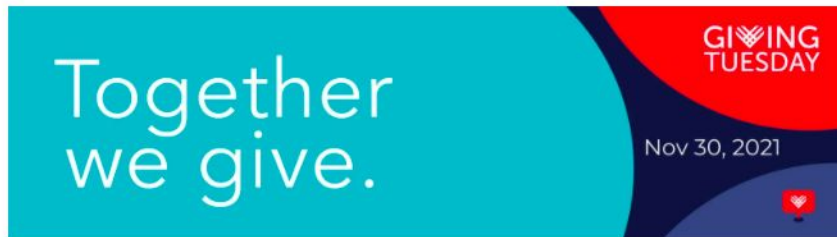
With your help, we can do more!
Help us build our NEHA/AAS Scholarship Fund for the chance to provide more support to students.

- Donate \$50 and cover the cost of one student textbook.
- Donate \$200 to cover one month of student groceries.
- Donate \$300 to cover the average cost of one month for student room & board!

NEHA



Giving Tuesday Tuesday, Nov. 30th, 2021



Enhancing the Campus Experience for OCU Students

Dear Ohio Christian University Friend,

Ohio Christian University is blessed to have the opportunity to help our students see what living a Christ-centered life looks like. A big part of that process is being able to spend time with our students, here on campus. Time speaking into their lives. Time worshipping, studying, eating, and relaxing as a community. I often wonder as I think about Jesus and His disciples, what did they do to relax? The book of John shows us these men as a community for three years. We know the work they were doing; we know the challenges they faced, but what did they do to just enjoy each other's company and refresh from what were many challenging days?

It is important to the lives of our students that we provide space and time for them to clear their minds, think and refresh. We need to encourage our students to spend time together, to grow as a community on campus. That is why we are embarking on an exciting journey here on campus to create new and improve upon several of our sports and recreational facilities. **We feel, and believe you will agree, that providing opportunities for our students to engage in activities on our beautiful campus, is the best way to help them build a network of Christian friends, helping each other to grow, holding each other accountable, and walking in Christian unity.**

The Plan: To create a student recreation area, by moving and improving, creating new, and expanding upon what we currently have.

- Move our sand volleyball court from the center of campus to an area

Donation

Leave a comment (optional):

Billing Address

Make this gift on behalf of an organization

Name:

Email:

Phone:

Country:

and interesting ways for students to spend their free time while building the OCU community.

- Providing for our students is the responsibility of the University. When they are on campus, we can better assure that their needs are being met and their experience is in line with our statement of faith.
- A student is much more likely to stay involved with the University after graduation, supporting the Alumni association and the school, when they have a more immersive college experience.
- Building a community builds accountability, builds relationships, builds affinity for their classmates and the University as a whole
- Offering a more dynamic student experience improves recruiting of students, increases enrollment, and retention. This ultimately improves and assures the health of the University.

We are looking forward to your prayerful support,

Sincerely,

Matt Hannel VP of Advancement



[See more complete details about our Capital Campaign Projects](#)

- **Sand Volleyball Court** - \$10,000 for site preparation, French drain installation, gravel, edging net hardware and sand
- **Basketball Court** - \$45,000.00 for site preparation, pad, playing surface and basketball hoops
- **18 Hole Disc Golf Course** - \$18,000.00 for site preparation, tree removal, bridges, baskets and signage
- **Archery Range** - \$5,000.00 for site preparation, targets and equipment
- **Benches, Tables, and Seating** \$10,000.00 for site preparation, benches, tables and installation.

GIVING TUESDAY

GivingTuesday is a global generosity movement unleashing the power of radical generosity. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Then, it has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Join the movement and give – each Tuesday and every day – whether it's some of your time, a donation, or the power of your voice in your local community.

It's a simple idea: whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who help, every act of generosity counts and everyone has something to give.

Payment details

Payment method:

Payment Processed by Blackbaud

Cardholder name:

Card number:



Expiration:

CSC:

@

[Donate](#)

Head Over to Our New Giving Tuesday Resource Center

Questions?

Classy