

#GivingTuesday Frequently Asked Questions

What is #GivingTuesday?

#GivingTuesday (the Tuesday after Thanksgiving, Black Friday and Cyber Monday) kicks off the charitable season. This joint effort was created to impact the way in which people think about, talk about and participate in the giving season. #GivingTuesday encourages global generosity and inspires people to give back to their local communities and to important causes they support. Learn more at the [#GivingTuesday website](#).

Why should our COTA community campaign participate in #GivingTuesday?

This global day of giving is fueled by the power of social media and collaboration. In 2016, \$177 million was raised online in a single 24-hour period, setting a new record for this annual initiative. No matter how big or small, any fundraising effort can benefit from participating in #GivingTuesday.

For example, in 2016 the Humane Society of Indianapolis secured a \$20,000 matching grant on #GivingTuesday to help them reach their goal of \$40,000, which they surpassed by more than \$5,000. Another 2016 example of a local nonprofit benefiting from participation in #GivingTuesday is the Enoch Pratt Free Library in Baltimore. For their second year, the Pratt Library challenged another library to a fundraising showdown, taking advantage of the rivalry from an NFL game between the Baltimore Ravens and Cincinnati Bengals. The Pratt Library alone raised \$39,340 from 165 contributors. The official #GivingTuesday website [lists more case studies](#) from organizations of all sizes.

How do we get started?

Take advantage of COTA's #GivingTuesday resources. On COTA.org, you will find a COTA #GivingTuesday Social Media Toolkit, logos and artwork, and Tips for a Successful #GivingTuesday Social Media Campaign. There are also resources available for fundraising events you can host the day of, or week of, #GivingTuesday. Download and read these resources. Do not hesitate to contact us at CampaignInfo@cota.org if you have any questions.

Can we use COTA's #GivingTuesday artwork online for our community campaign?

Yes! Feel free to download and save the COTA artwork available at COTA.org for your #GivingTuesday social media campaign. If you want to alter the artwork to add your COTA community campaign's personal touch, please email your images to CampaignInfo@cota.org for approval.

What are some fundraising ideas we could implement for #GivingTuesday?

We recommend hosting a restaurant night or paper icon fundraiser to benefit COTA in honor of your COTA patient. These fundraising ideas lend themselves well to one-day events. You could host a restaurant night the day of #GivingTuesday to boost funds raised in that 24-hour period. Or you could hold a paper icon fundraiser throughout the month of November leading up to #GivingTuesday. However, do not limit yourself to these ideas. You can find more suggestions in the [Fundraising Resources](#) section in the *Volunteers* area of COTA.org.