

## COTA Frequently Asked Questions about GivingTuesday

### What is #GivingTuesday?

GivingTuesday (*the Tuesday after Thanksgiving, Black Friday and Cyber Monday*) kicks off the charitable season. This joint effort was created in 2012 as a simple idea: a day that encourages people to do good. Over the past 11 years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity. 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. 2022 was another record year for GivingTuesday, with roughly \$3.1 billion raised in a single 24-hour period in the United States -- a 15% increase from 2021. No matter how big or small, any fundraising effort can benefit from participating in GivingTuesday.

### 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 templates, 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 – whether in-person or virtual. Contact [CampaignInfo@cota.org](mailto: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, or customize COTA GivingTuesday Canva templates specifically for your COTA campaign. Remember to email your images to [CampaignInfo@cota.org](mailto:CampaignInfo@cota.org) for approval.

### What are the best fundraising ideas to implement for GivingTuesday?

In addition to utilizing social media to raise funds virally, we recommend hosting a restaurant night, virtual 5k or online auction to benefit COTA in honor of your COTA patient. These fundraising ideas lend themselves well to one-day or one-week 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 virtual 5K or online auction the week leading up to GivingTuesday. You could also hold a paper icon fundraiser throughout the month of November. 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.