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Spotlight

#GivingTuesday: A Planned Day of Spontaneous Giving

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What is #GivingTuesday?

A social media movement founded in 2012 by 92nd Street Y (92Y) and the United Nations Foundation, #GivingTuesday follows Black Friday and Cyber Monday with the promotion of charitable giving at the start of the holiday season.¹ #GivingTuesday defines itself as a “global day dedicated to giving back”² that annually falls on the Tuesday after Thanksgiving.

In a very short period, #GivingTuesday has gained mass awareness and participation through popular social media/networking venues such as Facebook, Twitter, and Instagram. Reflecting the event’s embeddedness in the social media landscape, the Twitter hashtag is part of #GivingTuesday’s official name. As a result of the movement’s social media efforts, this national day of giving sees strong growth in participation each year.

#GivingTuesday 2014 was held on December 2nd. Initial results reveal that the total amount raised grew

at least 63 percent over #GivingTuesday 2013.³ For #GivingTuesday 2014, five major fundraising platforms reported that they processed \$34.9 million in online donations and \$10.8 million in offline donations for a combined total of \$45.7 million.⁴ The number of offline and online contributions totaled 296,000. These gifts benefited approximately 15,100 nonprofits. The total amount and number of gifts raised on #GivingTuesday 2014 is expected to grow substantially after offline donations are fully processed.⁵

This *Giving USA* Spotlight begins by providing an overview of #GivingTuesday, including its incorporation of social media and aggregated trends in giving on #GivingTuesday since its inception. We then show trends in online giving and nonprofits’ use of social media to demonstrate the importance of electronic means of giving in today’s fundraising environment. In closing, we include an analysis of giving data provided by Network for Good, a processor of online charitable donations, that explores trends in giving by channel as well as analyses that investigate #GivingTuesday’s impact on year-end giving.

Researched and written by



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History of #GivingTuesday

#GivingTuesday is not the first time-based giving initiative. In 2009, Minnesota’s first “Give to the Max Day” raised \$14 million, and Pittsburgh’s “Day of Giving” commenced the same year.⁶ “Colorado Gives Day” launched in 2010 and has annually urged citizens to “give where you live.”⁷ The most notable predecessor, however, may be the “North Texas Giving Day.”⁸ This regional day of giving is heralded as the largest community-based giving day in the nation. In 2014, gifts received for this campaign totaled \$26.3 million and benefited 1,580 organizations throughout the region.⁹ Over the last six years, this campaign raised more than \$86 million for roughly 1,600 local nonprofit organizations.¹⁰

Clearly, “days of giving” are gaining popularity. The goal of these giving days has generally been to create time-limited events to build awareness, bolster community pride, and raise money for local nonprofit organizations. In 2011, *The Chronicle of Philanthropy* reported that giving days were gaining popularity as a means of attracting broad attention, and, as a result, new supporters and exceptional funding.¹¹ These regional giving days have even expanded globally.¹² Perhaps building on the successes of these earlier fundraising events, its high visibility through social media, and a growing “team of influencers”¹³—comprised of prominent for-profit and nonprofit

“Social media for fundraising must be a dialogue, not a monologue. One or two Facebook posts or a half-dozen Tweets each day are not enough. Organizations must listen and respond to supporters’ own posts or tweets. Dedicated staff—along with the involvement of savvy volunteers must help raise the conversation and thus the engagement. Can’t afford dedicated staff? Look for tech-savvy volunteers—possibly a good way to engage younger donors in your organization. ”

– Sue Acri, managing director,
Bob Carter Companies

leaders—#GivingTuesday has itself grown into a global sensation.

What makes #GivingTuesday unique or different from other social media or online giving fundraising events?

#GivingTuesday is unique within the domain of online and time-limited fundraising/awareness events. Many online and time-limited fundraising events focus on community building, local philanthropy, or specific causes.¹⁴ #GivingTuesday, however, is a global movement to engage nonprofits, businesses, community centers, and individuals to celebrate and participate in giving.¹⁵ Attention during this campaign is more focused on the act and spirit of giving than on giving to a specific organization, region, or cause.

#GivingTuesday has also effectively leveraged social media to gain momentum and awareness for the annual event. As just a few examples, #GivingTuesday 2013 trended on Twitter for over 10 consecutive hours, and the hashtag was tweeted and retweeted as many as 700 times per minute—totaling 269,000 within the 24-hour period.¹⁶ In 2014, #GivingTuesday made nearly 33 million impressions on Twitter.¹⁷

Instagram was also an effective tool for the promotion of #GivingTuesday 2013, with over 7,000 #UNselfies¹⁸ posted throughout the day, including celebrities such as Heidi Klum, Katie Couric, and Josh Duhamel.¹⁹ #GivingTuesday even caught the attention and public support of Bill Gates and the White House.²⁰

Google+ and Mashable hosted the first ever day-long Google “Hangout-a-thon” on #GivingTuesday 2013, which ran for 12 hours and featured celebrities, business leaders, and nonprofit organizations.²¹ The widespread online awareness and participation that #GivingTuesday has received is noteworthy and has created exceptional awareness and support for both the #GivingTuesday movement as well as its nonprofit partners.

Nonprofits leverage #GivingTuesday as an annual point of engagement with supporters

Ramping up to #GivingTuesday 2014, CCS, a leading global fundraising consulting and management firm that provides fundraising, development services and strategic consulting to nonprofit organizations worldwide, surveyed nearly 100 nonprofit organizations about their campaign plans for #GivingTuesday 2014 and the difference between these anticipated plans and their involvement with #GivingTuesday 2013.²²

Results revealed that:

- Three-quarters of responding organizations that participated in #GivingTuesday 2013 were preparing to participate in 2014.
- Among those organizations participating in both years' events, two-thirds were planning on investing more time and resources into their #GivingTuesday 2014 campaign.
- The vast majority of organizations participating in #GivingTuesday 2014 devoted less than three months of planning time to their campaign.
- Organizations participating in #GivingTuesday 2014 revealed that they intended to leverage the day to tell their story, engage new donors and other types of supporters, boost year-end appeals, and improve marketing techniques and donor tracking systems, among other reasons.

The rise of #GivingTuesday

On #GivingTuesday 2012, \$13.46 million was raised for more than 6,000 nonprofits through approximately 100,000 donations.²³ On #GivingTuesday 2013, \$28.09 million was raised for more than 10,000 nonprofits through nearly 200,000 donations.²⁴ The total amount in estimated donations raised on #GivingTuesday 2013 rose 110 percent over #GivingTuesday 2012. Between #Giving Tuesdays 2012 and 2014, the total amount raised grew 239 percent.

Although an explanation for this surge of growth in participation in #GivingTuesday has largely been unexplored, Steve MacLaughlin, director of the Idea Lab at Blackbaud, cited the national aspect and media coverage as reasons for the success of the #GivingTuesday campaign thus far:

“It’s a case of a rising tide lifts all boats. When you have that much awareness being generated and nonprofits latching onto it and personalizing it, that creates a very powerful combination that we really only ever see with major disasters and political election cycles.”²⁵

Jamie McDonald, chief giving officer at Network for Good, shared similar sentiments.²⁶ McDonald suggested that #GivingTuesday has built on the energy of the holiday season with a day focused on igniting our instinct to give rather than shop. Nonprofits large and small recognize the potential to leverage the media cycle to inspire and attract donors. Lisa Schweitzer Courtice, vice president of community research and grants management at the Columbus Foundation, noted that successful online giving campaigns are the result of their wide accessibility. She noted that online, time-based initiatives (like #GivingTuesday) are “democratizing philanthropy,” explaining to *The Chronicle of Philanthropy* that nonprofit organizations, including the Columbus Foundation, “began to be viewed as more accessible...It has animated philanthropy and transformed how we interact with the public.”²⁷

Online giving and social media trends

The democratizing and accessible aspects of #GivingTuesday can be attributed to its dual foundation in both online giving and social media. #GivingTuesday likely garners a higher ratio of online

Blackbaud estimates that roughly 6.4 percent of all private revenue (excluding grants) was raised online in 2013. That equals about \$18.32 billion.²⁸

gifts to offline gifts compared with other days during the year. The time-limited nature of #GivingTuesday compels donors to give through an immediate method, like a nonprofit’s website or a giving portal. While different reports produce different results in online giving trends, all suggest that online giving is demonstrating rapid year-to-year growth.

The *eNonprofit Benchmarks Study*, produced by M+R Strategic Services and the Nonprofit Technology Network (NTEN), documented relatively steady growth in online giving between 2010 and 2013 for roughly 50 national U.S. nonprofits. Online giving increased 19 percent between 2010 and 2011, 21 percent between 2011 and 2012, and 14 percent between 2012 and 2013.²⁹ The year-to-year change in the number of online gifts received by these organizations

closely matched the year-to-year change in total online revenue received.

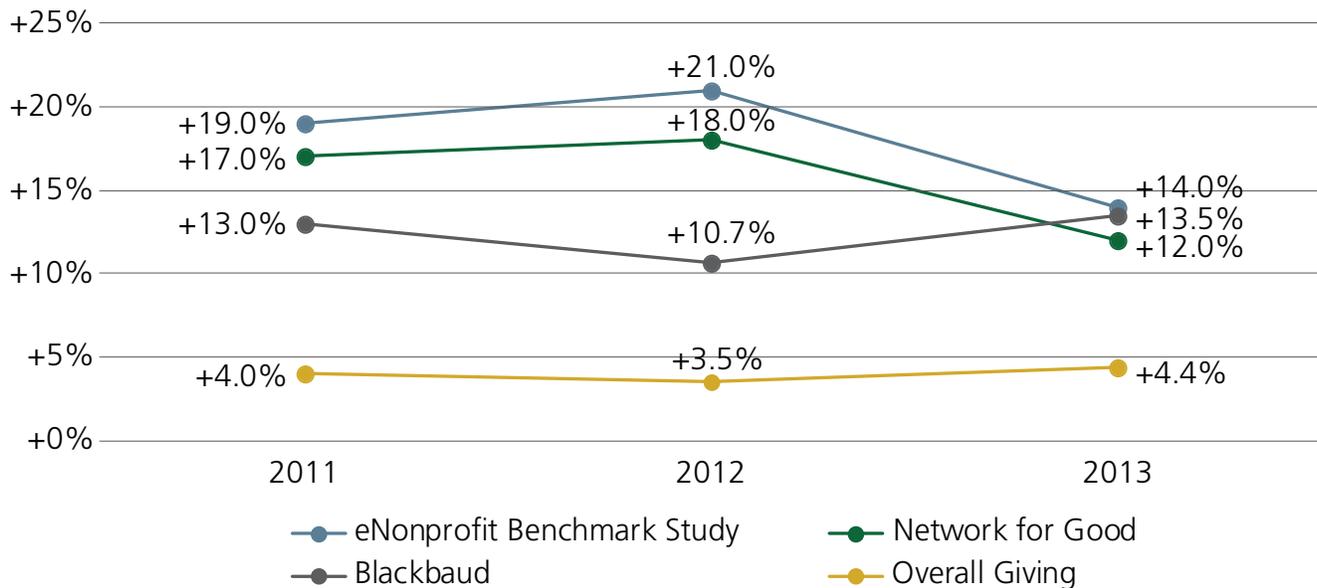
Network for Good noted consistent increases in year-over-year growth between 2010 and 2013. Using several sources of data, Network for Good estimated a 17 percent increase in online giving between 2010 and 2011, an 18 percent increase between 2011 and 2012, and a 14 percent increase between 2012 and 2013.³⁰

Blackbaud, the largest online U.S. donation-processing software provider, reported increases in online giving of 13 percent between 2010 and 2011,³¹ 10.7 percent between 2011 and 2012, and 13.5 percent between 2012 and 2013.³²

Figure 1 shows estimates for changes in rates of online giving as reported by these three sources, as well as estimated changes in total U.S. giving, for the years 2011 to 2013. As the figure reveals, growth in online giving has been increasing at rates between 10.7 percent and 21.0 percent across these three sources. Total giving, which includes giving through all different types of vehicles and sources, including online giving,

Figure 1

Year-to-year change in online giving reported by three studies, compared to year-to-year growth in overall giving



Data: Blackbaud, *Charitable Giving Report, 2012-2014*, www.blackbaud.com; M+R Strategic Services and NTen, *eNonprofit Benchmark Study, 2012-2014*, www.e-benchmarksstudy.com; Network for Good, *Digital Giving Index, 2012-2014*, www.networkforgood.org; *Giving USA: The Annual Report on Philanthropy, 2012-2014*, www.givingusa.org

Figures are in current dollars.

has been growing at rates between 3.5 percent and 4.4 percent.

Studies show that direct solicitation correlates with increased charitable giving.³³ This is true not only for nonprofits' direct contact with potential or current donors, but also between donors and their social networks. As individuals donate to and express support for various causes, they become a catalyst for others to do so as well.³⁴ This phenomenon is growing exponentially. If nonprofits' adoption of social media is any indication of public demand and response, the figures are telling. In 2007, just 32 percent of surveyed U.S. charities used social networking platforms to engage donors.³⁵ Just one year later, 79 percent of surveyed U.S. charities did so.³⁶

More recent data released by the 2014 *eNonprofit Benchmarks Study* show continued strong growth in social media audiences (donors who subscribe to an organization's social media page or account).³⁷ Audiences for these nonprofits grew by 37 percent for Facebook and 46 percent for Twitter from the prior year. In addition, these nonprofits posted, on average, 1.2 times daily on Facebook and tweeted an average of 5.3 times daily on Twitter. Far and away, wildlife and animal welfare organizations reported having the largest number of Facebook page fans for these surveyed nonprofits, at more than 326,000. This is compared with the second-ranked category, international nonprofits, with more than 165,000 fans.

In its 2013 *Charitable Giving Report*, Blackbaud also notes that sector-specific organizations are becoming particularly savvy at engaging supporters through social media. K-12 and higher education schools are particularly adept at connecting with alumni through an active social media presence. International disaster organizations use social media channels to connect instantly with supporters and potential donors to communicate the urgency of their need.

How has #GivingTuesday impacted giving?

With both online giving and the use of social media in fundraising growing, experts wonder if giving catalyzed as a result of #GivingTuesday campaigns will continue to grow as well. A wealth of data already demonstrates that, indeed, #GivingTuesday is growing significantly year over year.

However, what may be more important than knowing how much #GivingTuesday has grown is knowing the effect #GivingTuesday has had on online giving. Case studies have already demonstrated that #GivingTuesday campaigns are affecting specific organizations' online giving totals, as well as their *overall* giving amounts.³⁸

Given the relatively short history of #GivingTuesday, it may be premature to construct a comprehensive study analyzing #GivingTuesday's effect on all types

Over the past few years, #GivingTuesday has asked millions of Americans to become more charity-focused. While #GivingTuesday offers the potential to build relationships with new prospective donors, some have complained that the event—still in its infancy—lacks a clear path from transforming one-time donors to long-term philanthropic activists.

Organizations must remain connected with new donors to translate a one-time gift into a sustained, fruitful relationship. The key to this relationship is donor-savvy communication:

- Use donor information wisely in personalized messages of gratitude.
- After #GivingTuesday, create unique messaging for each subsector of your database. New donors should receive a different message than existing donors.

– Robert Evans, president, Evans Consulting Group, Giving Institute Member Firm

of giving on a national level. However, currently available data does allow us to analyze #GivingTuesday's effect on online giving using a sample of organizations.

Using a dataset provided by Network for Good, we analyze trends on giving on and around #GivingTuesday. This dataset is comprised of approximately 4,000 charitable organizations³⁹ that process an average annual combined total of roughly \$300 million in donations.⁴⁰ We first provide descriptive trends on #GivingTuesday donations made to organizations that processed their donations via Network for Good's online donation processing platform in the years 2012 to 2014. We follow this discussion of trends with results from an analysis of #GivingTuesday's impact on online giving for the years 2012 and 2013, using Network for Good's dataset for the years 2010 through 2013.

Network for Good's #GivingTuesday Trends, 2012–2014

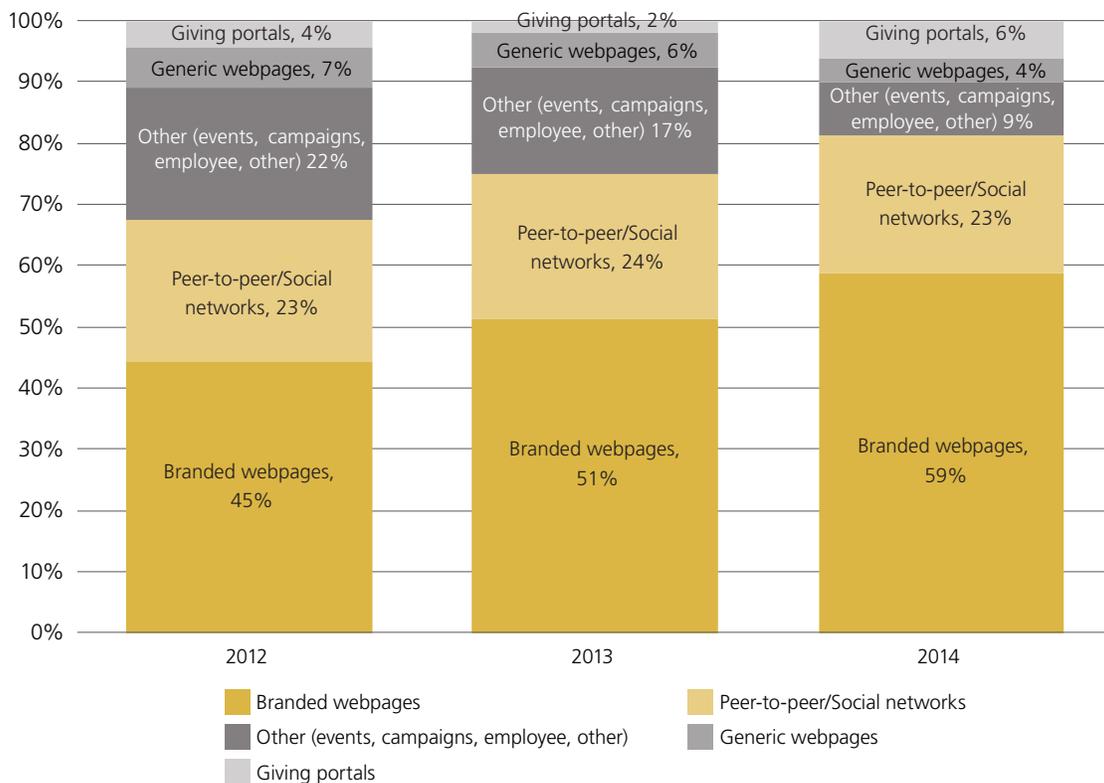
Between 2012 and 2014, the total number of donations made through Network for Good on each of the three #GivingTuesdays rose 371 percent and the total amount given rose 349 percent.

Network for Good processes its donations through five online primary channels, which include:

- ▶ Generic giving web pages;⁴¹
- ▶ Network for Good's branded giving web pages;⁴²
- ▶ Network for Good-linked portals (e.g., NetworkForGood.org, Charity Navigator);
- ▶ Peer-to-peer giving/social networks (e.g., Causes.com, Crowdrise, SixDegrees.org); and
- ▶ Employee giving (e.g., payroll deductions, cash donations, matching grants from employers).⁴³

Figure 2

Distribution of #GivingTuesday 2012, 2013, and 2014 gift amounts made through each of Network for Good's giving channels



Source: Network for Good, dataset provided to the Indiana University Lilly Family School of Philanthropy, December 2014

An additional “other” category captures events, campaigns, and a small subset of gifts that fall outside of the other categories, in which payments are made via Network for Good’s online system.⁴⁴

The distribution of amounts given through these channels on #GivingTuesdays 2012, 2013, and 2014 is shown in Figure 2. As the figure shows, branded webpages captured the highest proportion of #GivingTuesday gift amounts in all years, climbing from 45 percent in 2012 to 59 percent in 2014. Giving via branded webpages was followed by giving through peer-to-peer/social network campaigns, at 23-24 percent for all years. Events, specific campaigns, employee giving, and other sources collected a combined 9 to 21 percent of donations in these years. These channels for giving have realized sharp declines during each successive #GivingTuesday.

#GivingTuesday and year-end giving

For this part of the analysis, #GivingTuesday data was put into the context of year-end giving, defined here as October 1 through December 31. We analyzed both the total amounts given and the number of gifts made for the years 2012–2014. In addition, special attention was paid to the peer-to-peer/social network giving channel and its association with #GivingTuesday donations.

Analysis of this data demonstrates that each successive year #GivingTuesday captured an increasingly greater share of year-end giving (by amount)—growing from 1.3 percent in 2012 to 3.8 percent in 2014. A similar trend was seen for the share of donations made on #GivingTuesday as a percentage of year-end total number of gifts. Table 1 shows #GivingTuesday giving as a percentage of year-end giving for the years 2012 through 2014, by amount and number.

The growth in #GivingTuesday donations, by number and amount, are not surprising given that significant marketing coincided with the launch of #GivingTuesday for each of these years. Analysis of data on the use of peer-to-peer/social network giving channels during the year-end period is particularly revealing. On the first #GivingTuesday in 2012, peer-to-peer/social network channels captured just 2.7 percent of all

year-end donations (by amount) made through those methods. Use of this vehicle for #GivingTuesday donations grew to 5.2 percent of all year-end donations in 2013 and 5.8 percent in 2014.

Figures for the number of gifts made through peer-to-peer/social network channels on #GivingTuesdays 2012, 2013, and 2014 indicate that these methods were also effectively used to ramp up participation, rising from 1.7 percent of total year-end gifts made through these methods in 2012 to 6.1 percent of total year-end gifts made through these methods in 2014.

What may even be more compelling in this analysis is that the use of peer-to-peer/social network channels by donors actually declined in the year-end period (October 1 through December 31) of 2013 compared with 2012. In 2014, donors’ use of these methods in the year-end period increased over 2013—but did so more slowly than for giving on #GivingTuesday 2014 compared with #GivingTuesday 2013, specifically. This point signifies that the use of peer-to-peer/social network channels on #GivingTuesday, in particular, is an important and even growing aspect of the #GivingTuesday movement. Table 2 shows #GivingTuesday giving as a percentage of year-end giving, via peer-to-peer/social network channels, for the years 2012 through 2014, by amount and number. Data for year-end giving through these channels are also provided.

Table 1
#GivingTuesday giving as a percentage of year-end giving for the years 2012–2014, by amount and number

	Total #GivingTuesday giving as a percentage of total year-end giving	Total number of donations made on #GivingTuesday as a percentage of the total number of year-end gifts
2012	1.3%	1.3%
2013	2.3%	3.1%
2014	3.8%	4.2%

Source: Network for Good, dataset provided to the Indiana University Lilly Family School of Philanthropy, December 2014

#GivingTuesday's effect on online giving

Statistical regression analysis allows us to examine #GivingTuesday data at a deeper level, including investigating how #GivingTuesday influences year-end online giving. For this analysis, we focused on the number and gift amounts made on a daily basis over the course of Network for Good's dataset for the years 2010 through 2013, while introducing controls for time (including month, day of the week, a hypothetical #GivingTuesday in 2011, and the year-end giving season). We also incorporated a statistical control for inflation.⁴⁵

Our analysis reveals that #GivingTuesday had an effect on the total amount given that day in 2012⁴⁶ and an impact on the number of donations received that day in both 2012 and 2013.⁴⁷ While the analysis did not reveal that #GivingTuesday impacted the total amount given at a statistically significant level in 2013, #GivingTuesday 2013 significantly affected the number of gifts received compared with #GivingTuesday 2012. The results also reveal that #GivingTuesday impacted the number of Network for Good organizations receiving gifts in both 2012 and 2013.⁴⁸

These positive results for #GivingTuesday giving are maintained while we controlled for daily gifts

Table 2

#GivingTuesday giving as a percentage of total year-end giving via peer-to-peer/social network channels for the years 2012–2014, by amount and number

	#GivingTuesday giving as a percentage of total year-end giving via peer-to-peer/social network channels	Number of donations made on #GivingTuesday as a percentage of the total number of year-end gifts via peer-to-peer/social network channels
2012	2.7% (10.5%)	1.7% (20.0%)
2013	5.2% (10.2%)	5.1% (18.0%)
2014	5.8% (14.9%)	6.1% (18.9%)

Source: Network for Good, dataset provided to the Indiana University Lilly Family School of Philanthropy, December 2014

Note: Figures in parentheses are peer-to-peer/social network contributions made as a percentage of all contributions during the analyzed time period, minus data for #GivingTuesday.

made during the year-end period (October 1 through December 31). We can take this to mean that donors were specifically giving in support of #GivingTuesday events and campaigns, rather than for other purposes like tax deduction, annual giving, or seasonal giving. This is revealing given that our analysis also indicated that the year-end period has a great effect on the number of gifts made, gift amounts, and the number of Network for Good organizations receiving gifts on a daily basis.⁴⁹

Taken together, these results demonstrate that #GivingTuesday has a positive effect on giving as its own day and in the context of year-end charitable giving. We can conclude that #GivingTuesday induced these organizations to receive a greater number of gifts in 2012 and 2013 and a greater amount in total contributions in 2012.⁵⁰ Moreover, even while donors tend to give more often or in greater amounts toward the end of the year, this analysis reveals that #GivingTuesday stands on its own for its impressive results.

Conclusion

This study analyzed online donations made through Network for Good throughout the years 2010 to 2014, including on #GivingTuesdays 2012–2014. While this examination used a sample of all online giving data, it is a first step toward affirming the success of #GivingTuesday as a philanthropic movement.

A few results of this analysis are particularly striking. One finding is that each successive #GivingTuesday captured an increasingly greater share of total year-end giving. With this finding, one might question if #GivingTuesday is simply capturing year-end contributions that donors would have given anyway. However, another key finding is that #GivingTuesday as a singular event positively influences the number of donations given and the number of nonprofits receiving donations. In addition, #GivingTuesday 2012 was shown to have significantly and positively influenced the total amount in contributions that organizations received that year. It appears, as well, that peer-to-peer/social network channels, while not as popular as giving through Network for Good

Best practices for incorporating #GivingTuesday into your current fundraising efforts:

Ask for more than money. With its emphasis on generosity and gratitude, messages that ask your supporters to give time, engage in digital advocacy, or pass along an act of kindness may deepen their commitment to your organization, resulting in greater giving in the future.

Utilize a matching gift. A matching gift can double the total amount raised and provide a proven incentive for a prospective donor to give knowing that the gift will be matched. To secure the match, start with existing business and major donor relationships and present the case that their gift will be leveraged for an even greater impact. Also, in some cases, a previously secured, yet undesignated commitment, could be purposed as a match for #GivingTuesday.

Incorporate #GivingTuesday into your end-of-year campaign. Have it be a primary component to kick-off the holiday season of giving, while still sending out the usual messages in December for your annual campaign.

Use multiple vehicles. A multi-channel campaign uses email, social media and the organization's website to promote #GivingTuesday. With even more planning, direct mail can boost the results as well.

Recruit people to share your message. The holiday season is a particularly good time to ask your supporters to share a message of goodwill to their friends and family. #GivingTuesday provides a specific message to share with these peers.

Utilize #GivingTuesday to set the stage for larger digital campaigns. Many organizations participate in local giving days or proprietary digital giving events that have the potential to raise more money than their #GivingTuesday appeal. They use #GivingTuesday to engage, build their digital audience, and identify avid supporters as they anticipate these future campaigns.

Utilize the free resources on the #GivingTuesday site. It is full of template messaging, graphics, and statistics to help articulate your campaign. www.GivingTuesday.org

Share your results. #GivingTuesday benefits the entire sector. We all benefit when we learn from one another.

Information provided by Laura MacDonald, CFRE, chair of the Giving USA Editorial Review Board and president of Benefactor Group, a Giving Institute member firm.

branded webpages on #GivingTuesday, are playing an increasingly important role in the #GivingTuesday movement.

These findings demonstrate that #GivingTuesday is having true impact on the charitable landscape through the number of donations given, the amounts raised, and the number of nonprofits participating. These results positively support the intention of #GivingTuesday to move people to be charitable. If past participation rates of the involvement of nonprofits and individuals in #GivingTuesday are any indication of this movement's success, then we believe

#GivingTuesday will become a permanent fixture in the global philanthropic landscape. Perhaps, even, #GivingTuesday will become more prevalent (and relevant) than its counterparts—Black Friday and Cyber Monday.

Appendix

Table 3

Data from statistical regression analysis (OLS) of the effect of #GivingTuesday on overall giving and seasonal giving

Variables used in the analysis	Total daily amount donated	Total daily number of donations	Total number of organizations receiving donations daily
#GivingTuesday			
11/27/2012	348,567***	1,922***	810.3***
	(49,573)	(265.0)	(43.38)
12/3/2013	121,390	4,492***	337.4**
	(190,718)	(699.8)	(150.0)
Hypothetical #GivingTuesday			
11/29/2011	-116,490**	-489.2*	-35.57
	(51,669)	-285.5	(45.49)
Year-end giving			
Oct. 1–Dec. 31 in 2011, 2012, and 2013	1,115,000***	4,290***	1,710***
	(237,636)	(930.0)	(131.0)
Observations (collapsed by the day)	1,671	1,671	1,671
R-squared	0.326	0.323	0.566

Notes: Robust standard errors in parentheses, *** p<0.01, ** p<0.05, * p<0.1. Controls include day of the week and month, year-end time period, and Consumer Price Index. Controls were also added for the post-#GivingTuesday period to test for downstream or future effects of giving. Results indicate that #GivingTuesday has no negative effect on future giving.

For this analysis, we used a dataset provided by Network for Good with information on approximately seven million online donations given between January 1, 2010 and December 31, 2014. This dataset contained the date and time of donation, the receiving nonprofit's name and EIN, donation amounts, the type of donation (e.g., once, monthly, annual), and the donation channel. Several variables were then constructed from this information for use in the descriptive statistics. The dataset was also collapsed into daily totals (bringing it down to 1,671 observations) for use in the regression analysis to test for the effect that #GivingTuesday has on giving.

We used OLS (ordinary least squares) regression with robust standard errors. Though several alternate sets of variables were tested, the final equation used for the regression analysis is:

$$Y_t = \alpha_1 GT_{2012} + \alpha_2 GT_{2013} + \alpha_H HypGT_{2011} + \gamma_1 PostGT_{2012} + \gamma_2 PostGT_{2013} + \gamma_H PostHypGT_{2011} + \beta X_t$$

Where X_t controls for the month, day of the week, holiday season (as defined by October 1 through December 31), and monthly CPI. The post-variables are indicator variables activated the day following the respective #GivingTuesday. The tested Y_t included the total amount donated daily, the total number of donations made daily, and the total number of organizations receiving gifts daily.

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- 40 This average is for 2010, 2011, 2012, 2013, and half of 2014.
- 41 These webpages are established by the nonprofits sponsoring the event and do not include Network for Good's branding.
- 42 These webpages include Network for Good's branding.
- 43 While most employees donate online via credit card, a small percentage—about 2 percent—of employee donations derive from offline sources (payroll, matching grants, or corporate grants).
- 44 "Events" refer to donations made via the Network for Good product EventsNow, a fundraising event ticketing and registration tool that helps nonprofits easily accept ticket purchases and donations online. "Campaigns" describe episodic cause-marketing campaigns in which Network for Good hosts donation forms for companies; past examples include Warner Brothers' Horn of Africa campaign ("We Can Be Heroes") and Coca-Cola's "Arctic Home" campaign benefitting World Wide Fund for Nature. "Other" describes donations that do not fit into any these listed categories.
- 45 This analysis was conducted as a first part of a comprehensive investigation of #GivingTuesday data and is considered a pilot initiative. Future analyses using additional data sources may reveal different results.
- 46 $p < 0.01$ for 2012. 2013 results were not significant.
- 47 $p < 0.01$ for 2012 and 2013
- 48 This data point includes only organizations that received at least \$1 on any given day in the data set; $p < 0.01$ for 2012, $p < 0.05$ for 2013
- 49 $p < 0.01$ in all three cases
- 50 $p < 0.10$





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