



| Fundraising and Technology in Nonprofits |



GIVING TUESDAY



PODCAST

Giving Tuesday: A Day of Generosity and Impact

Giving Tuesday, the antidote to the consumer frenzy of Black Friday and Cyber Monday, has evolved into a global phenomenon. Rooted in the spirit of giving and fueled by the power of social media, this annual day of charitable generosity has become a beacon of hope, inspiring individuals, organizations, and businesses worldwide to come together for a shared purpose.

Kevin Schulman, founder and managing partner of DonorVoice, a retention and donor experience company. Kevin talks about why understanding donor identity can help organizations better

Behind the scenes Giving Day stories

Don't run a giving day if it's just about raising money with Georgie Grant Haworth

In this episode we're joined on the podcast by Georgie



Book recommendation:

The Giving Tree by Shel Silverstein: This children's book is a

heartwarming and poignant story about the power of unconditional love and giving. It is a reminder that even the smallest acts of generosity can make a big difference in the lives of others.

PQ family welcomes

Grant Haworth from the Royal Grammar School Guildford - one of the first UK schools to run a giving day. They raised over £100,000 in year one, and followed up with even more success in year two. We chat about the power of video, managing internal expectations and the potential pitfalls of dull and dreary content.

understand the motivations of donors.

- Origins and Purpose of Giving Day:
- The Date and Its Significance:
- A Platform for Change:
- The Power of Social Media and Collaboration:
- Evolution and Global Reach:

Global Generosity in Action: Inspiring Stories from GivingTuesday

Despite ongoing global challenges, GivingTuesday has consistently set new fundraising records, with an estimated \$3.1 billion donated in the United States alone in 2022, representing a 15% increase over the previous year and a 25% increase since 2020.

- Muskaan Dreams Foundation

Check them out for their valuable contributions to the community.



Insights

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