



# GivingTuesday Co-Creates Media With Advocates to Promote Day of Generosity Awareness

## Overview

The team that organizes GivingTuesday, the global movement, understands the power that radical generosity has to inspire human connection and change. Their movement was born nearly a decade ago as a hashtag, #GivingTuesday. It was a simple idea of activism, promoting one day during the holiday season for people to give back. Today, their global network includes national movements in over 70 countries. The organization empowers everyday people to rally their communities, partners and supporters to do good.

The small but mighty staff approached the GivingTuesday 2020 event with a new way of thinking. Amidst the global crisis, they wanted to create a campaign expanding reach and response for their core brand message that everyone has something to give. They recognized authentic user-generated content (UGC) was the most direct and cost-effective way to inspire more people on social media to take action. The team asked volunteers and donors for purpose-created original media for event day sharing — building global awareness and participation in the GivingTuesday moment.

## Opportunity

As the GivingTuesday team neared their 9th annual awareness day, they wanted to change the public perception of ‘giving’ as only providing financial contributions and reinforce their brand narrative that illustrates the power of radical generosity. They wanted to spotlight people making a difference and expand ideas on how and why people give back to their communities. The team knew personal, heartfelt narratives from their biggest advocates — volunteers and everyday givers — would carry further and connect more deeply. They would cost nothing when amplified on social, compared to agency-created messaging and paid ad distribution.

The two-person communications staff had just a few weeks to execute this crowdsourced UGC campaign. They needed a fast, easy way to solicit, collect, curate and publish first-person, motivational photos and video stories from event participants. With no existing digital tools beyond cloud-based file sharing systems that would involve an overwhelming amount of manual work, they turned to Greenfly +Engage to automate this effort’s end-to-end workflow.



*“I don’t know what I would have done without Greenfly. It was a game changer for us.”*

— Kathleen Murphy, Director of Digital Strategy, GivingTuesday

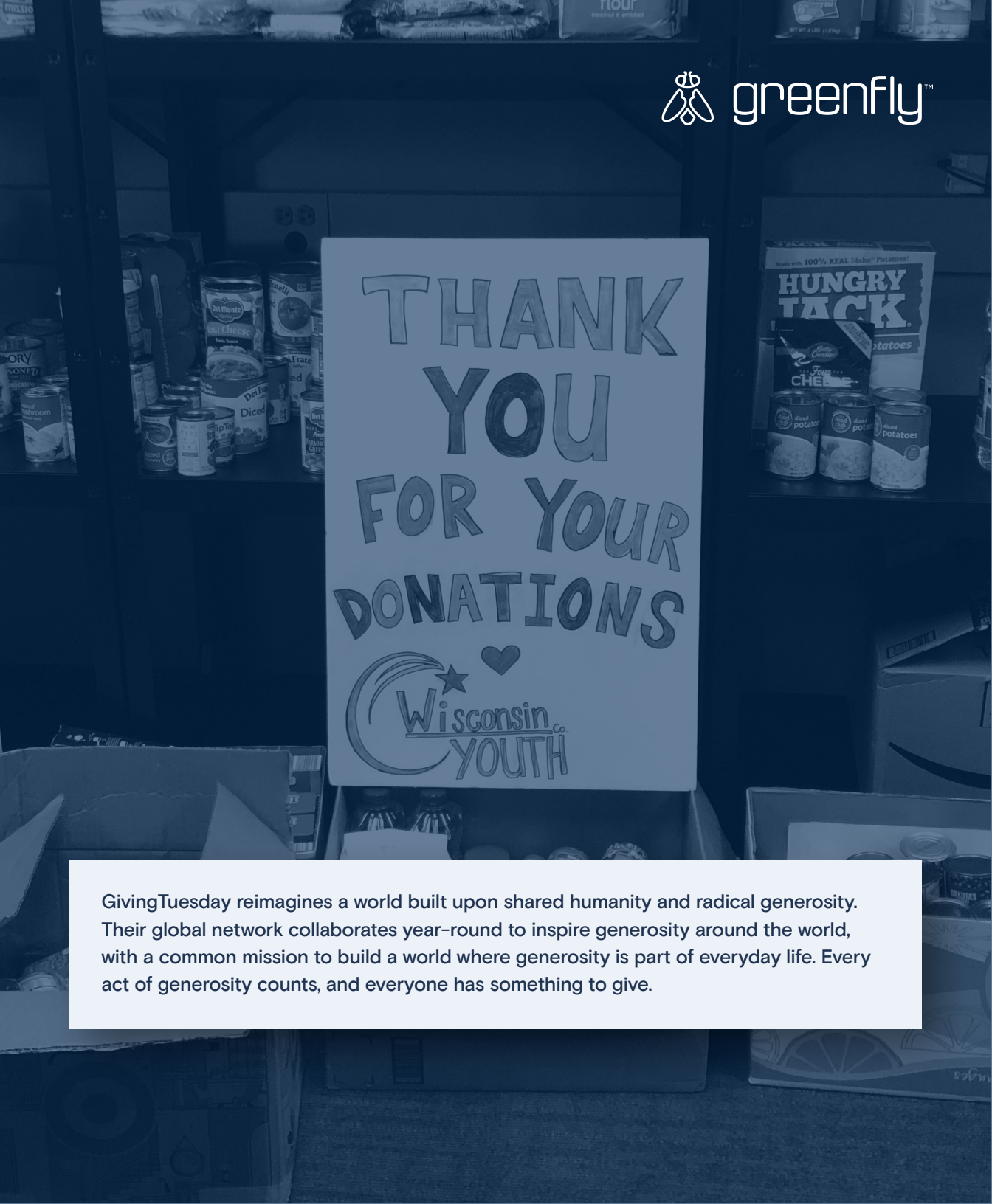
Partnership

GivingTuesday chose Greenfly +Engage as a centralized hub for facilitating the digital media collection campaign. Within 48 hours, the team went live with a customized GivingTuesday-branded webpage to collect photo and video submissions. The Greenfly customer success team provided the expertise required to optimize the page for prompting advocates to participate and submit their best on-brand responses.

Greenfly’s automated, one-click technology guided advocates to easily submit original media from their mobile device or desktop browser. To promote the campaign, the team spread the word through their email database, posted it on the GivingTuesday social accounts, ran an SMS campaign, and featured it in digital toolkits sent to their network of over 240 local GivingTuesday community leaders across the U.S.

The staff collected and curated over 150 video submissions of emotion-filled, meaningful stories — faster and more efficiently than they could have done manually. The 100% rights-cleared media was automatically routed into an organized media library, tagged and sorted — all within the Greenfly platform. The team selected a variety of media to showcase giving examples to present during their event livestream, and selected others for a compilation video celebrating the day. The uplifting stories included one essential worker who regularly volunteers on Tuesdays, teens who spent their afternoons cleaning up their neighborhood, and a woman who started a diaper bank to help families in need.


The GivingTuesday staff distributed the content across their owned social channels and to global media outlets. They were thrilled to receive more content than they ever expected in such a tight timeframe, and, critically, heartwarming media that was closely aligned with the organization’s central generosity purpose.




GivingTuesday reimagines a world built upon shared humanity and radical generosity. Their global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life. Every act of generosity counts, and everyone has something to give.







POWERED BY 

### I'm giving for...

Select Media

We want to hear about why and how you're giving! Your story might be featured on the GivingTuesday livestream!

Create a video answering one of the prompts below, being as creative as possible:

1. Fill in the sentence "It's GivingTuesday! I'm giving for..." with your reason for giving. That might be a cause or issue area or it might be in honor of a person who's special to you. What cause or issue



givingtuesday

decided to feed homeless people in my community today!

"I'm giving for..."


### You could be featured!

Share how and why you're giving and you might appear in the GivingTuesday Livestream!

Share your video: [bit.ly/GivingFor](https://bit.ly/GivingFor)

609 views

givingtuesday Sharing your reason for giving is one meaningful way to inspire others on #GivingTuesday. It might feel like bragging at first, but your story will bring others a lot of joy and will help to keep the ripple of good going. Not sure where to start? Follow the link in our profile and we'll guide you through a few simple questions. You may even be featured on one of the GivingTuesday channels — can't wait to hear from you! Link in bio



GIVINGTUESDAY

Tune in to the official #GivingTuesday... See More

New Bern Giv3 · 1:02:32  
Thanks Heather Thornburg

Susan George · 1:04:51  
Happy GivingTuesday Everyone!

New Bern Giv3 · 1:04:58  
Love the shirt

Jane Strub · 1:05:14  
The diversity is amazing !! There are so many different organizations..

Follow and receive all live video updates from **GivingTuesday**.  
169,534 followers

Impact

Greenfly helped GivingTuesday streamline content collection and advance its global giving narrative. A huge win came with a national ABC News pickup of the compilation video on awareness day, which was already neatly packaged for broadcast to millions of viewers — a new audience who learned more about the meaning of generosity and opportunities to give back.

GivingTuesday now has a content showcase of giving examples, and a larger contact database, augmented by collecting contact information with each media submission. The 2020 event generated 20 billion organic social impressions and raised over \$2.47 billion in 24 hours in the U.S. alone — a 25% increase from 2019 — in the middle of challenging times. Most importantly, GivingTuesday helped mobilize advocates and dispel the notion that only certain people can be philanthropists. 35 million people participated in the global event, a 29% increase from 2019.

The GivingTuesday team aims to grow the global movement to 100 countries and expand the local campaign network. They continue to spread the resonant message that the one thing all of humanity has in common is the value of generosity.

Results

## 48hrs


to stand up the UGC campaign, from start to finish

## 35m

people spurred to participate, +29% from 2019

## \$2.47b+

raised in the U.S. in 24 hours, +25% from 2019



Greenfly's brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of authentic content.