

#GIVINGTUESDAY HARNESSSES SOCIAL MEDIA TO BENEFIT CHARITY



- 1) The Tuesday after Thanksgiving, known as “Giving Tuesday,” is an ideal time to donate to the less fortunate, as it falls in the wake of the Black Friday weekend shopping frenzy. Whole Whale, a consultancy focused on nonprofit organizations, forecast that charities will have raised a total of \$250 million on Giving Tuesday this year.
- 2) In 2015, Giving Tuesday was the largest single day of giving, with donations across 71 countries totaling \$116 million. In addition, the initiative garnered 114 billion Twitter impressions and 1.3 million social media mentions, according to givingtuesday.org. The average online gift was \$107 last year.
- 3) Childrenswear brand Carter’s donated one pair of pajamas to a child in need for every pair of Carter’s pajamas purchased either in-store or online on Giving Tuesday (up to 100,000 pairs). The company said it gave away more than \$2 million worth of pajamas this year.

SOCIAL MEDIA HASHTAG DRIVING MORE CHARITABLE GIVING THAN EVER

Popular shopping days have spurred the creation of numerous popular hashtags, including #MobileWednesday, #BlackFriday, #SmallBusinessSaturday and #CyberMonday. Now, charities are getting in on the action with the #GivingTuesday hashtag. The Tuesday after Thanksgiving, known as “Giving Tuesday,” is an ideal time to donate to the less fortunate, as it falls in the wake of the Black Friday weekend shopping frenzy.

The popular hashtag was created in 2012, when the 92nd Street Y, a New York City nonprofit cultural center, started a social media movement to encourage shoppers to engage in the holiday spirit by donating time, money or gifts to charity once the holiday shopping weekend was over. According to *Slate*, Americans are more charitable than ever, and gave a record \$373 billion to charitable endeavors in 2015.



Source: Shutterstock

Whole Whale, a consultancy focused on nonprofit organizations, predicts that charities will have raised a total of \$250 million on Giving Tuesday this year. In 2015, Giving Tuesday was the largest single day of giving: donations across 71 countries totaled \$116 million, and the initiative garnered 114 billion Twitter impressions and 1.3 million social media mentions, according to Givingtuesday.org. The average online gift was \$107 last year.

Figure 1. Most Mentioned Hashtags on Twitter on Giving Tuesday, 2015

#givingtuesday	490,000+	
#nokidhungry	39,000+	
#refreshinglyhonest	7,600+	
#yoursupportmatters	6,400+	
#unselfie	5,800+	
#worldaidsday	4,400+	
#goodtakeover	3,700+	
#give2americancancer	3,700+	
#workingtogether	3,500+	
#blab	3,400+	

Source: Socialdriver

This year, Facebook teamed up with the Bill & Melinda Gates Foundation to match \$1 million in contributions made to fundraisers on Facebook. The Gates Foundation pledged to match \$500,000 in donations to fundraisers and Facebook pledged to waive \$500,000 in fees. Facebook gave users the option to donate money via the platform by placing a graphic at the top of all Facebook pages on Giving Tuesday.



Source: Facebook

RETAILERS GET CHARITABLE FOR THE HOLIDAYS

Some retailers also joined in to give back on Giving Tuesday. Childrenswear brand Carter’s participated in the movement for the seventh consecutive year by partnering with Pajama Program to help deliver new, warm pajamas to children in need. Carter’s donated one pair of pajamas to a child in need for every pair of Carter’s pajamas purchased either in-store or online on Giving Tuesday (up to 100,000 pairs). The company said it gave away more than \$2 million worth of pajamas this year.

Since 2013, CVS has asked its employees to nominate their favorite charities to receive a Giving Tuesday grant from the CVS Health Foundation. The company encouraged employees to share their volunteer stories and celebrated their efforts by donating more than \$125,000 to 75 charities across the country this year.

QVC also celebrated Giving Tuesday, by partnering with Peace Love World to benefit Nest, a nonprofit that helps advance craftswomen around the world by providing support, services and education to help artisan businesses flourish. Peace Love World is a small retailer that designed a special T-shirt for the event. A minimum of 60% of the shirt’s purchase price supports Nest, which is QVC’s designated charity for 2016.



FLASH REPORT

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