



Day of Giving: December 3, 2019

Background: *Giving Tuesday (#GivingTuesday) is a global day of giving celebrating the Tuesday after Thanksgiving in the United States. To help raise awareness of charitable causes and amplify donors' generosity, Facebook will match eligible donations up to the full match amount (\$7 million!) that are made on Facebook during Giving Tuesday 2019.*

Date: Tuesday, December 3, 2019

How it works:

1. You, your employees and supporters can [create a fundraiser](#) on Facebook anytime leading up to Giving Tuesday. Ideally, do this at least a week in advance so you can share the fundraiser page with your networks and encourage them to give right at **8:00 am EST** on December 3, 2019.
 - a. For instructions on how to start a fundraiser campaign for a charitable cause in Facebook, [click here](#).
2. Facebook will start matching donations at **8:00 am EST** on Giving Tuesday, December 3, until the match is met (\$7 million!).
 - a. **Please communicate with your donors and on the fundraising page itself that giving at 8:00 am is critical** – the funds were used up within a matter of minutes last year!
 - b. Facebook will match up to a total of **\$100,000** per nonprofit organization.
 - c. Each individual donor can have up to **\$20,000** in eligible donations matched on Giving Tuesday.
 - d. Donations are matched dollar-for-dollar on a first-come, first-served basis until the match is met!

Eligibility:

- Any eligible [US-based 501\(c\)\(3\) nonprofit organizations](#) can have donations made on Facebook matched.

Payouts:

- Donor contributions will be paid out the way your nonprofit typically receives donations from Facebook.
- If donations to your organization were matched during Giving Tuesday, you'll be able to see money from the match starting in January 2020. Money from Facebook's match is



paid out through Network for Good starting in mid-February 2020. Learn more [about payouts from Network for Good](#).

- Facebook also covers all processing fees for donations made on Facebook.

Get the most out of #GivingTuesday:

- Funds are used up within a matter of minutes on Giving Tuesday, so make sure you do a series of social media posts leading up to December 3 encouraging people to give right at 8:00 am on Tuesday, December 3, 2019. Use #GivingTuesday. Share your fundraiser page. Let people know their match will be doubled by Facebook but ONLY IF they give right at the start of the campaign.
- At 7:45 am on December 3, do another post reminding people that giving starts soon and reshare the link to your fundraiser page on Facebook.
- Send an email invitation for 8:00 am on December 3 to friends, family members, colleagues, donors, etc. who expressed interest in giving – this way, they'll get a reminder to give right at the start of the match.
- Set an alarm on your own phone for a few minutes before 8:00 am, so you can get ready to give and text/call people to remind them.
- Thank donors after Giving Tuesday is over – and encourage them to continue supporting your cause throughout December!

For more information:

[Facebook FAQ](#)

[Match terms](#)

[Giving Season guide](#)