



## GIVING TUESDAY

December 1, 2020

**Background:** *Giving Tuesday* (#GivingTuesday) is a global day of giving celebrated on 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 2020.

**Date:** Tuesday, December 1, 2020

**Giving Tuesday resources:** <https://givingtuesday.org>

### 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 one week in advance. Then share the fundraiser page with your networks and encourage them to give right at **8:00 am EST** on December 1, 2020.
  - 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 1, until the match is met (\$7 million!) **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!
  - a. Facebook will match **100% of the first \$2 million** (for example, if you donate \$10, Facebook will also donate \$10.)
  - b. After \$2 million is reached, Facebook will match **10%** of your donation until they reach \$7 million (for example, if you donate \$10, Facebook will donate \$1.)
  - c. Facebook will match up to a total of **\$100,000** per nonprofit organization.
  - d. Each individual donor can have up to **\$20,000** in eligible donations matched on Giving Tuesday.

### 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 mid-January 2021. Money from Facebook's match is paid out through Network for Good starting in late-February 2021. 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 1 encouraging people to give right at 8:00 am on Tuesday, December 1, 2020. 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 1, do another post reminding people that giving starts soon and reshare the link to your fundraiser page on Facebook.
- Send a calendar invite for 8:00 am on December 1 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! Use Giving Tuesday as your springboard into a longer end-of-year campaign. This is just the first step, not the full race!

### For more information:

[Facebook FAQ](#)

[Match terms](#)

[Giving Season guide](#)