



## GIVINGTUESDAY November 30, 2021

**Background:** *GivingTuesday* (#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 (\$8 million!) that are made on Facebook during GivingTuesday 2021.

**Date:** Tuesday, November 30, 2021

**GivingTuesday resources:** <https://givingtuesday.org>

### How it works:

1. You, your employees and supporters [create a fundraiser](#) on Facebook anytime leading up to GivingTuesday. 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 November 30, 2021.
  - 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 GivingTuesday, November 30, until the match is met (\$8 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 \$8 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 GivingTuesday.

### 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 GivingTuesday, Facebook will let you know in January 2022 and you'll be able to see money from the match by February 2022 hit your account. Learn more [about payouts from Network for Good](#).
- *Facebook also covers all processing fees for donations made on Facebook.*

### **Get the most out of Facebook's #GivingTuesday match:**

- Funds are used up within a matter of minutes on GivingTuesday, so make sure you do a series of social media posts leading up to November 30 encouraging people to give right at 8:00 am. Use #GivingTuesday to expand your reach. 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 November 30, 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 November 30 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 GivingTuesday is over – and encourage them to continue supporting your cause throughout December! Use GivingTuesday as your springboard into a longer end-of-year campaign. This is just the first step, not the full race.

**Have fun and good luck!**