FBLA Guide to Giving Tuesday

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What is Giving Tuesday?

Giving Tuesday is a recognized international day of charitable giving dedicated to aiding 501(c)3 non-profit institutions through the use of social media and online donations. Occurring on the Tuesday after Thanksgiving, it connects and empowers individuals and communities to contribute their time, resources, and voices towards causes that inspire them. Givingtuesday.org states that all together, charities participating in giving Tuesday have raised over 380 million USD.

FBLA?

FBLA is a registered 501(c)3 charity which means that chapters are eligible to receive donations from movements such as Giving Tuesday. The individual chapters of FBLA create the basis for the whole organization, which is why it's imperative that they receive substantial funding. The local chapters that create the base of FBLA often times don't have enough tools and resources to grow and improve their chapters. Chapters can use Giving Tuesday as a way to receive the funds they need. Fundraising through Giving Tuesday requires a social media presence and enough planning ahead of time so that buzz is created about the fundraiser from an early point in time, ideally at least one month in advance from the actual Giving Tuesday day.

Fundraising Options

Local chapters can choose a variety of platforms to collect donations, but two are recommended: GoFundMe and Facebook.

GoFundMe

Each chapter can make its own GoFundMe page and include a story about their cause and they can share this page through continuous promotions on social media and by sharing the link with family and friends.
https://www.gofundme.com/

Facebook

The chapter can create a Facebook fundraising page from either their main school facebook page or their FBLA chapter's Facebook page. While creating the fundraising page, the chapter has to provide information on FBLA along with a short description of their cause. Facebook also provides a straightforward process for creating a fundraising page. Users are able to give money by clicking the donate button found on the campaign page.
https://socialgood.fb.com/charitable-giving/giving-tuesday/

Giving Tuesday Resources

The Giving Tuesday website also provides numerous resources for charities to aid their fundraising initiative.

https://www.givingtuesday.org/sites/default/files/2019-05/2019%20Complete%20Toolkit_1.pdf
https://www.givingtuesday.org/sites/default/files/2019-04/GT%20Workbook%202018%20Final.pdf
https://www.givingtuesday.org/sites/default/files/2019-05/6%20week%20communications%20timeline%20print%20version.pdf