

Giving Tuesday is a national campaign that seeks to turn out a huge amount volunteers and to bolster fundraising efforts during the thanksgiving season. This campaign is especially propagated using social media (#givingtuesday) and to fall in line with the increased consumer spending season. I chose three nonprofits in the Triangle that participated in this seasonal endeavor, dividing them into their respective areas of mission: United Way of the Greater Triangle, the Inter-faith Food Shuttle. I also highlight how they went about promoting Giving Tuesday and compare/contrast their outreach.

The Inter-Faith Food Shuttle utilized social and news media to advertise its efforts and to report on its success. First, the nonprofit embraced the Thanksgiving season and its prospect of shopping beforehand. In several Facebook posts, the Food Shuttle shared its partnership with Amazon for shoppers who were participating in Cyber Monday, noting that AmazonSmile will donate after shoppers purchase a certain product. Also, the nonprofit reminded its followers that Giving Tuesday was close and set up the Facebook fundraising feature prior to Giving Tuesday. On November 11, the Food Shuttle sent out numerous posts across its several social media platforms (Twitter, Facebook, Instagram) reminding followers to donate. While doing so, their social media team highlighted stories of individuals who were donating their time and money to the nonprofit.

A spokesperson from the nonprofit also shared to the news media that more than \$5000 was raised during Giving Tuesday¹.

¹ "Giving Tuesday a success for Triangle nonprofits," WRAL, <https://www.wral.com/giving-tuesday-a-success-for-triangle-nonprofits/15148075/>

United Way of the Greater Triangle also capitalized on its social media platforms. While its digital promulgation was less robust than Inter-Faith Food Shuttle (I counted both nonprofits social media posts), it experienced a campaign “traction” on Facebook² as followers of the nonprofit were receptive. United Way did not set up Facebook’s in-built fundraising feature compared to Inter-Faith Food Shuttle. Instead it gave a link to its website’s donation page. Based on its Facebook and Twitter pages, the United Way only had one post, respectively, detailing its Giving Tuesday campaign. Consequently, the Food Shuttle had more shares and views and more uses of #givingtuesday than did the United Way.

While UNC TV did not employ a large social media campaign similar to previously mentioned nonprofits, using its broadcasting platform, it advertised the Giving Tuesday. It also created a web page that was specifically geared for Giving Tuesday. The page also implored donors and visitors to tag and share its Giving Tuesday sign which has #SupportUNCTV and #GivingTuesday.³ On the page, the nonprofit highlighted that RTI, its Giving Tuesday sponsor, would match up to \$5000 in donations that were given. This sheds light on another strategy that was utilized, that being partnerships. UNC TV’s strategy was in keeping with its type of nonprofit it is – broadcasting and advertising the charitable occasion not only to attract supporters but to promulgate the existence of Giving Tuesday to viewers so they can also make an impact to other organizations.

In conclusion, the nonprofits above geared their Giving Tuesday campaigns to the nature of their missions and what was inherent to their organizations. It could be argued that UNC-TV would

² ibid

³ “Why Give on Giving Tuesday,” UNC-TV, <https://www.unctv.org/support/giving-tuesday/>

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PA 536

Application 4

not need to engage in a large social media campaign since it can reach potential donors through broadcast media. The Inter-Faith Food Shuttle and the United Way of the Greater Triangle would employ social media to advance the cause of Giving Tuesday due to limited resources and the fact that they decentralize campaigning by other means.