



# 2020 Campaign Report

including a special review of  
#GivingTuesdayNow



ourcommunity.com.au  
Where not-for-profits go for help





**Giving Tuesday takes place on the same day  
in more than 50 countries across the world.  
In 2021 it will be celebrated on November 30.**

## **ABOUT GIVING TUESDAY**

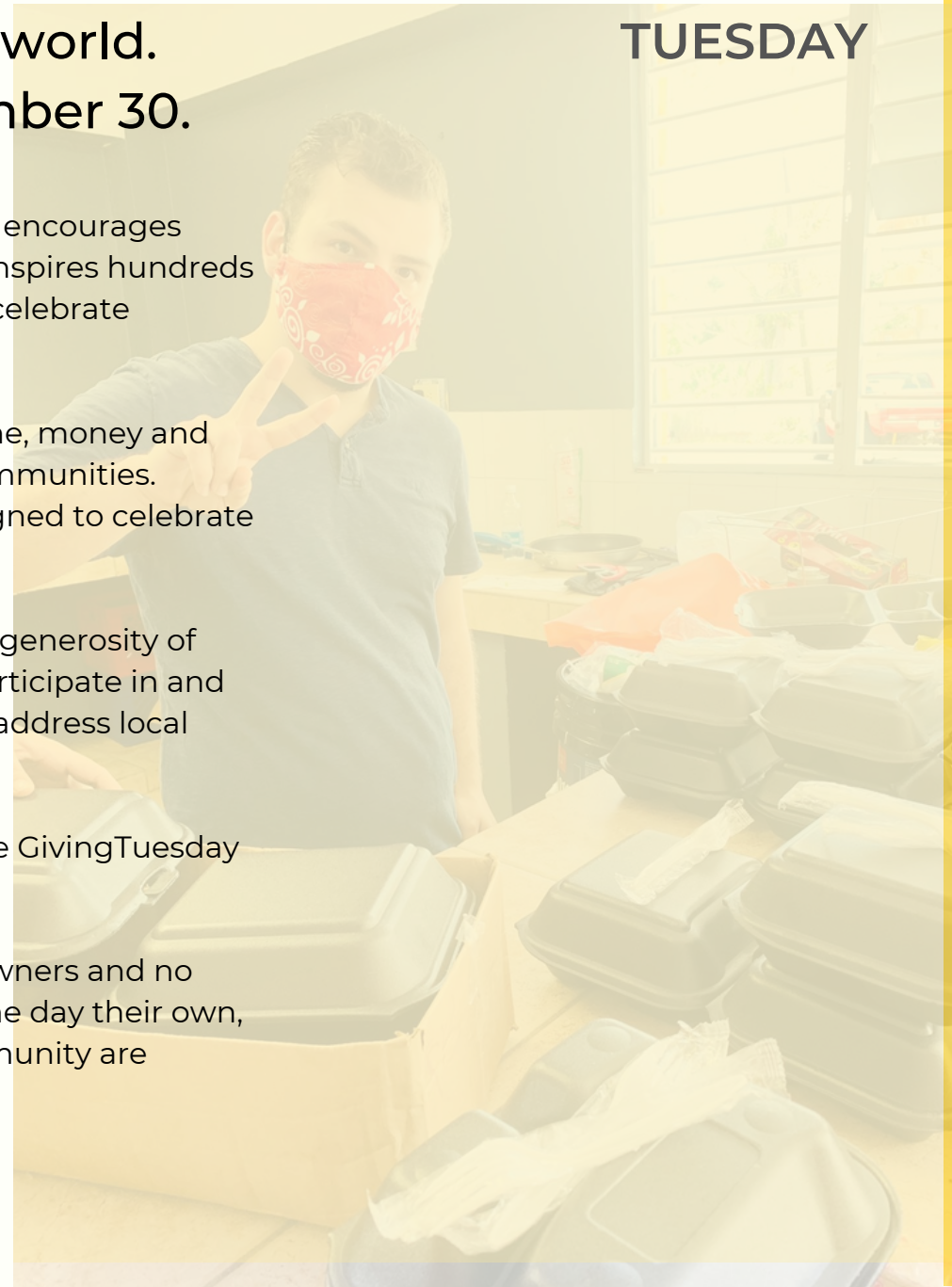
Giving Tuesday was created in 2012 as a simple idea: a day that encourages people to do good. It has grown into a global movement that inspires hundreds of millions of people across the globe to give, collaborate, and celebrate generosity.

Every year, many people and many organisations give their time, money and energy to a range of causes with the aim of building better communities. Giving Tuesday Australia is part of a worldwide campaign designed to celebrate and enhance that generosity.

Giving Tuesday is fuelled by the power of social media and the generosity of people. The campaign provides a platform for individuals to participate in and encourages the donation of time, money, goods and voices to address local challenges.

In Australia, Our Community acts as the country's leader for the GivingTuesday campaign, offering its services pro bono.

Unlike most campaigns, Giving Tuesday campaigns have no owners and no rules. Every organisation and every individual is free to make the day their own, though global coordinators and country leaders like Our Community are pleased to provide support.



## A NOTE FROM OUR GROUP MANAGING DIRECTOR



Denis Moriarty  
Our Community

2020 didn't turn out to be the year we expected.

Despite the challenges presented early in the year by bushfires and the pandemic, and even though Our Community was a new recruit to Giving Tuesday, the company managed to deliver not only the 2020 GivingTuesday campaign, but also a pop-up campaign in May to address the pressing needs the community sector faced following the COVID-19 outbreak.

In a year that saw relentless losses for countless individuals and communities, our campaign activity reflected a wave of sincere generosity that washed across Australia. From local neighbourhoods to huge not-for-profits, we saw the power of community activation in helping and healing a nation in crisis.

Australians are fortunate to be entering 2021 in a far better state than many of our global friends. As we watch from relative comfort while other countries struggle to contain a very cruel virus, the global message of Giving Tuesday is underscored – we must support each other wherever we can, wherever we are.

The 2020 Giving Tuesday campaign was bolstered by a number of key organisations and individuals, notably Perpetual, the Community Council of Australia, Volunteering Australia, Australian Community Philanthropy, Fundraising Institute Australia, Pro Bono Australia, and the Australian Charities and Not-for-profits Commission (ACNC) – and of course Think Impact, who helped compile the information in this report.

With 2020 firmly behind us, we push on to the 2021 campaign hoping to see Giving Tuesday activity grow ever stronger in Australia, encouraging community and generosity at every level.

## OUR DATA QUESTIONS

These are the questions  
that framed our 2020  
post-campaign  
evaluation.

1. Does Giving Tuesday continue to grow in Australia?
2. How will we know?
3. What were the results or impacts?
4. What worked and what didn't?
5. What will we do differently?



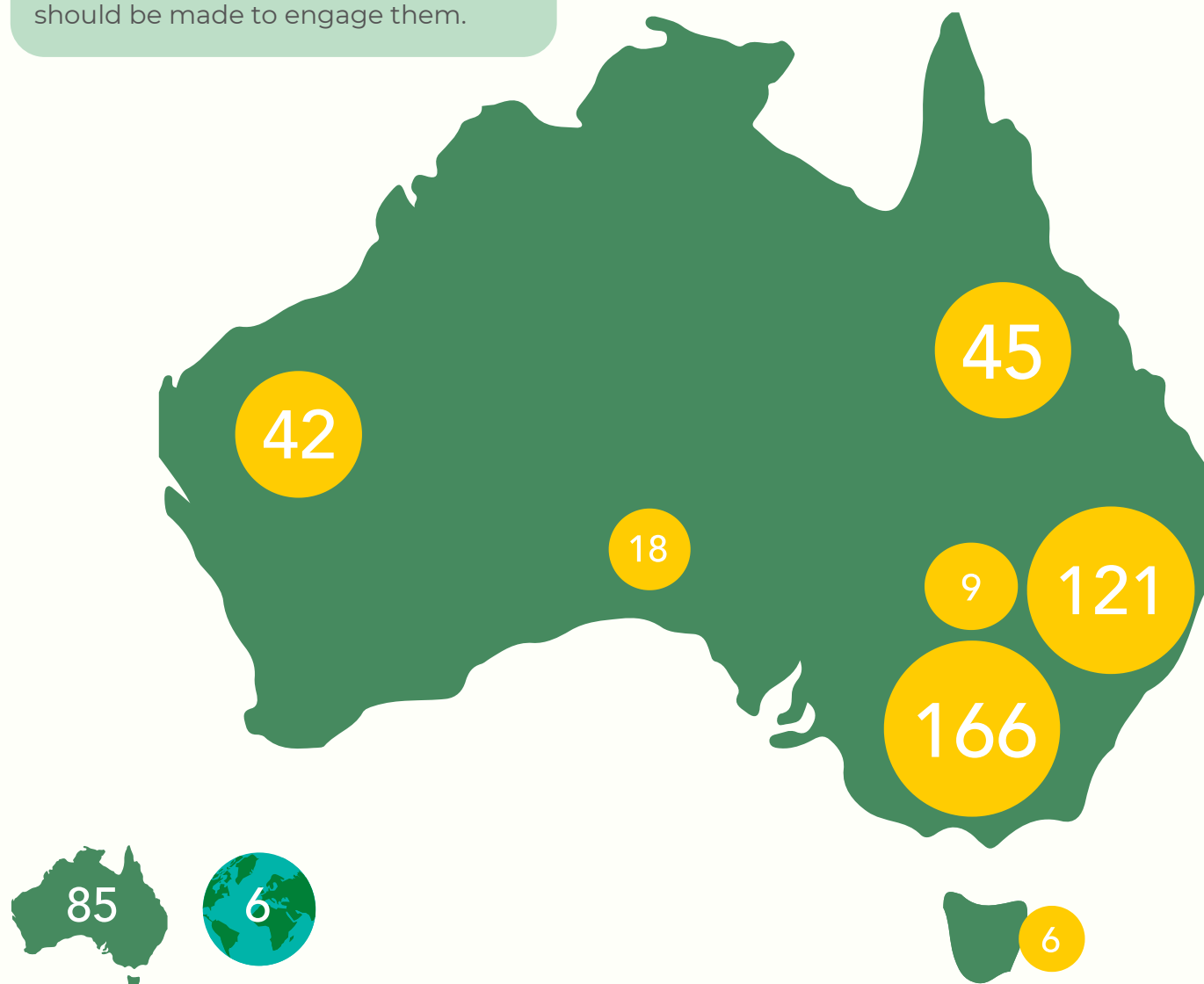
## WHAT WE DID





### Lesson #1

The campaign is struggling to reach the smaller states, and more effort should be made to engage them.



## PARTICIPATION

In 2020, we saw 498 organisations participate in the campaign.

Participation grew evenly across each state and territory following last year's campaign.

Unfortunately, Giving Tuesday has yet to reach the Northern Territory.

In 2020, we classified organisations according to the location of their operations rather than their headquarters. This led to the national and global figures shown at bottom left, in addition to the state and territory figures.

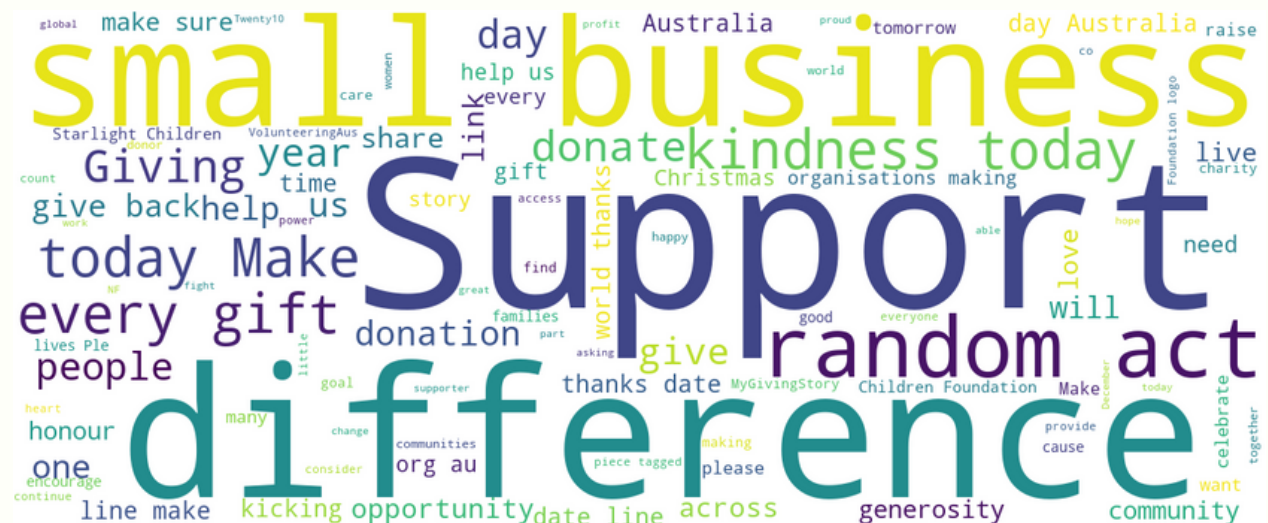


## SOCIAL MEDIA

We tracked the Giving Tuesday Australia hashtag across Twitter and Instagram to see whether or not the campaign was continuing to gain traction online.

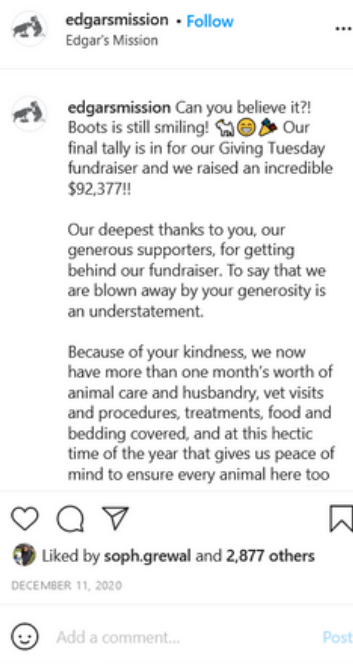
The language used in posts containing the Giving Tuesday Australia hashtag was positive overall.

**Engagement** is defined as public shares, likes and comments. **Reach** is defined as the number of different people or households exposed to a relevant post.





# SOCIAL MEDIA ACTIVITY



# SOCIAL MEDIA ACTIVITY

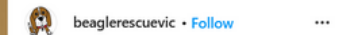
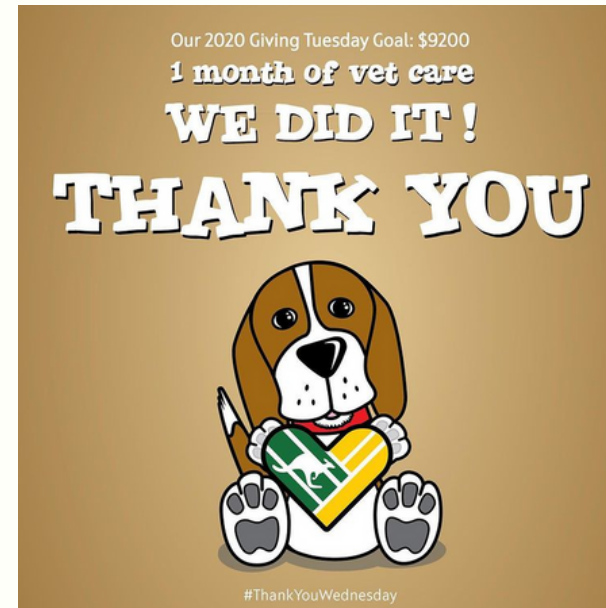


This [#GivingTuesday](#) we want to give thanks to all our supporters. So many of you have shown your support through donations, your voice, your time and by engaging with our work. Together, we have been able to achieve so much for people and nature. THANK YOU ❤️



2:25 PM · Dec 1, 2020 · Twitter Web App

8 Retweets 3 Quote Tweets 22 Likes



We reached our goal! 🐾 we couldn't have done it without each any every one of you, your sharing, tagging and donations! ❤️

And we certainly couldn't have done it without our friends @stylish.hound matching all your \$\$

We surpassed our goal and there are still some donations coming in today!

The power of people can do amazing things and we are overwhelmed with gratitude.



Liked by soggydoggydays and 102 others

DECEMBER 2, 2020

Add a comment... Post



epilepsyqld 🏆 WINNERS 🏆 Our fantastic supporter @bronz\_will\_epilepsy\_awareness nominated us in the 2020 #MyGivingStory campaign by @givenowaus as part of #GivingTuesday.

...AND SHE WON US \$1000 BIG ONES! 🎉🎉🎉

Bronwyn shared:

"#MyGivingStory is about how I give back to @EpilepsyQueensland. I regularly donate to appeals and fundraisers and I am currently holding my own fundraiser where I create and sell hand-made cards. It helps to give

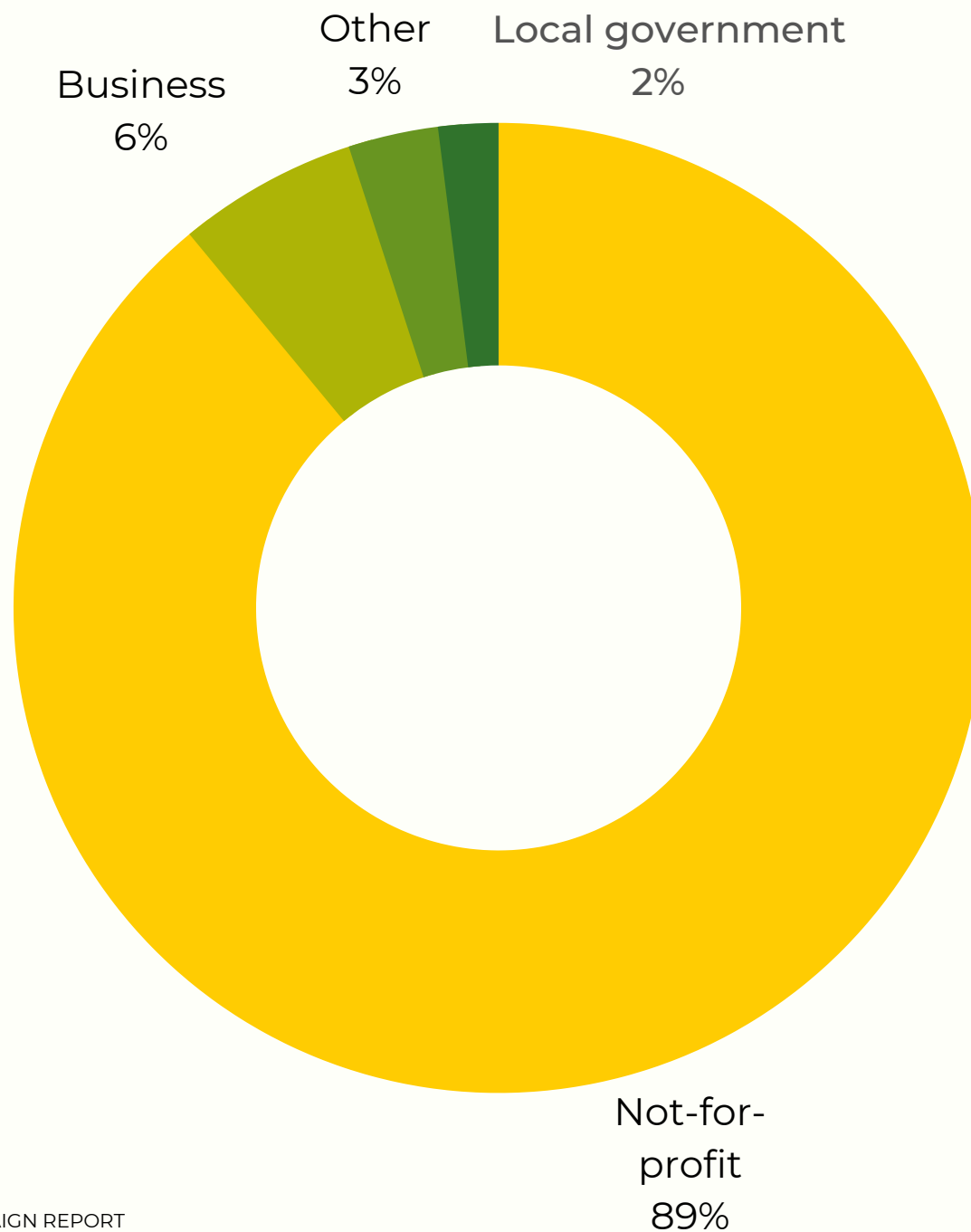


Liked by epilepsyaustalia and 53 others

DECEMBER 5, 2020

Add a comment... Post





## PROFILE OF ORGANISATIONS

Once, again, the vast majority of organisations involved in GivingTuesday in Australia 2020 were not-for-profits.

There was a small amount of engagement from businesses, and a small amount by local government..

### Lesson #2

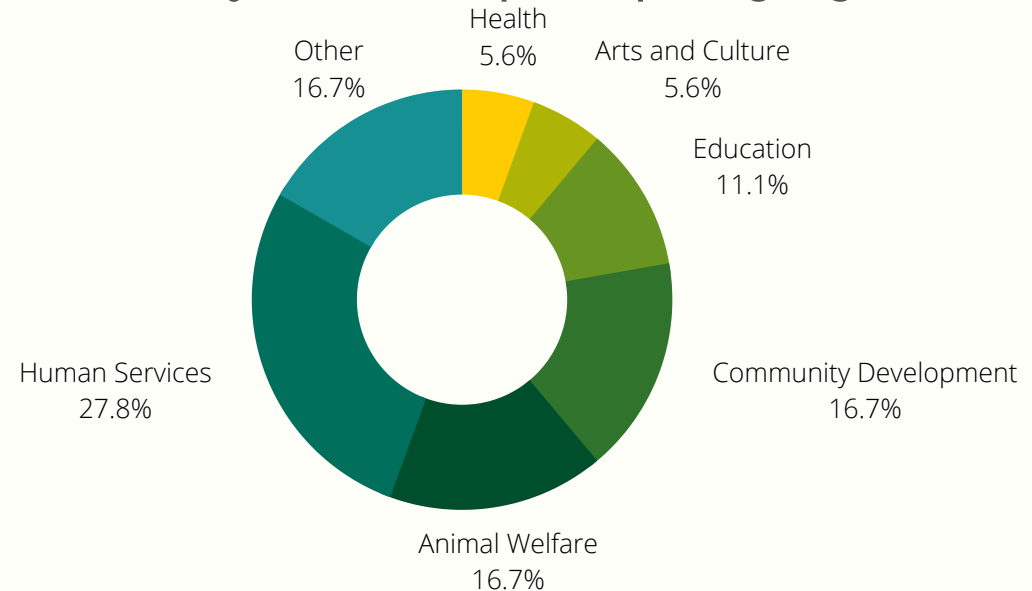
Greater effort must be made to engage business and local government in the campaign.

## IMPACT

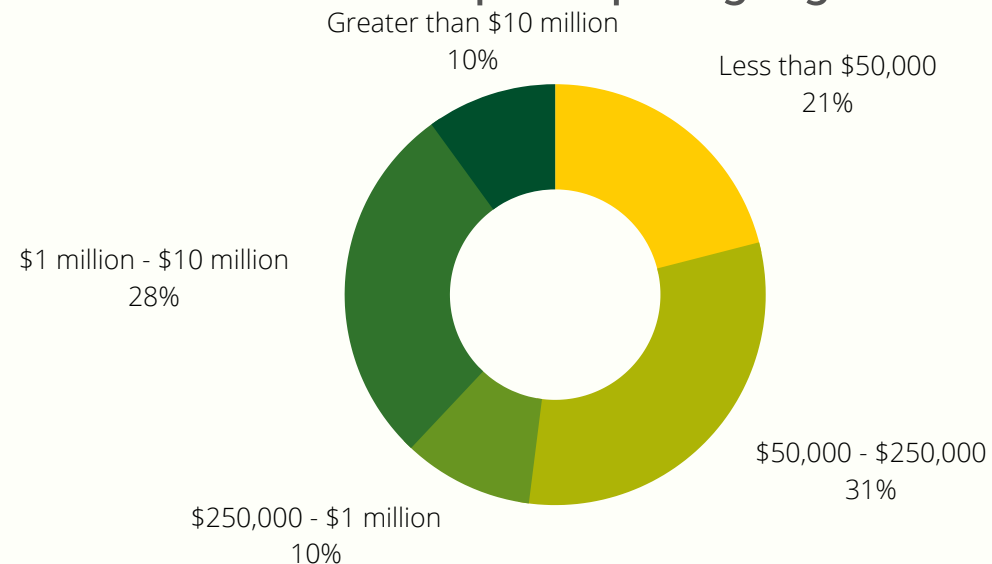
Our campaign partner, Think Impact, developed an impact scorecard to help us better understand the effects of campaign activities on the organisations and individuals that took part.

An online survey was developed to help us gain insight into the impact of GivingTuesday on the organisations that participated. The following data summarises the 19 responses.

### CLASSIE subject areas of participating organisations



### Annual revenue of participating organisations

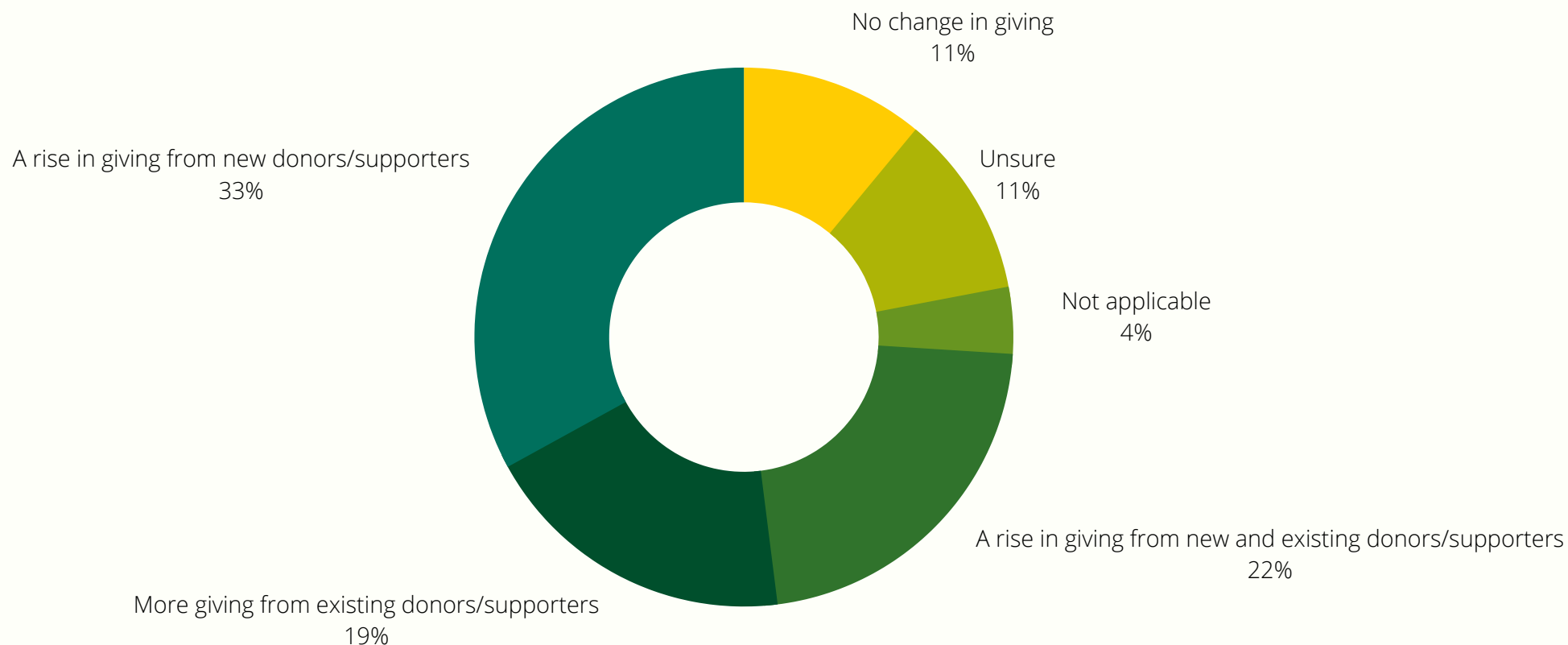




## GIVING AND RECEIVING

Respondents were asked what effect Giving Tuesday 2020 activities had on their network's giving behaviours.

The greatest change in giving was the rise in donations from new supporters (33%) alongside more giving from existing donors/supporters (19%). 22% of people responding to the survey said they experienced an overall rise in giving (22%).



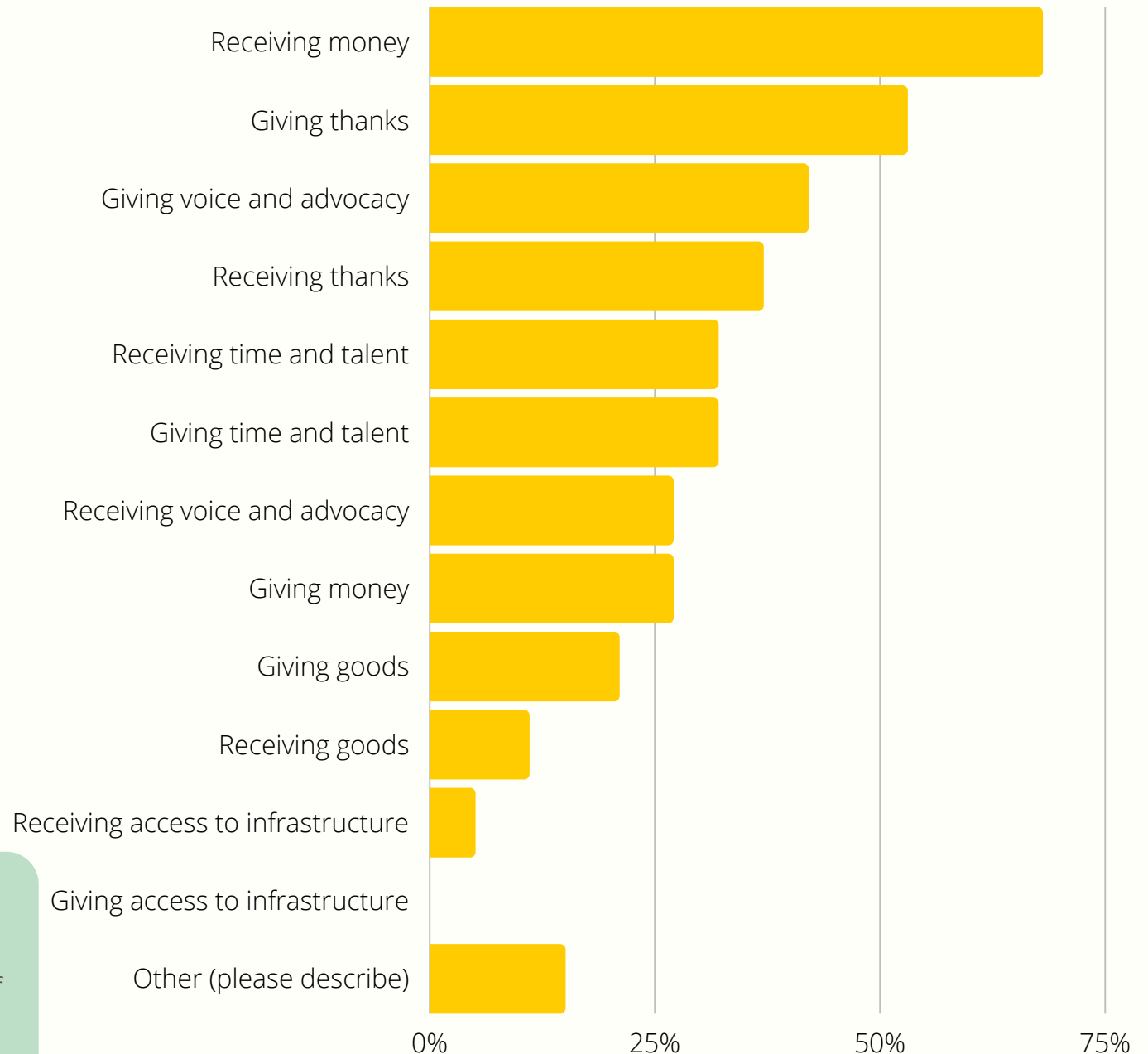
# GIVING AND RECEIVING

In 2020 the most common giving and receiving activities were *Receiving Money* (68%) and *Giving Thanks* (53%).

Other popular activities in 2020 included *Giving Voice and Advocacy* (42%), *Receiving Thanks* (37%), *Giving Time and Talent* (32%) and *Receiving Time and Talent* (32%).

## Lesson #3

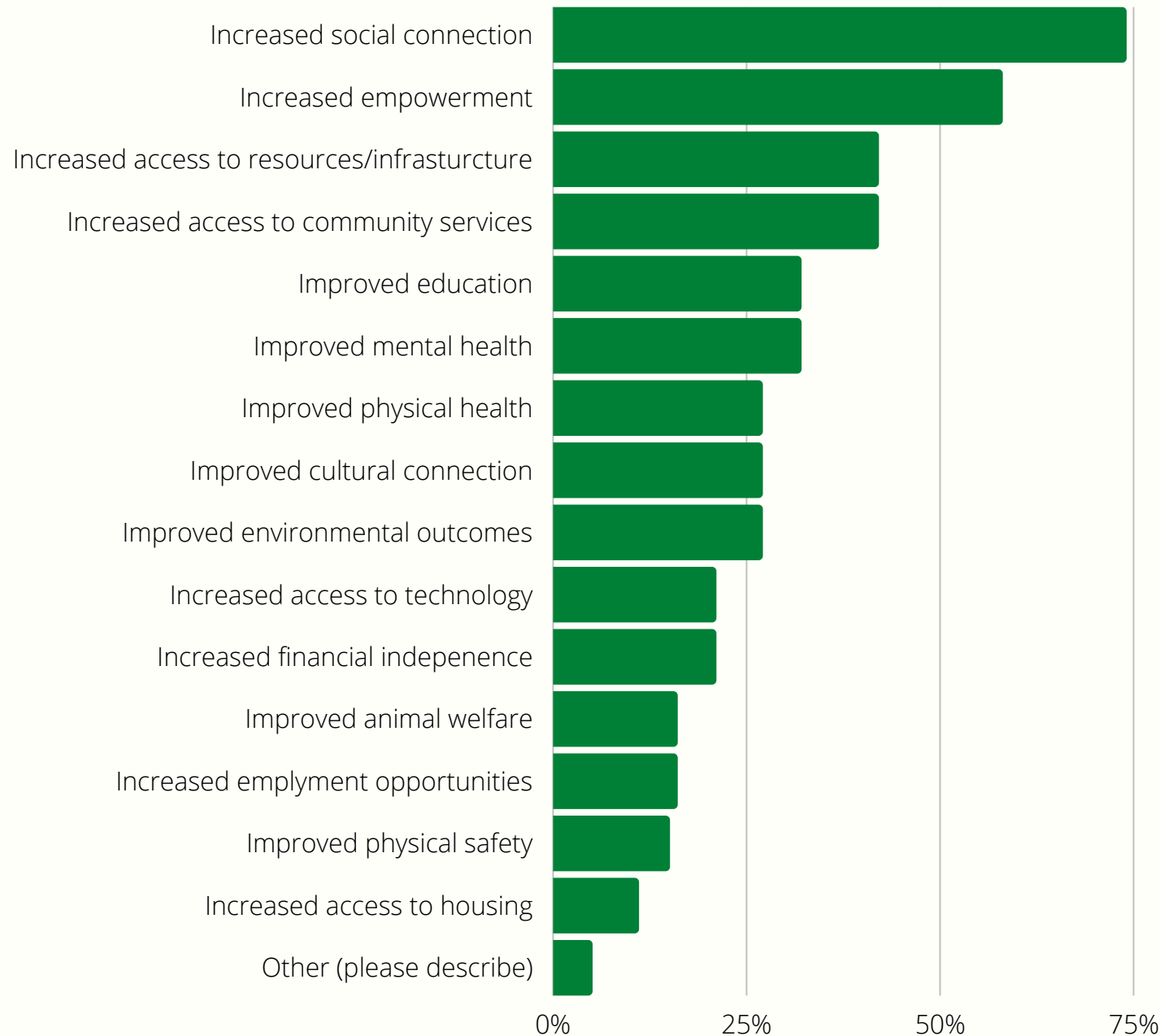
Organisations both give and receive during GivingTuesday. This finding can be leveraged to broaden ideas of giving and generosity in the social sector.





## INTENDED OUTCOMES

Almost three quarters of survey respondents (74%) aimed to contribute towards increased social connection through their activities during Giving Tuesday 2020.



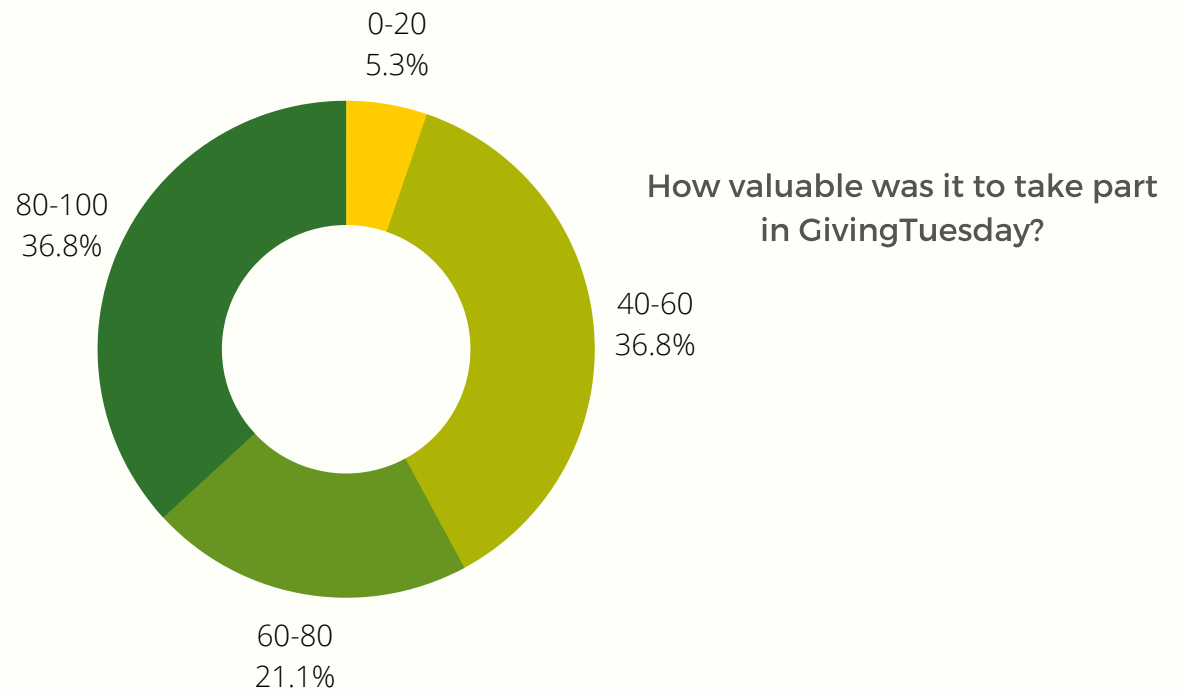
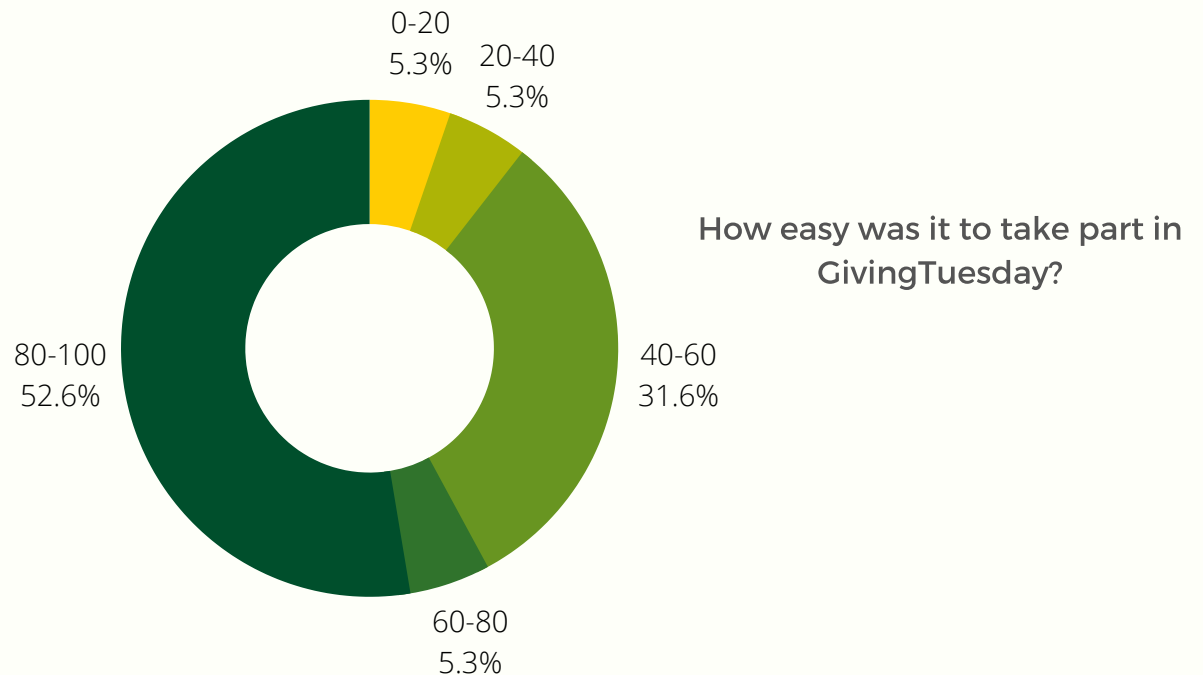
## EASE AND USE OF PARTICIPATING

Most people responding to the survey found Giving Tuesday relatively easy to participate in, giving it an average score of 70 out of 100 (with 0 being difficult and 100 being very easy).

When asked about the value of the Giving Tuesday campaign, people gave it an average score of 68 out of 100 (with 0 being not valuable and 100 being extremely valuable).

### Lesson #4

The Giving Tuesday Australia team should continue to focus on resource provisioning and increase existing campaign resources.





## FLEXIBILITY

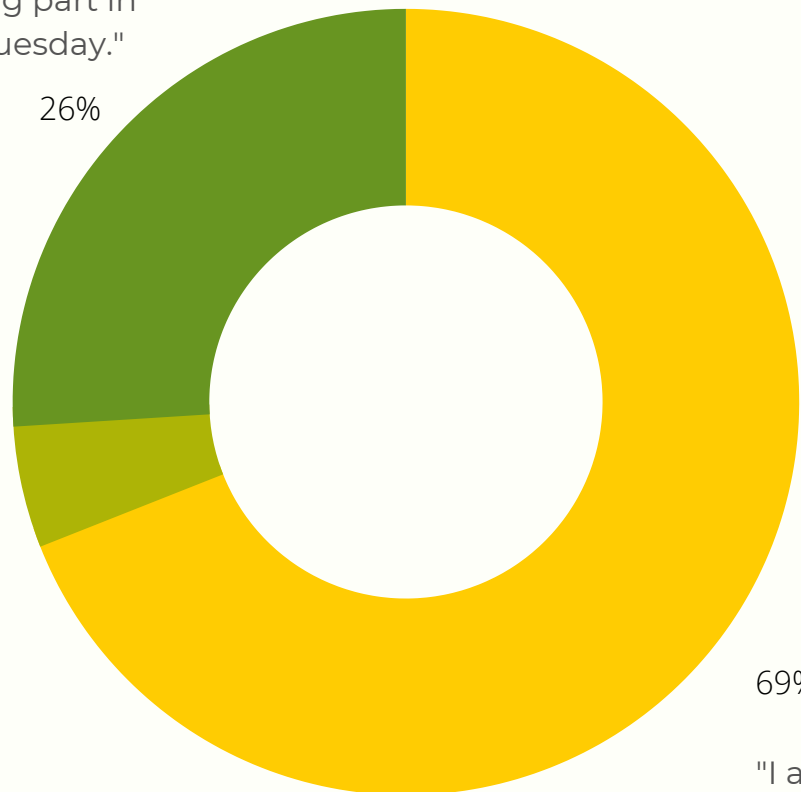
Most survey respondents (68%) said they were happy with the freedom to create their own Giving Tuesday campaign or choose how they wanted to take part.

Several open comments acknowledged that the existing resources and social media guides were very valuable.

90% of people responding to the survey used positive sentiments to describe how taking part made them feel.

"I would prefer more structure and guidance on taking part in GivingTuesday."

26%



5%

"I am unsure."

69%

"I am happy with the freedom to create my own campaign or choose how I want to take part in GivingTuesday."

### Lesson #5

Providing guidance on the different options available to organisations will help organisation select how they choose to participate.

## INNOVATION

65% of people said that Giving Tuesday 2020 inspired innovative activities. Many comments focused on increased leverage and agility across social media, including the use of influencers, focusing on messages of giving thanks, and the development of a giving app.

Corporate gift matching was also a successful new activity highlighted by several organisations.

Other examples of innovative activities included encouraging people to start their own fundraisers for a cause using their birthdays, weddings and private events, linking to Christmas appeals, connecting with local media, inviting corporate partners' staff to volunteer, and using the hashtag MyGivingStory to collect stories of impact.

**"One of our corporate partners came on board to offer a matched giving opportunity of \$24,000. We used this amount to go to our market to raise \$24,000 in 24 hours."**

**"We have only tried matched giving once before, so this was still a test for us. We were already out in market for our Christmas campaign and used Giving Tuesday as a way to commence December giving in a positive way. We sent 2 emails out to 13,000 people and 2 boosted Facebook social media posts."**

**"Our tag line was 'Double your Impact this #GivingTuesday'. Within the 24 hours we had raised \$15,000 - we then extended this out to 48 hours to finally reach our goal of \$24,000."**

- Survey respondent

**“Really great to have the online resources (guides) by the GivingTuesday team. Webinars were really helpful, would be great if the media webinar was earlier so we could do earlier planning on that.”**

**“I found it interesting how many Australians had never heard of Giving Tuesday. It seems more prominent in America, most Australians found the concept a bit interesting but after explanation felt it was quite meaningful.”**

**“We only participated on the day itself, rather than promoting it in the lead-up - we are considering exploring the latter next event.”**

**“I saw the amazing responses from #GivingTuesday 2019, I had to get my organisation on board in 2020. It’s such a great opportunity to inspire generosity.”**

**“Although we did this last year, we find that the live videos through the day are an effective way of making people feel like they were a part of the sanctuary, giving them a behind-the-scenes glimpse of where their donations were going.”**

**“Would be helpful if logos and social assets were available in Canva to edit colours and content. Would be great if there were more social assets available for charities to adapt, found the ones provided really helpful.”**

# AMBASSADORS



**JULIENNE PRICE**

Julienne Price has spent over 20 years working in the finance sector, specialising in social sector banking. Drawing on her extensive and in-depth experience across both the finance and community sectors, Julienne has driven programs to deepen sector knowledge and understanding.



**TIM COSTELLO**

Tim Costello is chair of the Community Council of Australia and the NAB's SRAC committee, and co-chair of the Charities Crisis Cabinet. He served as World Vision's chief executive officer from 2004 to 2016, was awarded Victorian of the Year in 2004 and won the Australian Peace Price in 2008.



**SUSAN PASCOE**

Susan Pascoe has served the Australian community sector for many years. She was the inaugural commissioner for the Australian Charities and Not-for-profits Commission, and a commissioner for the 2009 Victorian Bushfires Royal Commission, and she co-chairs the Charities Crisis Cabinet.



# #GIVINGTUESDAYNOW

To supplement the regular #GivingTuesday campaign, #GivingTuesdayNow was mounted as an urgent response to the unprecedented need caused by COVID-19.

In most places around the world, the event took place on May 5. In Australia, the event kicked off on May 5 and ran on four successive Tuesdays throughout May. The local campaign was anchored by Our Community, with support from the global Giving Tuesday movement. Additional support from the Perpetual Foundation helped take the campaign into the public domain.

The GivingTuesday Australia team used this campaign as a vehicle for fostering feelings of generosity in the community and to generate support for struggling not-for-profit organisations. It centered on four key themes:

May 5  
**Give  
Thanks**

May 12  
**Give  
Local**

May 19  
**Give  
Time**

May 26  
**Give!**  
(What you can)

Organisations were provided with up to date information and resources to help them establish their own activities for the campaign.

## COVID-19 Community Sector Impact Survey



**An online survey of the not-for-profit sector was conducted over two days in late April 2020.**

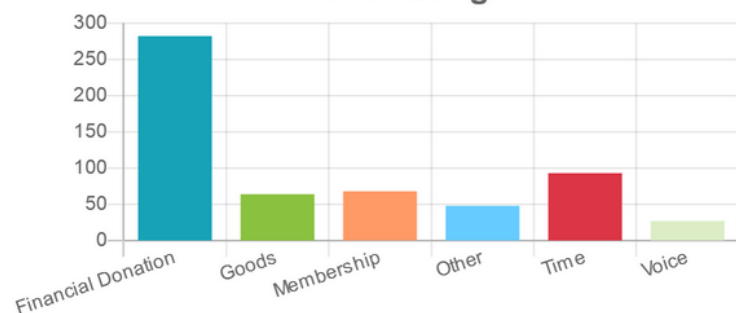
A total of 366 individuals responded. The survey was designed to help us understand what impact the COVID-19 pandemic was having on the Australian not-for-profit sector (particularly small to medium organisations), with a view to mobilising help for the sector during the #GivingTuesdayNow campaign.

The survey was used to generate media and attention for the #GivingTuesdayNow campaign, and to justify the need for us to ask people to direct some of their generosity towards this sector.

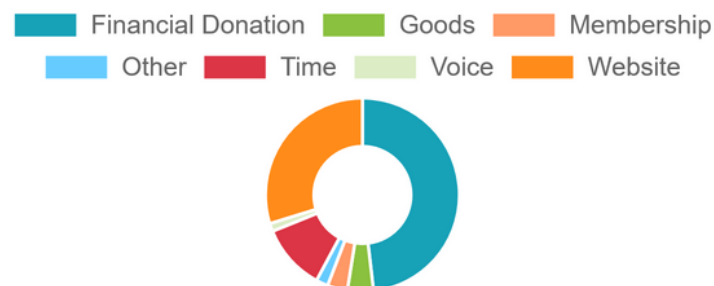
A side benefit was that many organisations who were surveyed thanked us for allowing them to describe the effects of the pandemic on their work – they said for the first time since the pandemic began, they felt seen and heard.

The COVID-19 Generosity Registry was designed and built to match not-for-profits in need with individuals who felt compelled to give. Not-for-profit organisations submit their details, including what kind of need they are trying to fill, be it financial, in-kind or otherwise. Once verified, organisation details are displayed to the public, filterable by location and interest area.

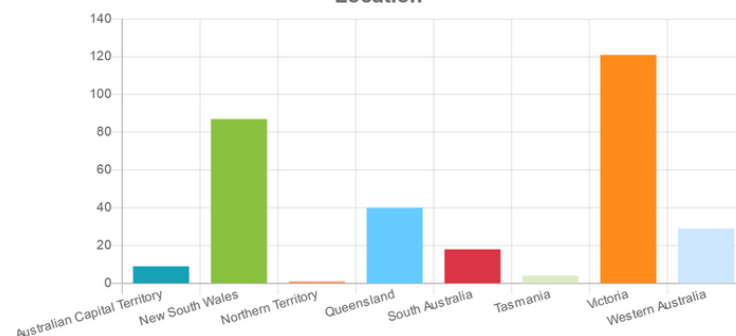
### Assistance Sought



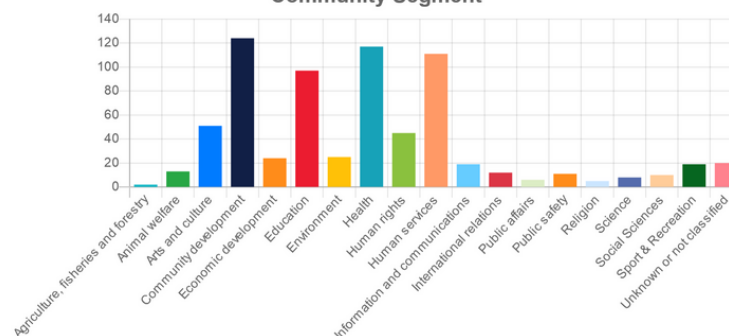
### Clicked Link



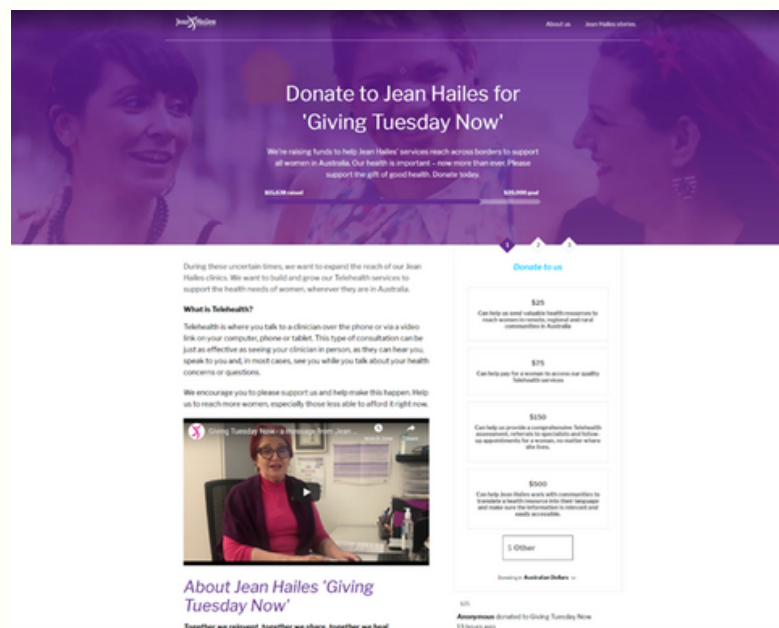
### Location



### Community Segment



# #GIVINGTUESDAYNOW



## Give! (What You Can)

We are all familiar with the impact COVID-19 has had on organisations like ours. We had to cancel all face-to-face activities, and quickly move to the online world in order to stay connected to our community.

During this time, it was our principle aim to support the continuing development of Western Sydney writers and writing as well as provide an opportunity for our audiences to connect, learn and receive some enjoyment from our offerings. This has included delivering online out of school classes, workshops, masterclasses, writers' groups, poetry slams and open mics. It has also meant podcasts, online mentorships, author talks, interviews and readings.



**Today I reach out to you for support, to ensure our programs and activities during COVID-19 can allow young creative people across Australia to stay connected and engaged within their communities.**

As a part of [Giving Tuesday](#), The Push needs your help to provide greater access to online contemporary music programs and events.

[#GivingTuesdayNow](#) is a global day of giving and unity taking place today on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.

A global threat like COVID-19 affects more than just the infected. A pandemic like this touches every person on the planet, and it presents an opportunity to come together as a global community.



# GIVINGTUESDAY

## AUSTRALIA

<https://givingtuesday.org.au>

sponsored by



[ourcommunity.com.au](https://ourcommunity.com.au)  
Where not-for-profits go for help