

## #GivingTuesdayNow: A Global Day of Unity and Giving

**We believe Public Media serves as frontline responders for coronavirus and other urgent issues in communities.** You don't just deliver information, you help individuals stay connected to their communities. Your programming and services help people remain a part of what is going on even when they may feel isolated, alone, and powerless. Now more than ever, your work is a critical component for public health, safety, and social resilience.

### Why #GivingTuesdayNow for public media?

Your communities are searching for stability, consistency and connection in this unprecedented time of crisis. They look to you for trusted information and enrichment, and want to see you as dedicated to their communities and to the issues they care about as they are. #GivingTuesdayNow is an opportunity to underscore the value you offer to the community and to individuals. Engaging your supporters and potential donors in this moment helps you strengthen that bond and build relationships that translate into lifelong support.

- #GivingTuesdayNow can help you show you are a leader and invite donors to join you in **building strong communities and making our societies stronger, healthier, safer, more vibrant and civically engaged.**
- People who participate in GivingTuesday are motivated by the energy of collective impact and are **inspired to be more generous year-round.**
- People and organizations in the social sector are using #GivingTuesdayNow to organize their communities and they have **shifted giving behaviors** around the world.
- #GivingTuesdayNow is an opportunity for everyone in your community to stand together in unity--to use their individual power of generosity to remain connected and heal.
- Just as generosity can help alleviate the isolation and loneliness that many of us feel during this time, the power of public media is a way to amplify this through a trusted voice and shared experiences. #GivingTuesdayNow is a chance to combine these elements and show your leadership in the community.
- Even as we practice physical distancing, we can remain connected through kindness and generosity--and public media is an important channel that can bring this to life every day.

### Proven to drive online giving to nonprofits\*

- **More than \$2B raised** on GivingTuesday since 2012
- Since 2017, GivingTuesday continues to be the **largest online giving day** of the year
- Nonprofits **raise more** than profits garnered during year-end when they participate in GivingTuesday
- GivingTuesday is now **one of only three days annually** where donors search for nonprofits to support

\*Sources: Classy, Network for Good, Blackbaud, The Nonprofit Times

This document is a resource for [GivingTuesdayNow: Overview and Idea exchange for Public Media](#) webinar attendees.

**For more information, contact:**

Jamie McDonald  
Strategy and Communities,  
GivingTuesday

[Jamie@givingtuesday.org](mailto:Jamie@givingtuesday.org)  
[@jamie\\_mcd63](https://twitter.com/jamie_mcd63)  
[@givingtuesday](https://twitter.com/givingtuesday)



## Leveraging #GivingTuesdayNow for Public Media

Underscore your critical service to the community year-round, and especially in times of crisis

**The more integral you are to the community and people's lives, the more likely they are to prioritize supporting you. For a full set of #GivingTuesdayNow tools and campaign ideas, click [HERE](#).**

- Host a Facebook Live session with your on-air talent to share special programming or provide a behind the scenes peek at how you are committed to keeping your shows on-air even as your staff adjusts to the current situation
- Find new ways to offer interactive content for listeners or viewers to learn more about aid and resources in their community, as well as the latest news on the pandemic
- Hold a series of youth engagement activities — host virtual lessons for youth participants to learn from public media professionals or assets
- Recognize donations by highlighting the full spectrum of generous behaviors associated with an issue area: voice, goods, time and money--and illustrate others are supporting you by sharing their personal stories of giving so others can see themselves in your supporter community
- Develop and air pledge programming centered around inspiring changemakers in your community, like the programming for weight loss and nutrition experts
- Use the insight gained on #GivingTuesdayNow to illustrate to donors how you are serving the community
- GivingTuesday inspires generosity and supports the notion that people want to make a difference in the lives of others. Create experiences with exclusive access to thought leaders, changemakers or celebrities that reinforce this notion.

## Sharing your response and value in this time of crisis

### Community outreach & content creation

- St. Louis Public Radio (WKMU): [Coronavirus In St. Louis: You Ask, We Answer](#)
- Vermont Public Radio (WVPR): ['Give and Get' — donation match campaign to local nonprofit](#)
- Northeast Indiana Public Radio (WBOI): [Side Effects Launches "Midwest Checkup" Text Group](#)
- Minnesota Public Radio News (KNOW): [Coronavirus: How to Help](#)
- Utah Public Radio (KUER): [Your Questions About Coronavirus, Answered](#)
- Arizona Public Media: [Arizona PBS and Arizona Public Media partner to provide At Home Learning to deliver educational content to teachers, students affected by coronavirus \(COVID-19\) crisis](#)

### Elevating listener voices and experiences

- Ohio Public Radio (WOSU): [Letters From Home, an opportunity to share stories about their experiences during the pandemic](#)
- New Hampshire Public Radio (NHPR): [New Hampshire Calling, pop-up call-in show designed to connect with listeners - and listeners with each other - in the time of coronavirus](#)

### Additional content to use as inspiration

- [Daily Generosity ideas to adapt and share](#)

