

#GivingTuesday 2018

Helping Nonprofits Grow



#GivingTuesday raised more than \$274 million in 2017, setting a new all-time high for total donations in the event's sixth year. That number is projected to rise.

\$274 Million
in total donations from

2.5 Million
individual donors



100%+
growth in total donations in the past two years



\$97 Million
more than the total raised in 2016

63%
of #GivingTuesday donors give *only* on #GivingTuesday



28%
increase in online donations



#GivingTuesday's Rapid Six-Year Growth

In 2012, #GivingTuesday raised \$12,000,000, which was an incredibly successful introductory year. In the five years since its inception, there has been over 2000% growth in the event.



#GivingTuesday Top Donations by State

- 1 California
- 2 New York
- 3 Massachusetts
- 4 Washington D.C.
- 5 Virginia



Maximize #GivingTuesday Exposure

A study was done of the most impactful words used on Twitter by nonprofits during #GivingTuesday. The following are the most tweeted and retweeted words used by nonprofits to raise #GivingTuesday awareness:

Keyword in Tweet	# of Tweets	# of Retweets
RT	89,222	556,247
GivingTuesday	83,237	496,454
Donate	9,469	73,176
Help	14,948	103,398
Today	11,167	737,92
Giving	7,044	454,04
Amp	11,008	68,376
Please	5,754	33,407
Support	14,266	78,866
Give	11,519	62,681



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Sources:

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- Segedin, Andy and Hrywna, Mark. "#GivingTuesday Hits Record \$274 Million." The Nonprofit Times.
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<<https://www.wholewhale.com/tips/givingtuesday-stats-and-facts>>
- "#GivingTuesday Insight Report 2017." DataKind.
<<https://www.givingtuesday.org/sites/default/files/2017-07/Giving-Tuesday-Final-Report.pdf>>