What is GivingTuesday?

Giving Tuesday is a global day of giving that happens each year after Black Friday and Cyber Monday. It’s a time when Canadians, charities and businesses come together to celebrate giving and participate in activities that support charities and non-profit organizations. There is no specific formula you must follow to participate just as long as your initiative supports generosity and giving. Get creative by donating, volunteering, helping a neighbour, or spreading the message of giving.

Examples of how you can participate

1. Donate a portion of sales of from this day to a charity of your choice

2. Ask staff to donate a portion of their tips (restaurant matches the staff contribution) or pick an item from your menu with a portion of sales of that item going to a charity of your choice

3. Promote a specific GivingTuesday product/item. If customers purchase that promoted item, donate a portion of the proceeds to a local cause.

4. Offer discounted products or services in exchange for customer donations. Drive foot traffic and sales to your business by advertising that a specific product or service is 20% off on GivingTuesday when customers bring in a non-perishable food item, or gently used warm clothing, or a new unwrapped toy.

5. Announce a gift. If you were already planning on making your annual gift to a local organization, do it on GivingTuesday! You’ll be able to amplify your efforts by leveraging the GivingTuesday buzz - and it’s a great way to engage your customers in the process.

It does not matter how you decide to participate as long as you participate! If you already support a cause that is important to you lets highlight it for GivingTuesday. We want to get the word out that the St. Marys business community is a giving community and with the help of the community we can make GivingTuesday an amazing day.

Why Participate?

- Engage your staff and customers to participate in a global charitable movement.
- Gain new customers and nurture existing customers before the busy holiday shopping season begins and drive more sales throughout December
- Customers are likely to identify more strongly with a brand that supports meaningful causes!
- Increase sales by promoting “GivingTuesday specials”
• Leverage the strong social media presence of GivingTuesday to attract attention
• Demonstrate your business’ commitment to the local community
• Create new valuable community partnerships through collaboration with other businesses or charities in the name of social good
• Leverage the good you’re already doing for greater impact for the causes you support

How we will promote this event

St. Marys Downtown BIA will promote this event through print advertising and through a social media campaign. Please let Andrea Macko-Hodges know how you plan to participate and we will ensure you are included in the promotion. She will visit your establishment to either do a short video or work with you on the #unselfie social media campaign.

#UN.self.ie

Noun (uhn-sell-fea)

The challenge: To take a “selfie” explaining how or why you and your friends are giving-back this year.

If you would like to investigate more about Giving Day Tuesday you can go to the official site
http://givingtuesday.ca/