

#GivingTuesdayNWO

Nonprofit Frequently Asked Questions

Q: What is #GivingTuesday™?

A: It is a global day dedicated to giving. Following Black Friday, Small Business Saturday and Cyber Monday, #GivingTuesday™ is a time when charities, families, businesses and individuals around the world come together for one common purpose: to celebrate generosity and to give. In 2023, #GivingTuesday™ will be held on November 28. Northwest Ohio nonprofits are encouraged to launch their own day-long local #GivingTuesdayNWO campaigns that day. To learn more about the national movement, visit www.givingtuesday.org. To learn more about the local #GivingTuesdayNWO please visit <https://www.toledocf.org/giving-tuesday-2023/>.

Q: Where can I get more information on how to conduct a successful #GivingTuesdayNWO campaign?

A: To learn more about the national movement and access other helpful resources, visit www.givingtuesday.org. You will also find #GivingTuesday resources on The Center for Nonprofit Resources website: www.c4npr.org.

Q: How will Greater Toledo Community Foundation support the campaign this year?

A: Greater Toledo Community Foundation will promote the day to increase engagement among donors in our community. Those eligible nonprofits that notify us of their Intent to Participate in #GivingTuesdayNWO will be promoted on the GTCF website throughout the months of October and November. The Blade will run ads to support our efforts to encourage those interested in giving on that day to choose to support one of the eligible nonprofits from that list.

NEW THIS YEAR: In celebration of Greater Toledo Community Foundation's 50th Anniversary, in 2023, registering your organization's Intent to Participate in #GivingTuesdayNWO will also qualify you for further promotion during our December anniversary celebration event – The Giving Tree project. Organizations' registered for #GivingTuesdayNWO will also be promoted on our 50th Anniversary microsite, www.50YearsForToledo.com, encouraging Toledo area residents to support our local nonprofits during the holiday season. This promotion will run November 16 through December 31, 2023.

Q: How does an organization register their intent to participate in #GivingTuesdayNWO?

A: Organizations must register their participation in the #GivingTuesdayNWO local campaign through the Greater Toledo Community Foundation website by 11:59 pm on November 1, 2023. The link to an online registration form (Intent to Participate) can be found in Step 1 for nonprofits at <https://www.toledocf.org/giving-tuesday-2023/>.

Registration will open on October 2.

Q: How will an organization know if they have successfully registered to participate in the program?

A: An updated list of registered nonprofit organizations will be uploaded to the Foundation website on October 17, October 24 and November 1. A final list of eligible nonprofit organizations will be published no later than 4pm on November 16, 2023.

Q: Are there any other steps we should take to participate in this program?

A: Yes. In order to participate, organizations must agree to place the #GivingTuesdayNWO logo and a link to their donation page or donate button on the organization's homepage. To obtain the #GivingTuesdayNWO logo, please visit <https://www.toledocf.org/giving-tuesday-2023/>.

Additionally, organizations are asked to complete a results survey after the conclusion of #GivingTuesdayNWO. Responses to the results survey will be collected during a limited window of time from November 29 through December 13, 2023. A link to the results survey will open on the Greater Toledo Community Foundation website <https://www.toledocf.org/giving-tuesday-2023/> on November 29, 2023. These questions include, but are not limited to, the total amount of dollars raised and the organization's implementation strategy.

Q: Can donations be made directly to Greater Toledo Community Foundation on behalf of an eligible, participating organization?

A: No. The Foundation cannot accept any donations on behalf of nonprofit organizations. All donations must be made directly to the organization itself.