Giving Together

How Facebook and The Bill & Melinda Gates Foundation are Working to Grow the Charitable Giving Pie
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Executive Summary

Since 2016, the Bill & Melinda Gates Foundation and Facebook have been partnering to create an impactful Giving Tuesday on Facebook. Giving Tuesday became an even more powerful moment in 2017, when people were encouraged by the power of their communities, combined with a larger matching incentive and new ways to give online.

In 2017, Facebook and the Bill & Melinda Gates Foundation pledged a combined $2 million in matching donations to US and UK* nonprofits that use Facebook to fundraise on Giving Tuesday. On that day, 473,000 people raised over $45 million for over 46,000 organizations.

There were several program features that resulted in widespread interest from both donors and nonprofits, equitable matching distribution, and interest from first-time donors.

A matching structure was created to spread the matching dollars amongst small and large nonprofits, encouraging all types of nonprofits to mobilize their supporters. Facebook also created new ways for people to donate to nonprofits that they care about, offering new donation entry points that make it easy to create a fundraiser and donate.

The $2 million matching fund served as a powerful motivation for people to give on Giving Tuesday, resulting in larger donations on that day because donors knew their contribution could be matched. In addition, Facebook used notifications to remind page admins and donors about Giving Tuesday. This resulted in the groundswell of new donors and new fundraisers. Most notably, over 75% of donors on Giving Tuesday in 2017 were first-time donors on Facebook.

The partnership between Facebook and the Bill & Melinda Gates Foundation on Giving Tuesday has resulted in increased awareness of Giving Tuesday, a spike in first-time donors, and new potential to grow Giving Tuesday in countries such as the UK. There are also promising trends that show that Giving Tuesday has the potential to encourage donors outside of the fundraiser creator’s immediate Facebook community.

* Bill & Melinda Gates Foundation funds were used to match donations to US nonprofits only.
This white paper will cover key components of analysis regarding Giving Tuesday 2017:

- Summary of impact
- Ways to motivate people to give
- Fundraising activities
- International growth
- Case studies
Introduction

Giving Tuesday, also referred to as #GivingTuesday, provides an opportunity each year for people to discover new ways to give back and support the causes that mean the most to them. Although it’s only one day out of the year, this giving moment is growing globally and can be leveraged by many nonprofits to showcase their mission and raise funds.

In 2017, Facebook and The Bill & Melinda Gates Foundation pledged a combined $2 million in matching donations to US and UK nonprofits who used Facebook to fundraise on Giving Tuesday. This matching pledge was created to help encourage people to give to nonprofit organizations.

As we look back on the impact made on #GivingTuesday 2017, we want to share some insights from our combined efforts.
INTRODUCTION

We employed several strategies designed to grow the charitable giving pie:

CREATE INCENTIVES TO PARTICIPATE

By pledging $2 million in matching grants and waiving all fees (as of November 27, 2017) on nonprofit fundraisers on Facebook, donors and creators had new incentives to participate in Giving Tuesday 2017. In addition, the matching structure was created to distribute matching dollars equitably by enforcing a match cap of $1K per fundraiser and $50K per nonprofit. By spreading matching dollars to more organizations, nonprofits were incentivized to mobilize their supporters to create fundraisers for them.

PROVIDE NEW AND IMPROVED FUNDRAISING TOOLS

In 2017, Facebook created new ways for people to easily support nonprofit organizations they care about. In addition to fundraiser and the Donate Button on nonprofit pages, people could create fundraisers on their birthdays and add the Donate Button to live videos and posts. Facebook also made it easier for fundraiser creators and benefitting organizations to thank their donors by launching the Thank You tool, which encourages creators to stay engaged.

AWARENESS BUILDING

There were multiple promotional marketing efforts to nonprofit page admins to incentive them to educate their supporters, and to people to motivate them to create a fundraiser and donate. First, Facebook launched pre-Giving Tuesday ads to potential donors and creators. Then Facebook launched two pre-Giving Tuesday and one day-of promotional callouts in the News Feed to notify potential donors and creators about this day of giving. Facebook also promoted new tools to nonprofit page admins before Giving Tuesday.
Impact Snapshot

With donations both big and small,

473,000

people helped raise over

$45 Million

to support over

47,000 organizations.
**IMPACT SNAPSHOT**

**Giving Tuesday Growth**

Fundraising on #GivingTuesday has been on the rise in the US overall and in particular on Facebook. On Giving Tuesday 2017, there was over $100M more in giving in the US than in 2016. In 2016, the amount raised on Facebook in the US equaled 4% of the overall US total. This past Giving Tuesday, donations on Facebook represented 15% of the overall US total. We are continuing to raise awareness and support for #GivingTuesday and hope to help the nonprofits behind this movement reach even higher records this coming year.

**Dollars Raised on Giving Tuesday in the US 2016 vs. 2017**

In addition to donation totals, the growth of Giving Tuesday can be seen from the public’s increased awareness of the event. Facebook user surveys conducted before and after Giving Tuesday showed a 17-point lift in awareness. (Facebook survey, Nov–Dec. 2017, users in the US ages 18+.)

Overall, the event and its immediate lead-up spurred a large increase in public awareness of Giving Tuesday.

Facebook employed a portfolio of tactics to promote Giving Tuesday in the days shortly before the event, including messaging to admins of nonprofit pages and notifications to people to remind them about the occasion.
Inspiring More Giving

As a premiere fundraising moment, Giving Tuesday is also able to attract donors who don’t necessarily have defined donation practices. In 2016, the vast majority of donors who donated on Giving Tuesday had never previously given on Facebook. By Giving Tuesday 2017, Facebook’s charitable giving tools had been around for a longer period of time, and thus more people were previous donors. Even so, a large group of donors gave on Facebook for the first time.

In 2017, 75% of donors who donated on Facebook for Giving Tuesday were first-time donors. This is a promising sign that Giving Tuesday is spurring donations from people who otherwise may not have been inclined to donate.

Many of these donors continue to give even outside of Giving Tuesday—out of the people who gave for the first time this Giving Tuesday, over 20% have already donated again in the few months that have passed since the event.

**Number of First Time Donors on Facebook on Giving Tuesday**

- Number of GT donors who donated on Facebook for the first time on Giving Tuesday
- Number of GT donors who have already donated on Facebook before Giving Tuesday

![Chart showing the number of first-time donors on Facebook for Giving Tuesday in 2016 and 2017. In 2016, there were 98K first-time donors. In 2017, there were 356K first-time donors.]
International Growth

Both the Giving Tuesday movement and Facebook’s fundraising tools were first introduced in the US but are now growing rapidly in other countries as well. The UK has been a particularly fast-growing market.

In 2017, Facebook saw the effectiveness of a matching incentive and market-specific campaigns to the donors, creators, and nonprofits in the UK. That year, Facebook tested the incentive of a match offering for UK charities in addition to US charities—and also launched targeted marketing efforts to US and UK charities early on, to encourage them to sign up and educate their supporters to create a fundraiser.

While Giving Tuesday continues to be driven by US participation, a matching incentive in market-specific campaigns is effective in driving more donations in a country where the event already has traction.
Activity
People’s circle of donors grew on #GivingTuesday

On Facebook, fundraiser creators can harness the combined giving power of their Facebook community. So, a major source of fundraiser donations comes from the fundraiser creators themselves and their friends. This group has a personal connection to the fundraiser, which may be one of the reasons that people feel encouraged to give. In contrast, other donors do not have a direct connection to the fundraiser creator but still give in order to benefit the nonprofit’s cause. This group, labelled as “Unconnected” on the graph below, played a relatively more significant role on Giving Tuesday compared to a typical day.

On Giving Tuesday, the percentage of fundraiser donations that came from people unconnected to the fundraiser creator was nearly double that of a typical day. This shows the potential for nonprofits and fundraiser creators to use Facebook to reach donors outside their existing community. It also shows that Giving Tuesday encourages people to donate to nonprofits and causes, even when there is not an obvious personal connection.

% Donation on Fundraisers on Giving Tuesday by Donor Type

- Friends
- Creator
- Unconnected
Matching works to increase donations

In the lead-up to Giving Tuesday, Facebook’s promotional materials highlighted the opportunity for donors to receive a matching donation until funds ran out.

Throughout Giving Tuesday as a whole, average donation amounts exceeded those that were previously seen on a typical day. This was especially true during the time period in which donors knew they could take advantage of a match. During that time period, large donations poured in from donors whose donation impact would likely be doubled through the match.
Nonprofits big and small benefitted from Giving Tuesday

In 2017, Facebook instituted a cap on the maximum amount that any one charity could receive in matches, to ensure that many different nonprofits could benefit from the match. In 2016, Facebook set a cap so that no single fundraiser could receive more than $1000 of matching funds. In 2017, Facebook instituted that same per-fundraiser cap and also introduced a rule that no single charity could receive more than $50,000 of matching fund. This cap indeed allowed the matching fund to spread out amongst many nonprofits. On Giving Tuesday 2017, over 1,800 different nonprofits received some amount of matching funds.

In total, over 46,000 different nonprofits received a donation on Giving Tuesday 2017. Nonprofits of all sizes were able to benefit. The graphic below looks at all nonprofits receiving payments through Facebook as of Giving Tuesday 2017 and organizes them into groups based on the size of the nonprofit’s Facebook fan count (the number of people who have liked their Facebook Page).

We also see that nonprofits of many different sizes were able to raise a substantial amount. The below graphic shows, for different sizes of non-profits, the combined funds raised by all onboarded nonprofits of that size on Giving Tuesday.

Although smaller charities have a relatively smaller Facebook footprint, they were still able to benefit significantly from Giving Tuesday. The nonprofits that raised the most as a group are the ones of moderate size, meaning they have 1,000–10,000 Page Likes each. The total amount raised by the smallest non-profits combined is very comparable to the amount raised by the largest non-profits combined.
In 2017, nonprofits had a more developed suite of tools at their disposal to raise funds and engage their supporters on Facebook. In 2016, people could create Facebook fundraisers, Page donate buttons, and post donate buttons in order to receive a Giving Tuesday match. In 2017, Facebook enhanced their fundraiser products by introducing birthday fundraisers and Live video donate buttons. Each fundraising tool has been developed with the intention of meeting supporters where they are on Facebook—more people began to go Live in 2017 at events that pertained to a cause they cared about, so we added a Donate Button to Live video to complement this organic behavior. We offered this match on Giving Tuesday to this expanded suite of fundraising products.

~$45M
Organic Fundraising

$31.2M
Non-birthday Nonprofit Fundraisers

$6.4M
Donate Buttons on Page

$5.8M
Donate Buttons

$1.5M
Birthday Fundraisers
Charity Page “Call to Action” Donate Buttons were a significant source of donations

Aside from fundraisers, the Donate button on nonprofits’ Facebook Pages generated the most funds on Giving Tuesday at $6.4M in total. This product is a button that appears on a nonprofit’s Page once that nonprofit has onboarded and turned on the button. When people visit that nonprofit’s Page, they can read about their work and donate directly from their Page.

For nonprofits that enabled the donate button, this was often a substantial source of Giving Tuesday funds. Some pages were particularly successful with their Page donate buttons and raised tens of thousands of dollars through their page alone. Out of the top 15 campaigns on Giving Tuesday (all of which raised over $40,000 each), 7 were charity Page donate button campaigns.

Given this observation, nonprofits that don’t have this button enabled may want to consider activating it and educating their supporters to point them to this donate button. This way, nonprofits can benefit from having an additional donation channel.
José Andrés’ Fundraiser for World Central Kitchen

José Andrés founded World Central Kitchen after the devastating 2010 earthquake in Haiti, realizing that chefs can act fast in times of disaster and create solutions to end hunger and poverty. In response to the devastation caused by Hurricane Maria in Puerto Rico, World Central Kitchen created a Facebook Fundraiser with a goal to raise enough money to provide over 3 million meals to Puerto Ricans.

STRATEGY

Relevance
Used a current crisis in Puerto Rico, paired with #GivingTuesday, to create a relevant and authentic ask for donations.

Impact
Chef José showcased his experience and ability to use donations to create impact, and showed the tangible outcome from a specific donation amount.
CASE STUDIES

Best Friends Animal Society

To complement their existing #GivingTuesday fundraising efforts, Best Friends Animal Society had their various chapter Pages go Live using the donate button to incrementally raise money toward the organization’s national fundraising goal. Best Friends Animal Society - Los Angeles broadcasted a “kitten break” from their nursery to inspire viewers to give to their programs that rescue animals from being killed.

STRATEGY

Authenticity

They went live, with all programming off-the-cuff. By showing the animals that would be benefiting from the dollars raised, their live videos allowed viewers to connect with their cause. As they put it, “real subject matter, in real time.”

Approachable

They used content that was light and enjoyable as a vehicle to share their cause.
Wags and Walks

Patrick Stewart and his followers started posting photos of dogs they had rescued.

$19,340
funds raised

Personal Fundraiser
products used

STRATEGY

Build Connection

Patrick Stewart used his fundraising page to let people share their rescue dog stories. This created a lot of engagement with his fundraiser, which became an aggregate of inspiring testimonies related to the cause.

Personal

Patrick Stewart’s fundraiser shared his personal connection to rescue dogs as a way to tie himself to the cause. This created an inspiring and relatable connection to his fundraising goal.
Effective altruism is a community of people using high-quality evidence and careful reasoning to work out how to help others as much as possible, focusing their efforts on the most promising solutions to the world’s most pressing problems. For Giving Tuesday, the Effective Altruism Facebook Group created a strategy for capitalizing on the $2M matching fund.

$379K for 33 Nonprofits

Fundraisers

products used

STRATEGY

Coordinate

Created a Facebook Group to coordinate fundraising efforts on Giving Tuesday in a way that could maximize their matching dollar potential.

Plan Ahead

People created a fundraising page for their nonprofit of choice, collected pledges for that nonprofit in advance of Giving Tuesday, then prompted their pledgers to donate the second the matching Funds were made available.
Conclusion

Our research shows that shared connections within communities can be powerful—strongly motivating people to donate to important charitable causes that matter to them and their friends. While philanthropy is an ancient tradition, giving has evolved over time as new technologies emerge and provide additional ways for people to donate to what is important to them. Facebook is just one vehicle that people can use toward this effort, and our hope is that our tools will continue to be additive and contribute to growing the larger charitable giving pie.