

How Is Your Company Celebrating #GivingTuesday?

Network for Good Has a Few Ideas

#GIVINGTUESDAY™
12.3.13

Network for Good is a social enterprise that empowers corporate partners and nonprofits to unleash generosity and advance good causes. Network for Good works with companies to help refine a cause strategy perfectly suited to business and philanthropic goals and implement effective cause initiatives powered by our proven donation platform. We have processed nearly \$1 billion in donations for more than 100,000 nonprofits since our 2001 founding by AOL, Cisco, and Yahoo!. For more information, visit www.networkforgood.org/partner

Tuesday, December 3, 2013, is #GivingTuesday™, a national movement to add a day of charity and doing good to the lineup of national shopping days Black Friday, Small Business Saturday, and Cyber Monday. It's a day of generosity, and an opportunity for your company to join employees and customers in making a difference. Plus, research shows that doing good is just plain good for business.

Not sure how to get involved? We've got you covered.

1. Host a giving day for featured causes.

To celebrate #GivingTuesday, Network for Good has pledged to help companies that want to host a giving campaign for one or a handful of featured charities. With a commitment of matching funds or marketing, your company can invite employees and customers to support nonprofit partners through a complimentary branded giving page*. Your company will be able to track impact in real time and join other brands encouraging charitable activities on this national day of giving.

2. Promote a crowdfunding challenge.

Our partner CrowdRise has all the tools you need to create a fundraising challenge and spark the spirit of competition among your employees and customers to see who can do the most good. Employees and customers can set up a fundraiser for their favorite charity, recruit friends and family to join their team, or donate to the cause. Your company can catalyze action by offering matching funds or other incentives to reward fundraisers and donors, and amplifying charitable impact.

3. Pay it forward with charity gift cards.

Network for Good's charity gift card product—The Good Card®—allows your company to pay it forward to employees and customers, letting them choose which causes to support. The Good Card, which can be branded to your needs, has a stored value that can be redeemed as a donation to any of over 1 million charities. Let your audience spread help and hope wherever they choose this #GivingTuesday.

*Network for Good's complimentary branded giving page is offered for limited use and only with a commitment of matching grant funds and/or marketing to 5,000+ users.