

5 Stats for #GivingTuesday Growth

It's no lie that #GivingTuesday is on the radar of every charity, nonprofit, and school year after year 2025.

Predictions estimate
\$3.74 billion

will be raised on #GivingTuesday.

This infographic includes #GivingTuesday data your organization can use to grow this #GivingTuesday and beyond.



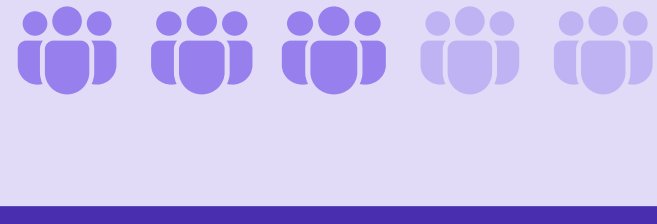
Mark these upcoming #GivingTuesday dates on your calendar:

2025
December
02

2026
December
01

2027
November
30

Over **8 out of 10** organizations that participated used #GivingTuesday to try something new.



If you (or your donors) are experiencing fatigue, consider #GivingTuesday as a chance to try something new and attract new donors. Try a voting campaign, a peer-to-peer or social fundraising campaign, or a text-to-donate campaign.



TOOLKIT FOR A SUCCESSFUL GIVINGTUESDAY

Don't miss these fundraising ideas, templates, and trends to get your 2025 #GivingTuesday campaign up and running.

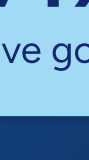
[Open the toolkit](#)

Every year, #GivingTuesday becomes more than a day of donating money.

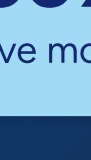
Allow your supporters to give their time by volunteering or advocating.

You can also hold a drive for goods.

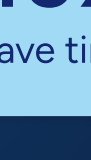
In 2024, out of millions of #GivingTuesday participants:



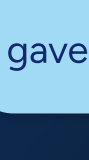
71%
gave goods



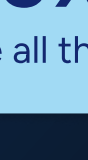
66%
gave money



43%
gave time



33%
gave two of three



23%
gave all three

Your social media strategy for #GivingTuesday matters more than you may think. Getting your voice in the mix by using both unique and popular hashtags will increase your impressions and engagement, drawing more eyes to your profile and your mission.



The **#GivingTuesday** hashtag gets **BILLIONS** of impressions every year



PRO TIP

Create [#GivingTuesday templates](#) you can share with your staff, board, committee members, volunteers, and any other supporters of your mission. By enabling participation, you can reach their friends, family, and followers. It's worth the time and effort!

Recurring donors give

42%

more per year than those who make a one-time gift.

Recurring giving is often overlooked, but it can ultimately result in more impactful donation amounts and stronger donor relationships. Turn your #GivingTuesday appeal into a recurring giving campaign or include it as an option for your donors.

TURNING YEAR-END DONORS INTO RECURRING SUPPORTERS

#GivingTuesday marks the beginning of a crucial period for nonprofits, often attracting a surge of one-time donors eager to support a cause. However, the real opportunity lies in converting these donors into recurring supporters who provide sustained funding throughout the year.



This video on demand in partnership with GivingTuesday, shares how to strengthen donor relationships, create compelling recurring giving programs, and leverage data-driven insights to enhance donor retention.

[Watch now](#)

How does the time of day affect donations? Our GiveSmart partners had success throughout the day, with one in three dollars raised after 6:00 p.m.

26%

raised before 10:59a.m.

18%

raised from 11:00 a.m. to 1:59 p.m.

24%

raised from 2:00 p.m. to 5:59 p.m.

33%

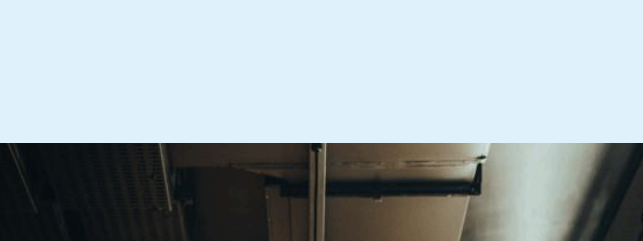
raised after 6:00 p.m.

As you think about your communication leading up to and on #GivingTuesday, consider the timing of your e-mails, social media, and other outreach efforts. Don't forget to share mission updates, shortfalls, and other non-asks in the lead up to the big day. People need to experience connection to give, so prioritize education and storytelling in your communications.

About GiveSmart

GiveSmart is a mobile bidding, fundraising, event management, and donor management software. Our mission is to help nonprofits, schools, foundations, and associations reach their fundraising goals while creating an engaging, exciting, and easy giving experience for their donors. All Year. Round. GiveSmart has helped our partners raise over \$11 billion.

To speak directly with a fundraising expert about GiveSmart's comprehensive fundraising and auction features, visit givesmart.com/demo or call 800-667-8075.



Propel your mission and vision forward

Discover how Momentive's solutions can help your organization achieve its goals.

[Learn more](#)

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at momentivesoftware.com.

