

# Strengthening Civil Society in a Global Crisis

TUESDAY, APRIL 14, 2020 | 2:30 PM ET



# Presenters

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**Dan Cardinali**  
President and CEO,  
*Independent Sector*



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CEO  
*Giving Tuesday*



**Woodrow Rosenbaum**  
Chief Data Officer  
*Giving Tuesday*



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VP, Communications  
and Marketing  
*Independent Sector*

# Independent Sector and COVID-19

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As needs rapidly shift, Independent Sector is quickly adapting to be responsive to the community.

**This is our strategic footing.**

Independent Sector will strengthen our position as a catalytic organization where the changemaker community can collectively take action.



Listen carefully and expansively.



Make clear sense of what we're hearing.



Reflect that analysis back to the community.



Build a shared agenda together.

Join Us

# COVID-19: Learn, Engage, and Take Action

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We've curated a list of resources and articles that we hope you'll find helpful, including information about how to apply for relief through the CARES Act, our collective advocacy efforts for COVID-19 relief, and additional resources to manage your organization during this pandemic.



 [independentsector.org/covid19](https://independentsector.org/covid19)



# Become an Independent Sector Member

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By joining our coalition, you and your organization's staff will gain the knowledge, networks, and leadership skills you need to excel. You'll network with the charitable sector's top minds. You'll acquire the tools you need to operate a highly effective charitable organization. And, most importantly, you will be an integral part of the voice of the charitable sector.



[independentsector.org/membership](https://independentsector.org/membership)





GIVINGTUESDAY | NOW



Together we give.

#GivingTuesdayNow | May 5, 2020

# Hello!

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**Asha Curran** is CEO of GivingTuesday, the global generosity movement. She was formerly Chief Innovation Officer and director of the Belfer Center for Innovation & Social Impact at 92nd Street Y, where GivingTuesday was founded. Asha serves as Chair of the board of directors of Guardian.org, and on the board of directors of the Scout Film Festival. She is a Fellow at Stanford University's Digital Civil Society Lab within the Center for Philanthropy and Civil Society.

@RadioFreeAsha @givingtuesday



**Woodrow Rosenbaum** is Chief Data Officer for GivingTuesday, where he is instrumental in shaping the GivingTuesday movement globally and leads groundbreaking research and analysis of giving. Woodrow has a long history of building top consumer brands, using his experience motivating consumers to evaluate donor behaviors and uncover the levers for increased individual giving.

@givingtuesday



GIVINGTUESDAY  
IS A GLOBAL  
GENEROSITY  
MOVEMENT,



TO TRANSFORM  
THEIR  
COMMUNITIES  
AND THEIR  
WORLD.



UNLEASHING  
THE POWER  
OF PEOPLE AND  
ORGANIZATIONS,





A world map with a dark blue background. Red circles of varying sizes are scattered across the map, representing data points. The circles are most concentrated in Europe and North America. The map is slightly blurred, and the text 'An unprecedented moment' is overlaid in the center.

**An unprecedented moment**



A photograph of a multi-story building with a light-colored facade. On the left side, there are two balconies. The lower balcony has a man in a black shirt and a woman in a yellow top and blue pants standing on it, both with their hands over their hearts. The upper balcony has a man and a woman standing on it, also with their hands over their hearts. On the right side, there is a balcony with a man and a woman standing on it, both with their hands over their hearts. A street lamp is visible on the right side of the building. The text "Still connecting" is overlaid in the center of the image.

**Still connecting**



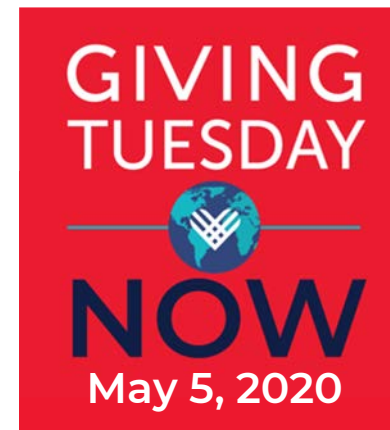


**Still giving**





**We believe  
generosity has the  
power to unite and  
heal communities  
during crises.**





# Partners

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BILL & MELINDA  
GATES foundation



Craig Newmark  
Philanthropies



## COVID-19 SOLIDARITY FUND



[www.covid19responsefund.org](http://www.covid19responsefund.org)

Powered by



in support of the WORLD HEALTH ORGANIZATION



FACEBOOK



The  
Guardian



AGA KHAN FOUNDATION

Candid.



Philanthropy Together

Teach For All  
A Global Network



# #GivingTuesdayNow: Civil Society

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**We believe civil society  
organizations are the  
foundation of a healthy  
and resilient society**





# Connecting local networks

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**We believe civil society  
organizations are the  
foundation of a healthy  
and resilient society**



# How to engage on #GivingTuesdayNow

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**Relevance**

**Creativity**

**Urgency**





# Giving in Moments of Crisis





# What We've Learned about Giving

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**Generous people are generous.**

**People want multiple ways to  
connect with causes.**



# What We've Learned about Giving

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MOST PEOPLE PARTICIPATE IN MORE THAN ONE WAY,  
GIVING MORE THAN JUST MONEY



Generous people are generous.

People want multiple ways to connect with causes.

# What We've Learned about Giving

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**27 MILLION**  
ADULTS  
PARTICIPATED



**13.5 MILLION**  
DONATED

**7.6 MILLION**  
VOLUNTEERED

along with many other generous actions

Generous people are generous.

People want multiple ways to  
connect with causes.



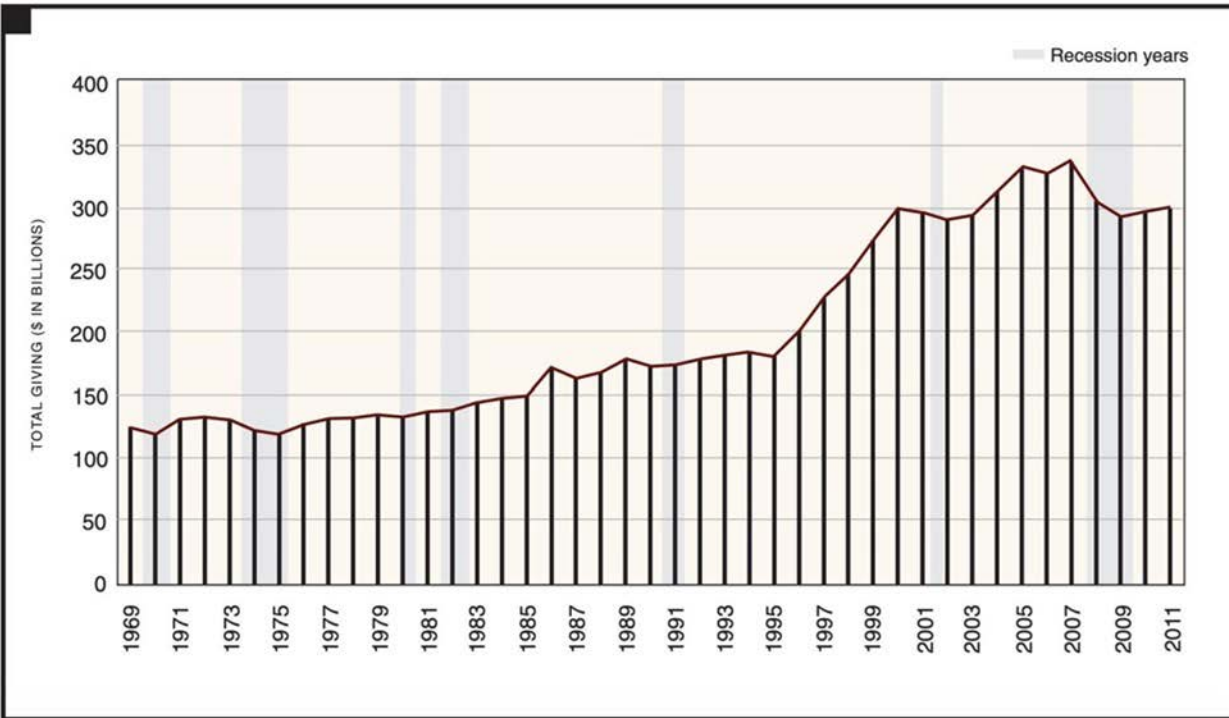


# Shocks to the System

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The nonprofit sector is resilient.  
But individual giving is suppressed.  
Diversity is critical in times of crisis.

# Shocks to the System



Source: GivingUSA Foundation

The nonprofit sector is resilient.  
But individual giving is suppressed.  
Diversity is critical in times of crisis.





# Our Objectives for #GivingTuesdayNow

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We want to help the  
sector chart a course for:

Mitigation

Recovery

Positive Legacy



# Our Approach

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**Social listening**

**Survey research**

**Aggregating direct giving  
behavior**

**Analyzing transaction data**





# What to Consider as You Move Forward

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- Offer multiple ways to give
- Tie your engagement to your relevance in the moment
- Share opportunities to help and empower
- Use #GivingTuesdayNow as inflection point, or to add dimension



# The Starling Fund

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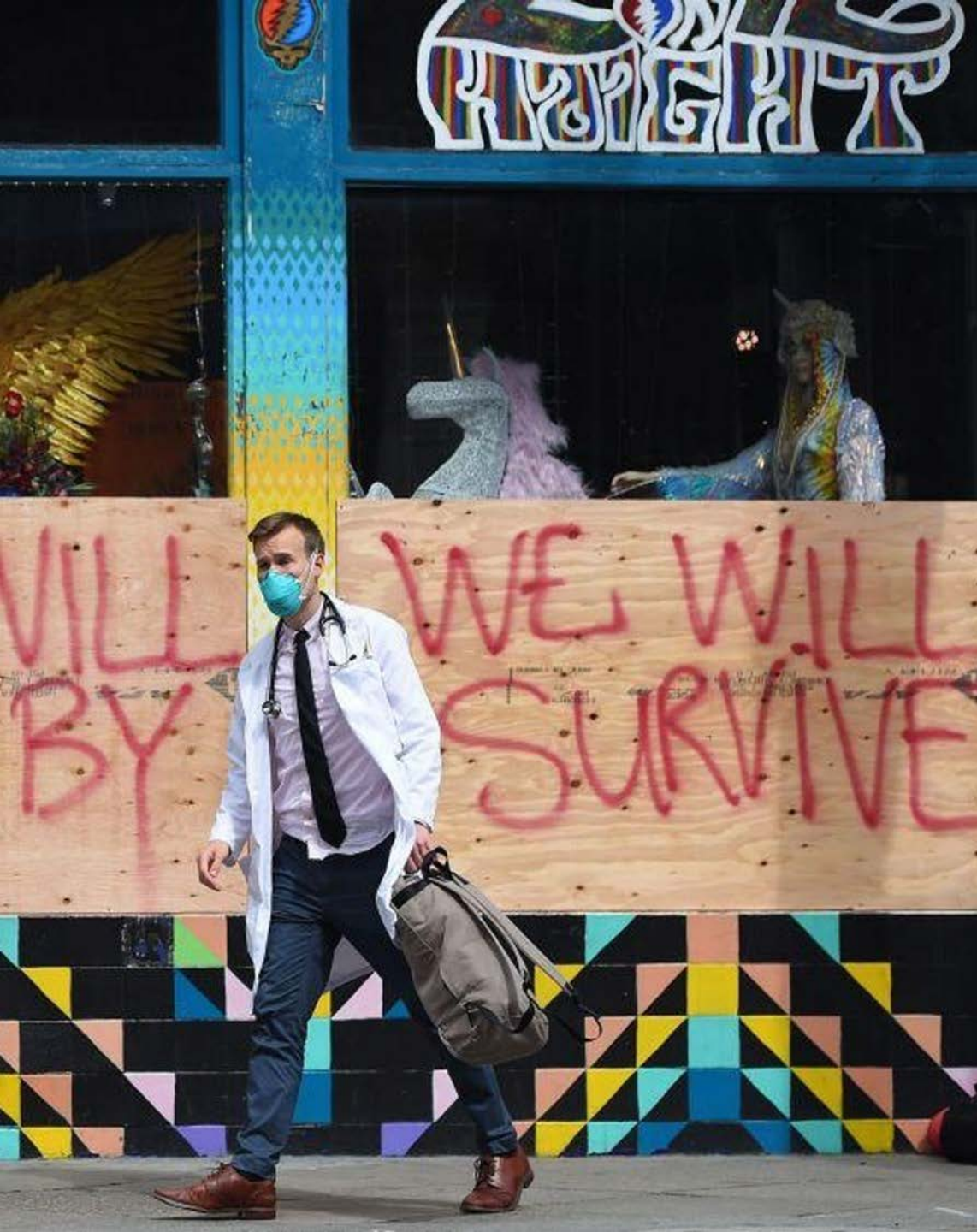
Celebrating our work together

Microgranting to our current  
network of leaders

Supporting innovative campaigns  
and outreach

Goal setting and measurement





# Ideas & Discussion

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Type your question in the  
Q&A Panel

Please share ideas and challenges  
for discussion with the group



Together  
we give.

## Resources

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[Nonprofit Activation Toolkit](#)

[Graphics and Social Posts](#)

[Ideas to Use, Share and Adapt](#)

[now.givingtuesday.org](https://now.givingtuesday.org)



A dark blue world map with a textured, hand-drawn appearance. Scattered across the map are approximately 15 red speech bubble icons, each containing a white stylized logo of two hands joined at the palms. The text "Together we can make a difference." is centered over the map in a white, sans-serif font.

Together we  
can make a difference.



The background is a dark blue world map with a hand-drawn, textured appearance. Scattered across the map are several red speech bubble icons, each containing a white logo consisting of two hands joined at the palms.

GIVING  
TUESDAY



NOW

May 5, 2020





# Thank You!

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[now.givingtuesday.org](https://now.givingtuesday.org)