

FUND YOUR PROJECT WITH

PWI CROWDFUND

#GIVINGTUESDAY GUIDE

When is #GivingTuesday?

#GivingTuesday is held annually the Tuesday after Thanksgiving, this year on November 29, 2022. The global celebration runs for 24 hours and begins at midnight local time.

Why participate in #GivingTuesday

#GivingTuesday offers a number of benefits for your organization. It is an opportunity to raise awareness and fundraising for your organization through engaging new and current donors. People are looking to support a cause on #GivingTuesday, so make sure your organization is the one they chose!

Why use PWI Crowdfund this #GivingTuesday?

If you want to fundraise on #GivingTuesday, you will need a way for supporters to donate. One of the easiest and simplest ways to participate in #GivingTuesday is to create a PWI Crowdfund campaign. With PWI Crowdfund you will be able to create a specific project to raise money for and share it among past and new donors.

PWI takes 0% of money raised through Crowdfund, which means that 100% of your supporters' donations can go directly to you.

How to make PWI Crowdfund a success this #GivingTuesday



1 Strategize & set a specific goal

#GivingTuesday is a great way to mobilize your current donors and find new donors to support your cause. We recommend using PWI Crowdfund to raise a specific amount of money for a specific project. For example, this #GivingTuesday set the goal to raise \$10,000 for new hygiene kits at your homeless shelter.

We're here to help you succeed. Strategize with a PWI Nonprofit Coordinator by [setting up a call](#) or sending an email to nonprofit@projectworldimpact.com.

2 Create your Crowdfund project

You can create your #GivingTuesday Crowdfund project by going to your PWI Crowdfund [dashboard](#) and click "get started". From there, you will be able to set the project's goal and end date, export donor lists, and embed your project into your website.

3 Share with your audience

Promote your project to your supporters via email and social media. Don't wait til December. We recommend starting promotion as early as October to engage your supporters in the #GivingTuesday movement. We've got you covered with [pre-written email templates](#) and [social media images](#) to make your #GivingTuesday promotion a success. Check out all of our PWI Crowdfund resources here: <https://projectworldimpact.com/crowdfund/resources>