



## News Release

*FOR IMMEDIATE RELEASE*

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## #GivingTuesday 2020 will Set New Record, Surpassing \$605M

Analytics and Social Impact Marketing firm Whole Whale predicts that **over \$605 million** will be raised on Giving Tuesday, December 1st, 2020. This would be a new record for the day of giving that follows cyber monday, surpassing the \$511 million raised in 2019 when Whole Whale **predicted \$502 million** just \$9 million away from the actual amount.

Based on [Whole Whale's 2020 analysis](#) that incorporates an adjusted linear regression, trends in Google Search terms around "Giving Tuesday," and national giving trends, we predict that **\$605 million will be raised on Giving Tuesday 2020**. This will be an **18% or \$94 million increase** over 2019's record-breaking year.

This year is less predictable than 2019 due to a number of factors that we see impacting giving trends. Some of the negative indicators that will slow giving on Giving Tuesday:



- US Unemployment Rate is around 10%, meaning more people will be more conservative in their giving.
- Election year giving traditionally doesn't impact nonprofit giving, but this is an unprecedented year for online political fundraising that may pull the oxygen out of the giving room.
- The current Q1 Giving trend down [6% according to the AFP](#) due to COVID-19.
- May 5th Giving Tuesday to support COVID-19 may have moved giving away from the end-of-year brand push.
- Disaster giving for the west coast fire and hurricane season responses may fatigue donor's wallets by the time December 1st comes.

Some of the positive indicators that may help Giving Tuesday results:

- August/September searches for "Giving Tuesday" are up 80% year-over-year, partially due to the May Giving Tuesday Brand push.
- The Crypto Community is getting behind the day with [#BitcoinTuesday](#).
- There has been a larger amount of digital fundraising preparation due to COVID-19's reduction of in-person events. This means that nonprofits may be more ready to activate their audiences online.



- The U.S. is one of the most charitable countries in the world according to the [World Giving Index \(WGI\)](#), and somehow Americans always find a way to give even in the hardest of times.

“Despite the numerous negative giving indicators this year, there seems to be an inevitable spirit of giving that continues to build behind #GivingTuesday, the most generous day of the year.”

- George Weiner,

Chief Whaler, WholeWhale.com

A projected increase of 18% over 2019 is a more conservative estimate based on past year increases of 28% (2019 vs 2018) and 33% (2018 vs 2017) increases from the preceding years.

Find more [Giving Tuesday Ideas](#) and [campaign preparation resources](#) from Whole Whale, including [Giving Tuesday statistics](#) from past years.

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world organized by [GivingTuesday.org](#).



# WHOLE WHALE



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PREDICTION 2020

## #GIVINGTUESDAY™



Falling just after Black Friday and Cyber Monday, this **epic day of giving** continues to grow every year—in the U.S. and internationally.

### WHAT HAPPENED IN 2019?

**\$502M**

Our estimate

**\$511M**

total donated

**20B**

social mentions

### WHAT WILL HAPPEN IN 2020?

WE PREDICT A  
**18% INCREASE,**  
TO **\$605M**



### GIVING INDICATORS

#### POSITIVE

+ AUG/SEPT SEARCH FOR "GIVING TUESDAY" IS UP YOY

+ LARGER DIGITAL FUNDRAISING PREP DUE TO COVID REDUCTION OF IRL EVENTS.

#### NEGATIVE

- US +10% UNEMPLOYMENT

- ELECTION YEAR GIVING

- Q1 GIVING TREND DOWN 6% (AFP)

- MAY 2020 GIVING TUESDAY TO SUPPORT COVID

IS YOUR FUNDRAISING PLAN READY?

[WHOLEWHALE.COM/FUNDRASE](https://www.wholewhale.com/fundraise)



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