

Essential Questions to Ask Before #GivingTuesday



Before participating in #GivingTuesday, or engaging in any form of grantmaking, it is essential that you think deeply about the societal change you want to see, how you will measure and determine the success of your gift and what you want to learn from your experience. Answering these essential questions will allow you to approach your philanthropy through a more strategic lens and reflect on how you can innovate your own practice and share your learnings with the field. Answer the questions below to kick off your plan for #GivingTuesday!

What specific change do you want to create with your gift?

Balance your interests with society's pressing needs.

What resources do you plan to use to create your intended impact?

Think about your time, money, expertise, networks and more.

How will you specifically know that your gift on #GivingTuesday will translate into social good?

Consider the impact you want to have and the short-, intermediate- and long-term indicators that will demonstrate the impact has been achieved.



Is this gift the single best “bang for your philanthropic buck”?

Consider the resources you have available and how they can be invested to have the greatest impact. Remember, every decision to invest in one nonprofit is a decision to NOT invest in countless others, so make your giving choices wisely.

What do you want to learn from this gift that you can expansively/virally share with others?

Consider the aspects of your giving practice you want to evolve and improve and how your philanthropy on #GivingTuesday can inspire others to give or give more meaningfully. Do you want to learn more about the issue area, the grantmaking process, the nonprofit landscape or some other aspect of your giving?