



REASON DIGITAL'S GIVING TUESDAY

How charities change lives.

3rd December 2019



We love Giving Tuesday

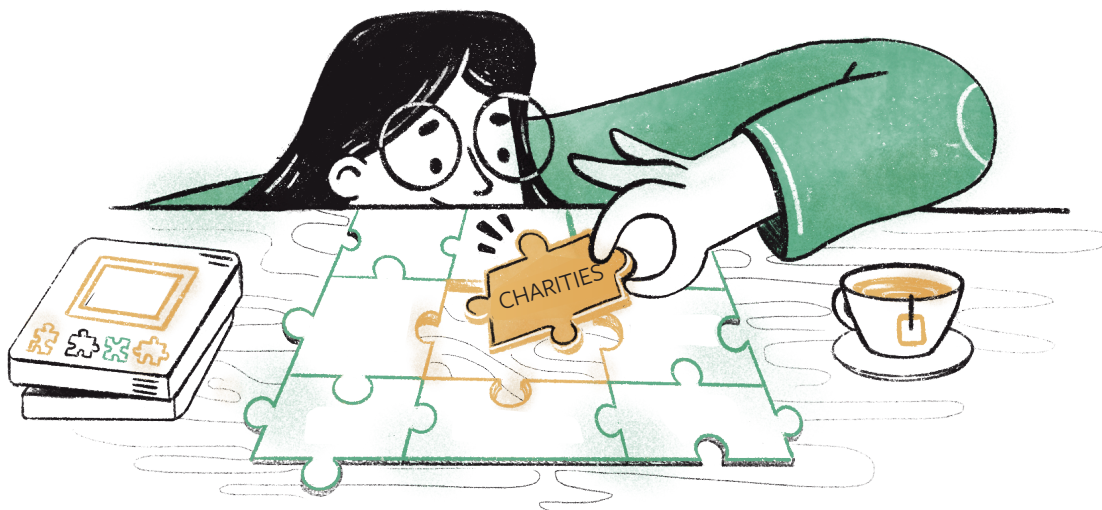
Why? Because Giving Tuesday is an opportunity to take a break from consumerism and appreciate the power of giving. It's a day where the world gets the chance to see how the generosity of ourselves and others, positively impacts millions of people in need.



However, it can be difficult for people to visualise or understand exactly how their donations to a charity trickle down to support a real person in need.

At Reason, we are fortunate enough to meet with, and sometimes even become friends with, some incredible and inspiring experts with lived experience from different walks of life; each person going through different challenges. Their lives may vary but they share one commonality.

They rely on the support of charities. Without these charities, life could be unimaginable.

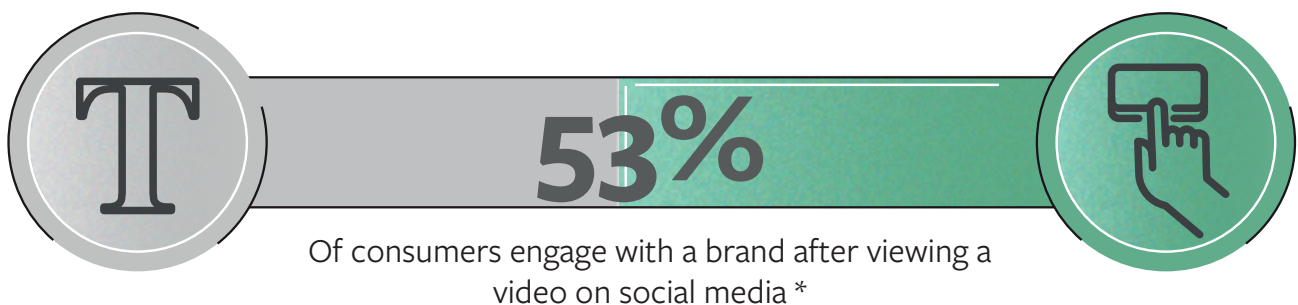
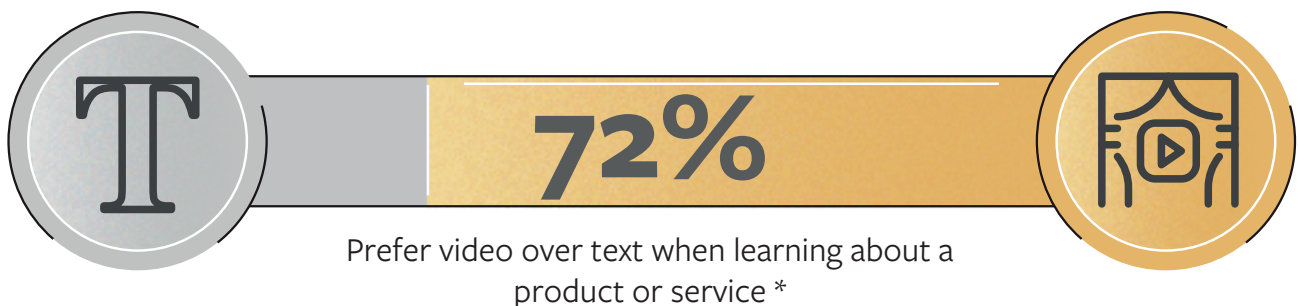


The campaign

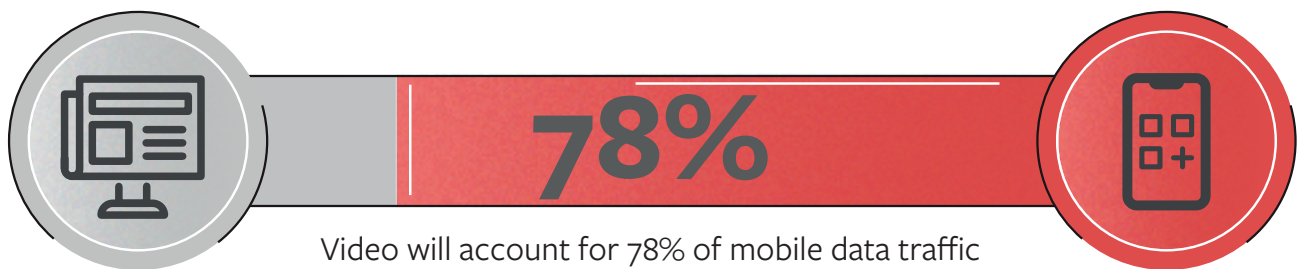
This was our second year of celebrating Giving Tuesday with a campaign. After a successful Twitter takeover in 2018, we wanted to try something new but we needed to make sure we were taking our own advice on how to engage audiences!



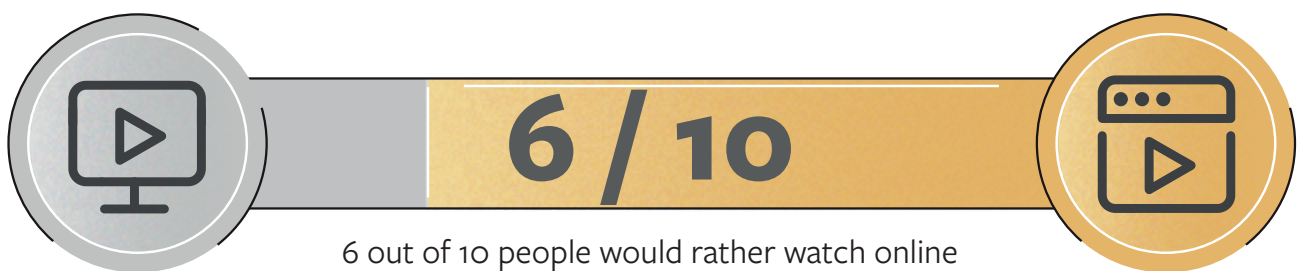
This year called for video.



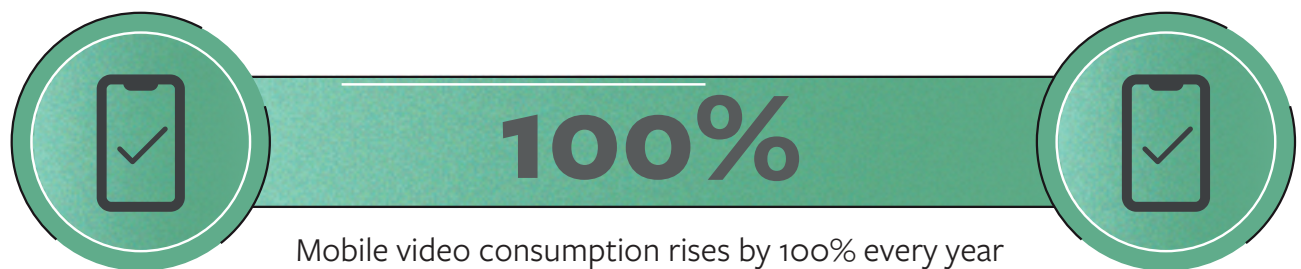
*Source : <https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/>



Video will account for 78% of mobile data traffic this year *



6 out of 10 people would rather watch online videos than television **



Mobile video consumption rises by 100% every year **



Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. **

So, video it was.

*Source : <https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/>

**Source: <https://biteable.com/blog/tips/video-marketing-statistics/>

...and people

We worked with 10 individuals, each with an important story to tell about how charities have changed their lives. They so kindly and eloquently shared with the world a story about the charity or charities that they want to thank and their personal reasons for doing so.

Each person created a simple, no-frills, two minute video (on their mobile phone or with the help of someone else) in which they tell us a little bit about their life, their challenges and what a charity means to them.

Meet the brilliant individuals - each with their own beautiful story - that gave up their time to raise awareness of their #ChosenCharity.

[Watch the whole thing here](#)



“Support, friendship; knowledgeable, kind people on the end of the phone to help you when you’re in a bit of a pickle.”

[View full story here](#)

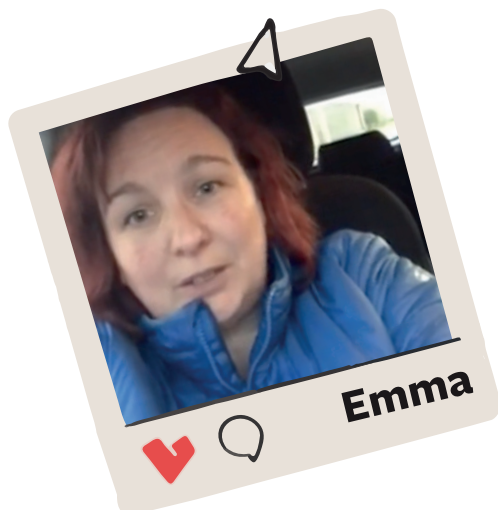
PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

“Sometimes you can be talking to people in public about living with a condition and Thomas picks up on that and obviously, there’s not everything I can do and there’s certain feelings of guilt about not wanting to disadvantage him in any way.”

[View full story here](#)

Muscular Dystrophy UK
Fighting muscle-wasting conditions



**Emma**

“Without our wonderful NHS, Joshua would not be here. But without the support of my chosen charity, I’m not sure we would be here either.”

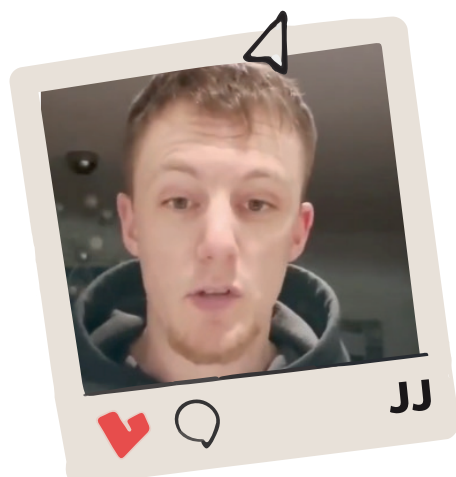
[View full story here](#)

WellChild 
the national charity for sick children

“From what had happened to me previously, at my mainstream high school, as silly as it sounds, it was like a rebirth in a way.”

[View full story here](#)

together trust
real differences for real lives

**Ethan****JJ**

“The services that are available - they’re so overrun, over-pushed and overstretched that sometimes there’s a six month waiting list so this is why it’s important for everyone in the community to come together to help and support each other.”

[View full story here](#)

 **mind**
for better mental health

“They helped me through support groups, through activities and various other things which helped my anxieties really improve to a point now where I feel like I’m in a good place.”

[View full story here](#)



BAGGY TROUSERS UK
HAVE THE GUTS TO CHECK YOUR NUTS

**Mark**



"It allows us to have the same amount of opportunities that we normally [...] wouldn't be able to have due to our conditions. It's important for everyone to get a fair chance in life places like this allow that to happen."

[View full story here](#)

together trust
real differences for real lives

"My wife's disabled and I'm her carer and I've literally been made redundant this week because they just insist on looking after her."

[View full story here](#)

**ROYAL
AIR FORCES
Association**
The charity that supports the RAF family



"I don't know what we'd have done without it when we lost our husbands. This is your family."

[View full story here](#)

**ROYAL
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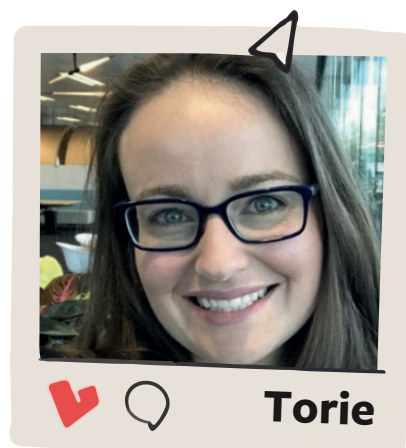
"These organisations are ones that give us hope, educate us and make our lives better."

[View full story here](#)

**EPILEPSY
RESEARCH
UK**

epilepsy action

mind
for better mental health

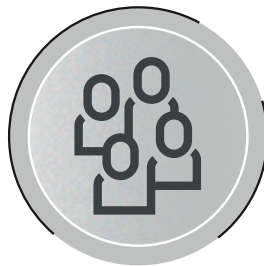


The results



9x

Nine short videos (two mins max) posted each hour on Twitter from 9am - 6pm to a follower base of 9,000 followers



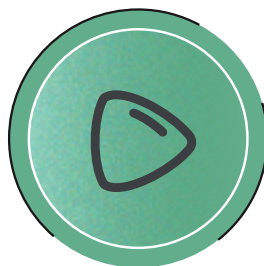
100,000

Reach of over 100,000



45,000

45,000 impressions



7,000

7,000 views



700

700 engagements
(10% engagement rate)

Social media is your friend

At Reason, we want to encourage charities and organisations, who are working their socks off to raise awareness and donations for a cause, to really utilise social media campaigns.

It doesn't have to be glamorous. It doesn't have to be filmed on the latest video camera. You don't need a green screen. It simply needs to be honest.

As a charity with no money spent on promoting this campaign, Giving Tuesday was once again, the day which led to the most visits to our website. This is without once directing anyone to our website during the campaign. Madness, right? As charity aiming to increase donations - think how a campaign like this could impact you.



Your campaign

The purpose of our campaign was to provide a platform for service users to share their genuine gratitude for the support charities provide them with.

With a network of people who have benefited from the services your charity provides, you have an abundance of emotive and authentic stories that could help you in asking for support. We suggest you use them wherever possible, and why not use social media as your platform? Show the world your worth.



Wrapping it up

Twitter was our platform of choice for this Giving Tuesday campaign. If you're thinking of using it, there's a good way to wrap up your day's activity on Twitter - with a Moment.

Twitter says Moments are all about 'creating your own story,' making them a great asset for a campaign. They look a bit like an Instagram story, and they wrap things up a little neater than a Twitter thread does. You can add other people's tweets into your moment and carry on adding tweets long after the campaign is over - for example, any great feedback your campaign received.

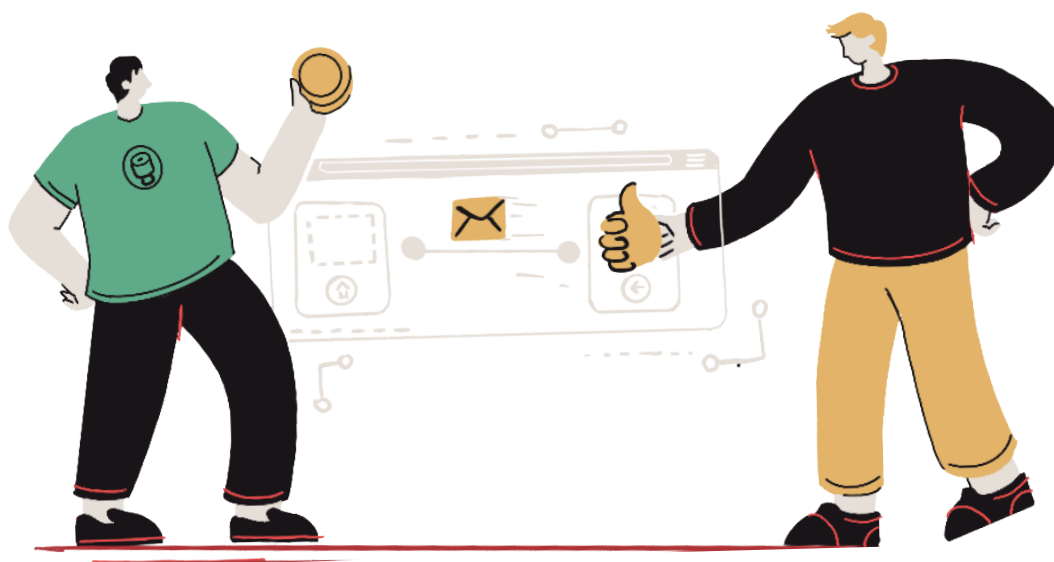
Our #ChosenCharity moment ->

[Click Here](#)

Why we do this

As a social enterprise, we use technology to solve problems that actually matter. We partner with charities to co-create digital tools alongside people with lived experience. The aspect of lived experience is the most vital part to ensuring we create something that will work for people. Similarly, with this campaign, the experiences of Jo, Andrew and everyone who took part are essential in helping others understand the real impact of charities.

Thank you to everyone who took part and spent time telling the world about your #ChosenCharity.



Get in touch

If you would like to be involved in our Giving Tuesday campaign in 2020, or if you've got ideas about how tech could be used to make a difference to people's lives, please get in touch:

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