Additional Giving Tuesday & Year-End Giving Resources

Giving Tuesday

What is Giving Tuesday (according to the official website)
Giving Tuesday is a global generosity movement unleashing the power of radical generosity. Giving Tuesday was created in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Join the movement and give, whether it's some of your time, a donation, or the power of your voice in your local community. It's a simple idea: whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts, and everyone has something to contribute toward building the better world we all want to live in.

- Official Giving Tuesday Website: https://www.givingtuesday.org/participate/
- Official Giving Tuesday Logos and Graphics: https://www.givingtuesday.org/logos/

Webinar replays that include more details about Giving Tuesday strategies to use this opportunity in your church:

- How to Build an Effective Strategy for Giving Tuesday and Year-End Giving with Chris Stovall (2026) https://youtu.be/5eMqutjJnnw
- Knowing How to Use Giving Tuesday to Benefit Your Church with Chris Stovall (2021) https://youtu.be/Jm6FOETsMb8?si=IGj-DjxeTve_k0me

Year-End Giving

Webinar Replays

- How to Introduce Legacy Giving to Your Church (2026): https://youtu.be/kX2KmsBRrPg
- Optimize Your Year-End Giving (2024) https://youtu.be/ywnQ2MnnYeY
- Year-End Giving Strategy: Looking Back, Looking Forward (2023) https://youtu.be/eVgk5CTGZL8
- How to Use Year-End Giving to Benefit Your Church (2021) https://youtu.be/RRxcjf1e4q0

More Resources

- Annual Stewardship Resources: https://alwfumf.org/stewardship-campaign-resources-2026/
- Year-End Giving Resources (by Generis) https://generis.com/year-end-giving-2023
- Year-End Giving Options Bulletin Insert (by Discipleship Ministries) https://www.umcdiscipleship.org/articles/end-of-year-giving-bulletin-insert
- Christmas Is Not Your Birthday: Experience the Joy of Living and Giving Like Jesus (book recommendation from Ken Sloane) https://www.amazon.com/Christmas-Not-Your-Birthday-Experience/dp/1426727356/ref=sr_1_1?
- Too Much Stuff (article by Ken Sloane) https://www.umcdiscipleship.org/articles/spark-too-much-stuff
- How Year-End Giving Can Benefit Your Church (Foundation article) https://alwfumf.org/how-year-end-giving-can-benefit-your-church/
- More Ways to Give https://alwfumf.org/ways-to-give/