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4th Annual #GivingTuesday One Month Away
MANP Urges Statewide Participation

Portland, ME - Maine Association of Nonprofits (MANP), the largest membership organization in the state dedicated to strengthening Maine's nonprofits, is encouraging all Mainers to participate in #GivingTuesday on December 1. This global day of giving harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

"We have a day for giving thanks and we have two days for getting deals. Giving Tuesday is an opportunity to focus on what really matters this holiday season," said Mary Erin Casale, Advocacy and PR Manager for MANP. "The more people give back, the more they are engaged in making Maine a better place. Giving Tuesday celebrates that generosity by providing Mainers with an opportunity to give more, give smarter, and give greater."

MANPs biennial [Adding Up Impact Report](#) illustrates how nonprofits provide an excellent return on society's investment and details charitable giving in Maine. On average, Maine people give over \$600 per year to charity¹. This number lags behind the national average of \$1200. However, Mainers are extremely generous with their time. Approximately 350,000 of Maine's residents volunteer annually, a rate that puts Maine in the top 25% nationally.² Giving Tuesday provides an opportunity for Mainers to increase these numbers and take collaborative action to improve local communities and be part of a unifying social movement that celebrates generosity and charity.

"Giving Tuesday is about creating an opportunity for community members to invest in the organizations that enhance our quality of life during a season of giving," said Scott Schnapp, Executive Director of MANP. "Mainers are incredibly charitable year-round, but amidst the holiday consumerism we encourage them to dig a little deeper to help their friends, neighbors and local organizations."

In 2014, the third year of the movement, #GivingTuesday brought together 30,000 partners in 68 countries and registered 32.7 million impressions on Twitter, with its eponymous hashtag mentioned 698,600 times. Since 2012, online giving on the Tuesday after Thanksgiving has increased more than four-fold, based on findings by Blackbaud and the Indiana University's Lilly Family School of Philanthropy, produced in partnership with the Case Foundation.

For more information on MANP, visit <http://www.nonprofitmaine.org/> or call (207)871-1885. For more information on #GivingTuesday, visit <http://www.givingtuesday.org>

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Since 1994, MANP has grown to become Maine's comprehensive resource for the tools, knowledge, and connections nonprofits need to be effective and well-run. With a growing statewide membership of almost 800 nonprofit and 135 for-profit organizations, MANP advances the public profile of Maine nonprofits by highlighting their vital contribution to the quality of life in our state, connects people, organizations and resources from all sectors to foster collaborative problem solving, and strengthens nonprofits by providing management training and leadership development programs, resources and services to help staff and board leaders enhance their community mission impact.

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¹ NCCS Data Web, National Center for Charitable Statistics, <http://nccsdataweb.urban.org>

² Volunteering and Civic Life in America, Corporation for National and Community Service
