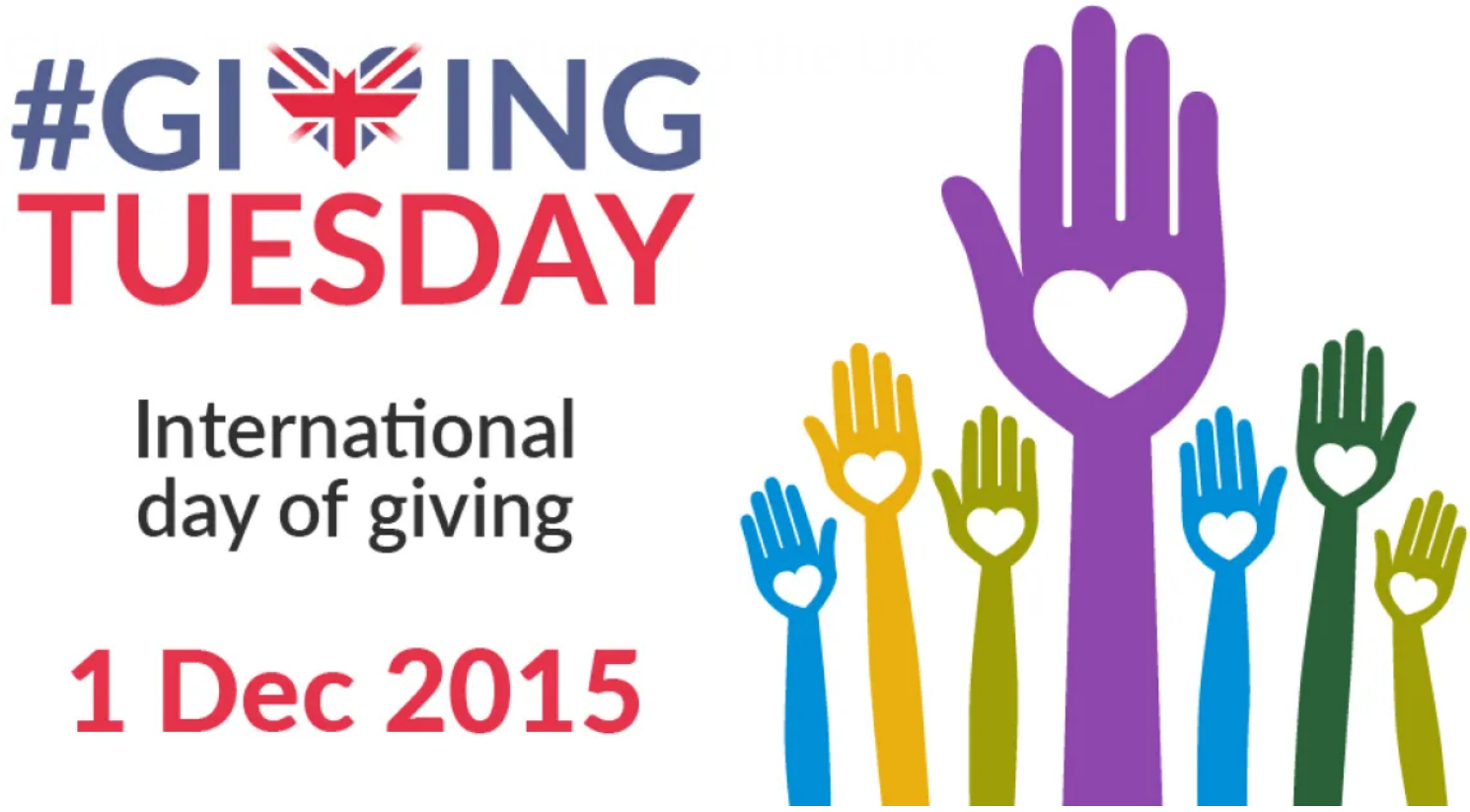


Tomorrow marks the second Giving Tuesday in the UK.

Launched last year by the Charities Aid Foundation (CAF) with support from Blackbaud, #GivingTuesday aims to inspire people to give and provide an antidote to the beginning of the festive shopping season.

The initiative has proven a real success. Whilst Giving Tuesday is about promoting all forms of giving, including time as well as money, CAF reports that last year both Just Giving and Visa saw significant increases in donations compared with the same day the year before.

Last year the hashtag #GivingTuesday trended on Twitter for 11 hours - seeing 2,500 tweets per hour!

[quote=Anne Young, HLF's Catalyst Programme Director]"On days like Giving Tuesday heritage organisations can make a special push to promote the benefits of giving time and money to heritage."[/quote]

Heritage organisations such as Tullie House Museum and Art Gallery, The People's History Museum and Old Royal Naval College Greenwich have already signed up to be partners in 2015. You can read more about the successes of last year's campaign in this infographic on the Giving Tuesday website.

Anne Young, HLF's Catalyst Programme Director, said: "Giving Tuesday offers organisations a great opportunity to celebrate the wonderful and varied heritage all over the UK and to encourage people to think about how they can offer their support. Whilst the challenging economic environment remains building financial resilience is an on-going priority

for all, on days like Giving Tuesday heritage organisations can make a special push to promote the benefits of giving time and money to heritage."

Are you planning any fundraising activity around Giving Tuesday? If you are looking for ideas and inspiration, join in the discussion on our online community. You can also follow #GivingTuesday on Twitter!