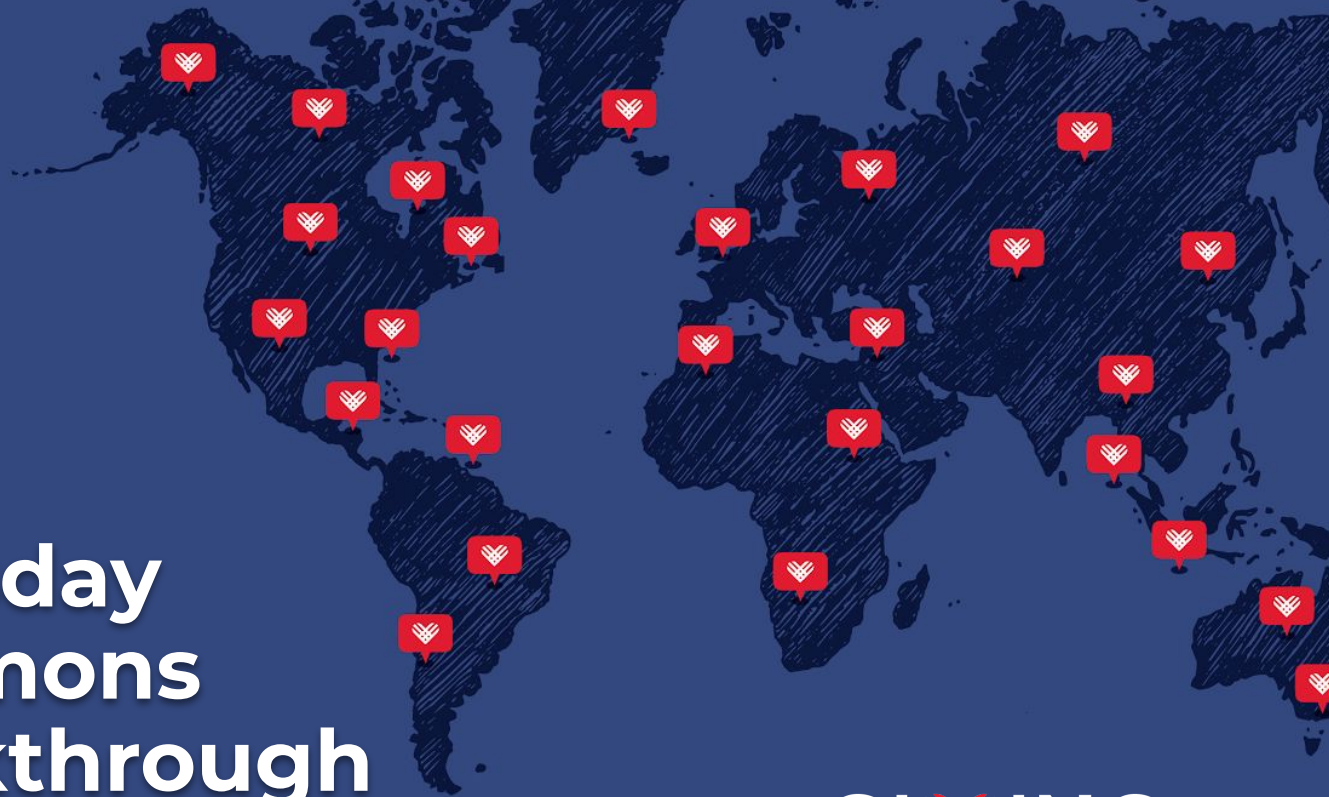# GivingTuesday Data Commons Asset Walkthrough

October 2024

GIVING TUESDAY
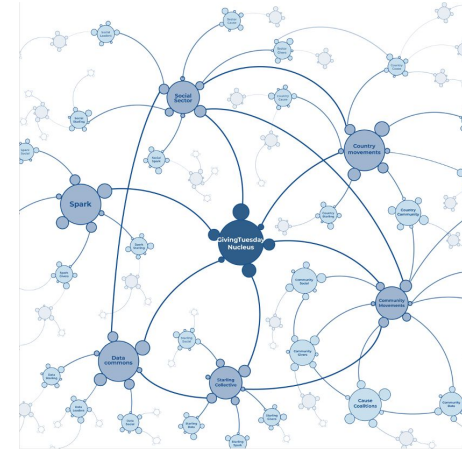
Research Agenda

Strengthening Resource Mobilization

Capturing Dimensions of Generosity

Understanding the GivingTuesday Distributed Model

How Collaborators Experience GTDC

Data Providers/ Industry Partners

Contributing data to derive greater insight into their work and sector trends

Research Partners

Leveraging GTDC technology and expertise to streamline data processing

Researchers

Accessing unique datasets and structured data to advance the research agenda and meet sector research needs

Sector Thought Leaders

Identifying key trends in sector through reports and data exploration tools

990 Data Infrastructure

Data	Outputs	Tools	Access	Next Steps
US nonprofit tax data (Form 990, 990EZ, 990PF) Supporting data (IRS Business Master File,)	GivingTuesday 990 Platform	Data Lake Data Transformation tools Data Marts API	Open access	Organization Meta Data Tables Additional API endpoints Additional cuts of pre processed data

Fundraising Effectiveness Project (FEP)

Data	Outputs	Tools	Access	Next Steps
Anonymized individual transaction data from donation platforms Billions of rows, representing transactions from millions of donors and thousands of orgs	Quarterly Report	Benchmarking Dashboard Provider Dashboards	Limited - requires use case, strict usage agreements, and a controlled environment	More providers More fields (e.g.) ● Pledge ● Online/Offline ● More geography ● Payment Processor

Day Of - GivingTuesday

Data	Outputs	Tools	Access	Next Steps
Anonymized individual GivingTuesday transaction data from 50+ donation platforms	Core GivingTuesday donation metrics County-level data Country-level data	County and country maps	Restricted, only the GivingTuesday team can access this data for generation of aggregated metrics	● Get more providers ● Collect survey data to understand nonprofit engagement ● Create guide for Community leaders and data providers

GIVING TUESDAY

GivingPulse

Data	Outputs	Tools	Access	Next Steps
Survey responses on giving behavior, motivation, and demographics from 100 respondents weekly, going back ~ 100 weeks and counting Documentation	Landing Page Quarterly Reports Field Guide	Data Explorer Quarterly Dashboard Raw survey data Summary data tables Documentation	Public, some assets require free account	● Global GivingPulse ● New analyses ● Flexi questions update to support Backblack

Global Omnibus Survey

Data	Outputs	Tools	Access	Next Steps
Respondent-level survey data from 7 countries (1000 respondents each country) on giving behavior and motivations	[Annual Lookback report](#)	N/A	Public	Publish next lookback end of July

Special Projects

Generosity in Florida

Data	Outputs	Tools	Access	Next Steps
Survey responses on giving behavior, motivation, and demographics from 2600 respondents (snapshot)	Research report Infographic	Dashboard & Platform Space	Public, some tools require free account	Working with for local nonprofits to set up A/B testing to build on insights from the report

DAF

Data	Outputs	Tools	Access	Next Steps
Account-level DAF information from over 100 DAF providers Aggregated data for research	2024 Report	Benchmarking Dashboard for Providers	Limited - requires use case, strict usage agreements, and a controlled environment	Develop joint research projects

Resource Libraries

GivingTuesday Resource Exchange

Data	Outputs	Tools	Access	Next Steps
Global, collaborative, comprehensive, and continuously updated library of resources on generosity and philanthropy

2,000+ resources | Monthly release with spotlights for partners and/or topics of interest | Search and filter interfaces

Resource showcase widgets that can be embedded on different websites | Open access | More resources

More collections

Visualizations Library |

World Giving Library

Data	Outputs	Tools	Access	Next Steps
Encyclopedia of giving	worldgivinglibrary.org Articles about generosity and giving around the world	Interactive encyclopedia	Open access	