

6 reasons to give on GIVING TUESDAY

According to [GIVINGTUESDAY.ORG](https://givingtuesday.org), Giving Tuesday was created in 2012 as a simple idea: a day when people are encouraged to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity.

This year, more than ever, Giving Tuesday is important to the Jewish Federation of Grand Rapids because it can help support our community during these unprecedented times.

Here are six reasons why you should participate in Giving Tuesday, on December 1, 2020 and consider donating.

1. **Giving Tuesday is a global movement.** Giving Tuesday started in the United States but is now a worldwide movement. Last year people in 145 countries participated.
2. **You can pledge to give money monthly.** If you give \$18 for the month, that breaks down to \$4.50 a week. Most people spend that much on a cup of coffee at their local coffee shop. If you give up buying one cup of coffee a week, and give that money to the Federation, you will be donating \$216 for the year. It is easy to set up a monthly gift on your credit or debit card and helps us to know that we can count on your gift each month.
3. **It's an easy way to give back to your community.** JFGR makes it simple to make a donation, call the office, send a check by mail, or give online <https://jewishgrandrapids.org/campaign>
4. **You can convince others to donate.** By talking about charitable giving with friends, family or on social media, you can help persuade others to contribute. This will begin a chain reaction of positivity and kindness in our community.
5. **This year in particular is important.** Like most nonprofit organizations, JFGR has felt the impact of COVID. We have less and are doing more in the community. Your generosity will assist many individuals and families who are struggling during these difficult times.
6. **You can make a difference.** Just one gift can help people in Grand Rapids, Israel and around the world. We need your support to help maintain our strong and vibrant Jewish community.

For more information of GIVING TUESDAY or if you'd like to make a donation, contact Nicole Katzman, Executive Director at nicole@jfgr.org