

>> Andrew Means: Welcome, everyone, and thank you so much for joining us for today's virtual roundtable. Giving Tuesday, An Open Source Philanthropic Movement. My name is Andrew Means. I run [inaudible] uptake, a philanthropy dedicated to promoting the use of data in the social sector. And [inaudible] good. I'm delighted to be partnering with the Belfer Center for Innovation and Social Impact and [inaudible] to present today's discussion. Today we're going to be talking about Giving Tuesday, the global philanthropy movement that has shown considerable growth year-over-year since starting in 2012. [inaudible] on Tuesday, November 29. We're going to take a close look at this exciting model for giving today's chat, but for our fundraising friends out there, be sure to also check out givingtuesday.org for its many, many resources for making the most of this worldwide giving day. Before we get into today's discussion, just a couple of housekeeping details for us to go over. For all of the audience members out there today, your mics are going to be muted for the length of the conversation. But as always, we want to hear from you. We want your thoughts and your questions. And so please be using the chat function to chime in and submit any questions that you may have for the panel. I'm going to try and pepper those in throughout the conversation and we'll leave some time at the end if possible for additional conversation. We'll also be recording and sharing out this discussion on markets for good and markets for good podcasts. It's going to be found on iTunes. And, of course, be sure to check out marketsforgood.org for a ton of other posts and resources for supporting ethical, effective digital data use and infrastructure in the social sector. So now for today's discussion. I'm really pleased to introduce our panel. We're joined by Asha Curran, chief innovation officer and director of the Belfer Center for Innovation and Social Impact with 92 Street Y; Mario Lugay, philanthropic and non-profit consultant and current project fellow at the Hasso Plattner Institute of Design at Stanford; Micah Sifry, cofounder of Personal Democracy Forum and cofound and executive director of Civic Hall; and Lucy Bernholz, senior research scholar at Stanford PACS and director of the Digital Civil Society Lab. Thanks so much to each of you for joining us today. Today's discussion is really interesting because we're coming off of our recent give data lesson series, where we've been talking about giving data from all angles, from tech sales, the platform providers, to the types of organizational capacity building that can come out of these events. Today we're going to be looking at a specific giving data, and one that's unique [inaudible] vision and approach. Let's get started. Asha, Giving Tuesday is the brain child of your team as developer person for Innovation and Social Impact at 92 Y, and you've had numerous project partners and influencers help you shape the campaign to grown, can you tell us a little bit about how this initiative came about, how it's grown, and where you're at as you head into your fifth annual day of giving on November 29?

>> Asha Curran: Sure, thanks for having me. I'm really glad to be here. And certainly those friends and influencers are certainly everybody who's on this webinar right now as well. So Giving Tuesday started here at the 92 Street Y. It was the idea of my boss, Henry Timms, who's now our executive director.

2012 was our first year, and it's remarkable to me that we're now entering the fifth. And the idea behind it is incredibly simple, although I think the model is very unique. It is the day that encourages giving of all forms on the day following Black Friday and Cyber Monday, and so it was always, you know, a bit of a counter narrative to those days of consuming. It was a – it was an opportunity to experiment with seeing if we could form a day that was as good for the social sector as those two days are for the retail sector. It was also kind of another social media experiment that was one in a long line of experiments that we were launching to see if social media could really be harnessed for positive social impact. So that – the part of it that we – there are a couple things we didn't foresee happening that has – that have been inspiring and surprising and all of that. One of the things is that we did pay a lot of attention to education and capacity building right from the beginning, but we had no idea if anybody would pay any attention to it, or need it, or rolled their eyes, or whatever. But instead it turned out there was a really like a significant hunger for it. So we just put everything out there that we could think of, including drawing on, you know, the brilliant minds of you people on this webinar and elsewhere in the tech and academic and philanthropy spaces. And that part has really evolved. And the really cool thing is that now where we provided those tools and resources in the beginning, we're seeing other organizations iterate on them, create their own, and feed them back out there into the network so that it's become this really cool feedback loop. And the process of improving something and putting it out there for others to use is kind of surprisingly radical. Like there's a real openness, a real transparency, a real pro-sharing element to the movement that I think the nonprofit world can sometimes not excel at, not show its best self at. And then the other part that's been kind of surprising is the – is the global growth. So Giving Tuesday is present in 75 plus countries now, and obviously those are places where there is no Thanksgiving, no Black Friday, and most of the time no Cyber Monday either, and yet the idea of this day to come together around giving seems to speak to something really universal. And the extent to which many of those regions are growing Giving Tuesday as a movement in far more challenging conditions than we are is really stunning. They're really looking to Giving Tuesday to strengthen civil society. Right, and in a sort of really bold and large scale way in places where there are much more significant hindrances to doing that, whether its policy hindrances, or lack of a giving culture, or an individual level, or whatever it might be. So bottom line is, this year going forward into the next few weeks what we're seeing here is just an unprecedented amount of creativity and innovation and collaboration, organizations coming together around aligned missions, focusing first on that, less on their brand. And really just showing a lot of – a lot of risk taking and humor and partnership as they go into their campaigns.

>> Andrew Means: Yeah, I think it's interesting that you raise up this idea [inaudible] this end of global growth, because there does seem to be almost a connection by like kind of releasing it and opening it up to the world it's caught on in many, many places. I know, Lucy, this was something you thought

about. And today we are looking at Giving Tuesday as a model for open source philanthropy. So can you talk a little bit about what that means, or what you hope that means, and how this idea of open source philanthropy distinguishes Giving Tuesday?

>> Lucy Bernholz: So if you think about Giving Tuesday, and Asha covered a lot of this, but if you think about what is it, it's – in my mind it's three things. It's a set of ideas. It's an open community of people that anyone can opt into and opt out of. And it's a set of digital assets which, what does that mean? It means it's digital stuff. It's logos and themes and the capacity building tools and the conversations, but they're all things that are by design you can step in and you can step out. You can take it. You can do whatever you want to it. And what's really interesting is the degree to which people are taking the stuff, the digital stuff, doing what they want to it, making it their own name, playing on the logo, changing the colors, all that kind of stuff, and then putting it back in for others to take the next step. That is – that's the essence of the open source software movement from which the metaphor of the open source philanthropy comes, but it's such an uncommon behavior outside of software development. I can't even begin to tell you how uncommon that is outside of the software development movement. So to have created something that is so easy to come into, and then so easy to make your own and share back with, what I think is the true magic of Giving Tuesday. And it explains the global growth and the adaptation. And Asha is right, outside of the U.S. context it can be a – it's really surprising that in a community where there's no Cyber Monday, Thanksgiving, any of that stuff, the idea of a day of giving is a human desire. So that's what's translating. And then because you can do it wherever you want, you don't have to play within somebody else's parameters, that's what I think has made it expand so quickly. So that everybody then feels like it's theirs.

>> Asha Curran: That's totally right. Everybody feels like they own. In fact, this has – sorry, Andrew, do you mind if I jump in with a funny story? We were – we were in Brazil –

>> Andrew Means: Absolutely.

>> Asha Curran: Recently visiting our Brazilian Giving Tuesday leaders, that is – there it's called [speaking foreign language], a day of generosity essentially, and they – the leader there was presenting to a group of people and referred to our Giving Tuesday as the first [speaking foreign language]. Right. So like the amount of ownership, and it was wonderful. It was like it was so great to hear them – to hear them talk about it like that. So in each country it becomes something different with each organization, or each – or each region. It becomes a different logo, a different name, a different hashtag, and that sense of agency is really important.

>> Andrew Means: That's really amazing that people really do take such ownership of these things, right. It's – they take it and make it their own and they adapt it, but it still has enough of a cohesiveness that we can talk about it and

it still is Giving Tuesday, right. That it still is thing that we can have a conversation about. Now, Micah, you said that you thought [inaudible] you posted that Giving Tuesday might just be the most successful civic tech culture hack of the decade. And you're somebody who I think can speak to this topic. You work with Civic Hall and Personal Democracy Forum, and [inaudible] campaign among other. I mean, can you tell us what makes this model so successful and how it's fitting into or influencing the broader civic tech landscape?

>> Micah Sifry: So I think that first of all I should define one or two terms. So we think of civic tech as any use of technology for the public good. And frequently what you hear people point to are, you know, typically some kind of app or platform that someone has built or that a large number of people are using. So I actually think that the – probably the most successful example of civic tech that any of us have is the hashtag. That this very, very simple tool of just adding that little hash mark before a term as you spread it on social media, which was very consciously popularized by a guy named Chris Messina back in the early days of Twitter. He was not an employee of Twitter. He was a – he was an alpha geek. He was very well connected among the early users. And he said we needed a way to make it easy to follow a topic that everybody who's interested in that topic can all congregate throughout. And he had the idea, it came out of something called internet relay chat where people were already creating channels using hashtags. And he succeeded in watching it take off, I think it was around the time the [inaudible] fires in southern California and that people who were posting images and sharing information in real time about what was going on with that event started using a hashtag around that, and that's when everybody noticed and said this could be powerful as a way of gathering like-minded people on this sort of emerging global bulletin board, which was then Twitter in its early days. I think the thing that's so important about Giving Tuesday to me in that context, it's the first time I've seen the nonprofit sector rally around a common term that nobody owns. I think it's really important to recognize, not just it's open source in the way that Lucy was talking about, but it doesn't have the 92 Street Y's logo on it or branding on it. I really want to give them credit for releasing it into the wild the way they did. You know, when Chris Messina was asked, you know, why didn't you patent the idea of the hashtag, you'd be a billionaire now? And he actually said, I – my goal was to see this spread as far and wide as it could. If I tried to patent it that would never have happened. And I think the same thing is true for Giving Tuesday. But I do want to add one more element which I think is really important to its success, and it – well, it is very cool to hear about how it has taken off around the world. The roots of Giving Tuesday in the United States is a culture hack. It is taking a couple of days in our culture where things go kind of to one extreme. You know, Black Friday I think to a lot of Americans now, is a overly materialistic day. You know, we have Thanksgiving and then – and then people are even like lining up to go shopping, you know, rushing from their Thanksgiving dinner to get to Walmart for the early sales. So there's a bit of a need to do that, and a backlash to it. And then we have

Cyber Monday, which was the way the internet companies thought well, we'll get some of that money, too, right. And Giving Tuesday plays off of that. It's like cultural jujitsu, to remind people that there's something more to the holiday period than just getting, but it's also giving. And I think this – we need to situate this in a larger pattern of people figuring out how to reinvent holidays. Holidays are incredibly powerful, cultural vehicles for moving people, rituals and holidays. These are things that are like inbred in us. And I think it's time to start recognizing Giving Tuesday as an emerging new holiday. And at the pace at which it's growing, you know I looked at the numbers for the last two years, the number of donations and, Asha, you probably have more up-to-date numbers, but when I looked at it was about 250,000 donations made through that – through that hashtag, that label in 2014, and then 1.1 million last year. That's a – that's quadrupling the pace. That's a pretty phenomenal number. I wonder if we're going to see that level of growth continue. I certainly hope so.

>> Andrew Means: Those are some great points. And I love that idea of when you're talking about technology. So much of what drives – I think, technologists that are working in the space is reach, is the different. It's not monetarization or commercialization. And, Mario, you worked for several years in exploring and building connections [inaudible] impact. What other kinds of trends are you seeing out there? And is there a recipe for success that initiatives like Giving Tuesday have passed into or helped to create?

>> Mario Lugay: Sure, well again, thank you for having me here today. One trend that, for me, is a positive trend with these is the move away from technology as a solution to problems and more as an intervention. I think if, you know, there is great hope that with this new tool, or this new means and modes of communication, we could actually solve problems by ourselves or with a single application, single piece of software. I think what Giving Tuesday does well is basically tying success to the success of others around them, right. So it's an intervention within an ecosystem. And, in fact, I mean the – my understanding is that it's looking to solve a problem of [inaudible] where in fact all development directors, all nonprofits would benefit from such a holiday, such a giving holiday, but none has incentive to on their own develop it, right. Because what they are trying to drive and the [inaudible] that they have in incentives are to generate more resources for their organization. And here, Asha and Giving Tuesday step in and they said, you know, we'll do that. We'll create the structure, the staff holding, and we'll allow you to do what you do well, or do best, which is advocate for your organization. And then moving to – it's funny that [inaudible] you know, I just got [inaudible] in September, a lot of people talk about your formal training. And, you know, if anything, it was my formal training is in community organizing, and that's my background. And, you know, thinking of Giving Tuesday, like what sticks out to me is not so much the tech aspect but the kind of solid community organizing elements to it – to it. You start off with a winnable campaign to build trust with folks in a community, and you uncover leaders who to move forward with, and with each initial success you

expand your goals, get more ambitious, and draw more people because of that. And as both Micah and Lucy mentioned, all the while distributing ownership as well as, particularly in [inaudible] of online where people talk about followers, followers. Like Giving Tuesday actually empowers people to be leaders, right, to lead their own campaign. So it's not just how many people to try to get to do something I asked them to do, but to an extent how many people can I get to do what they want to do with our support and with us behind them. And I think that's just a beautiful thing.

>> Andrew Means: Yeah, this idea of decentralization and open source just keeps coming up. And also, this is an approach that you guys have used to really grow into a global platform for giving and organizing the communities around the world, adapting and adopting the campaigns to advance their own [inaudible] as we've been discussing in Brazil and other places around the world. Can you tell us more about this approach and some of the different and creative ways that groups are leveraging this campaign for impact, and sometimes for their own – their own initiative?

>> Asha Curran: Yeah, so the cool thing about the distributed model is that it's actually also affected everything else we do here. So in our – like in our Center for Innovation, all of the programs that we create now, we do the same distributed model, right. So this – Giving Tuesday is the biggest for sure, but it happens to be about giving. But it turns out that you can do it about anything. We just did it with a political program. We do it with our Seven Days of Genius Festival. And I think it's really – it's just speaking to the way that people connect and consume in this age, right. It's just tapping into something that is already there, which is – which is the crowd and with – and with the – you know, with the power of social media and so forth. The decision not to brand Giving Tuesday was certainly the most important decision that has ever been made in conjunction with Giving Tuesday, and it was a tough one. It was the result of a – of a, you know, quite a few internal conversations and a big brave leap forward. But that hashtag generation story is amazing, and it's very, very much like those initial conversations. If we brand this it will never – it will never grow, it will never – it will never be taken. So the cool thing about the global stuff, too, which you were asking about, Andrew, is that it's reflected in what's happening here in the United States. So we – at the same time as we see the idea going global, we also see it going hyper local. So there are Giving Tuesday campaigns over 100 of them now happening at the state, the country, the city level, which are really lovely to see, because they involve by necessity a tremendous amount of collaboration and real intertwining. So we hear stories like, you know, there are six arts and cultural organizations in Allentown, Pennsylvania that have only seen each other as competition for the entire history of their existences. And instead, for Giving Tuesday these [inaudible] work together, right. And when they work together they face some risk, right, because one organization might do better than another organization, right. One might have better data. They don't know if they want to share it. They don't know if they want to adopt each other's best practices. But what they end up doing is, it's essentially telling a

much better story than if they were just running a fundraising campaign for each organization discretely. They end up really making a statement about how their mission is actually more important than what their individual hauls might be on that day dollars wise, right. They tell a story about the importance of organizations to our children and to our communities and to economics and all of that. And then we see that exact same type of collaboration happening all over the place. And those hyper local campaigns involve local nonprofit, local small business, local governments, really all working together for one common goal. So that's one really striking thing we're seeing domestically this year. And I actually think that the timing of it coming a couple weeks after the election is going to be really, really critical, right, because no matter what happens there are going to be a lot of people who are disappointed at that period of time. And even the people who are not disappointed are going to be feeling a little PTSD from the way the whole thing has played out, right. And so this will be, I think, an opportunity to kind of pivot all of that and come – kind of cross aisles in all sorts of ways around something that we can all agree on, right. That giving is good. That improving our communities is a good thing.

>> Andrew Means: I love how you highlighted the fact that organizations are seeing this as an opportunity to put their mission first, right. So to collaborate with people that they might not otherwise collaborate with. And really, I think you guys did that through demonstration at first, right? Like you were the first ones to take the risk to open up something, to not make it your own, not brand it as 92 Y, but to kind of give it free to the world. And it seems like that's almost inspiring and giving others confidence to do the same in their own local communities, to kind of put aside some of the, you know, competitive ways that we can have with one another, the ways that we interact with other organizations that are trying to make the world a better place alongside of us. And I think, you know, it's interesting that you guys essentially inspire that movement by doing it yourselves and demonstrating it yourselves. Now I'm remind of one time –

>> And you know [inaudible] it's a pretty easy conversation, too, because when people question how did like – it's so easy to say, put your mission first and your brand last, but it's really, really hard to do. And, you know, you can say to any nonprofit organization I guarantee you that it is not in your mission statement to protect your logo first and foremost, right, or to think about PR first and foremost. It's not, it's not. You all have a strongly fore purpose mission and that should be the thing that you're – that you're really just hammering away at day after day. And collaboration is the way to meet that mission.

>> Andrew Means: Absolutely. I – you know, when I talked with some organizations I would say, you exist to make a change in the world, to make a difference in the world, not to exist in a year, not to raise more money, like you exist to create change in the world and nothing is more important than that. Now a quick reminder to those on the call. If you want to have any questions for the panel, feel free to start chatting those in and we'll start interspersing

them throughout the conversation. But, Lucy, I want to go you. In considering this kind of decentralized approach, you've talked about Giving Tuesday as an [inaudible] test case for data management and analysis in scale. Can you talk some about the challenges and opportunities that a campaign like Giving Tuesday presents in terms of data and measuring impact and those kinds of questions?

>> Lucy Bernholz: Sure, so let me go back some of the words that have been used to describe what's going on here. I mean, Micah talked about it as the importance of holidays and rituals. And Mario mentioned the role of the commons and the parallels to community organizing. So when we start thinking about the data that's part of Giving Tuesday, I suggest that we think about them as representative of relationships, right. We're talking about digital representation of either somebody's donation of money, or of time, or the activity, and those relationships live locally, whether it's Brazil or Allentown, Pennsylvania. And so this is this extraordinary kind of – it may be a paradox. I actually think it can blend together, of there's now so much capacity in the digital environment to gather that – the digital representations of those relationships and the easiest technological approach to doing that would be to centralize all of that and have it all come flooding into Asha's office and on the day after Giving Tuesday on Giving Post-Wednesday, she would announce x number of dollars, x number of relationships, x number of hashtag hacks. That is completely out of sync with what has actually been at the core of the phenomenon, which is that it is managed locally. It's also out of sync, I think, with what's meaningful about what's represented in the data, is that set of local relationships between the Allentown arts organizations and the Allentown arts makers, supporters, and lovers, right. So the challenge here, the reason it's a test case is how can the same capacity building community organizing open local distributed sense that's made the phenomenon so powerful be built into collecting that data in a way that is then capacity enhancing, relationship enhancing for the local organizations, because this is actually what this is all about. So the nature of the data as digitized and networked makes us think, well it should all be – you know, or what we're familiar with, is that it all gets sucked into somebody's server that we have no say over and they can generate all kinds of thing instantly. Whereas this model is more about asking ourselves, how can the capacity to understand and use that data as a – as a mission enhancing resource be as distributed as was the initial actions that drive Giving Tuesday, and since it's those relationships that matter locally that are represented in the data, that's even more important. That we're not trying to take the data to do something that's perpendicular or orthogonal to the mission of the organizations that are at the heart of Giving Tuesday. So that's why it's a little bit of a – it just forces us to look differently at the capacities and the affordances of the technologies. Because the other thing is, when you start thinking about it that way then you realize, well yes, the same – the affordances of the technology and the digital network also allow for that local strengthening in Allentown or in [inaudible] or wherever.

>> Andrew Means: It's interesting, this idea of how can the data and the

technology be used to strengthen the open source nature, or the distributed nature, or the local hyper local nature of Giving Tuesday rather than create some sort of central and repository of knowledge that then, you know, is forced down everyone's throat. Is how can we use information, which sometimes it makes sense to centralize and share [inaudible] hyper local, but all in the aims of helping this distributed network do their job better and giving them back the power of their own data.

>> Right, so for example, and I think you're seeing this in other areas of the world as well, what's meaningful to centralize, if anything, is the cumulative totals of things, right. People want to know that. We've referred to in here in terms of seeing the growth. But it's not – and that can be done by then finding ways to get information – cumulative information quickly in a place it can be added together and reported out. But that's very different from actually collecting all the data in one place or analyzing it all in one place. That's what's staying out in the communities, it's still allowing for accumulative analysis of the whole phenomenon, but the data as resource for continued relationship strengthening stays local.

>> Andrew Means: That's really interesting. And I think and important – an important of the Giving Tuesday [inaudible]. Mario, I want to turn to you. You've worked with a wide range of social sector organizations to help foster engagement and inclusivity for social good. So what can Giving Tuesday and other groups similar to that, or other organizations, trying to improve engagement inclusivity do to make civic tech and [inaudible] be more inclusive?

>> Mario Lugas: Yeah, and as background, I've worked on diversifying both kind of the candidate – elective official space through a nonprofit [inaudible] and then most recently with the [inaudible] Center for Social Impact, our focus was diversifying the tech sector. What's interesting in both those cases, there's a huge underrepresentation. There aren't enough people. So the strategy is to bum rush the door, right. How do you get as many people in as possible and then allow that to kind of create the things you want to see. Philanthropy is very different, right. In some ways individuals – individual givers are not underrepresented. In fact, they make up the majority of giving in this country and yet somehow, you know, foundations, corporations have an outsized impact, or at least an outsized influence, or kind of outsized credit for their engagement and their involvement. So in some ways we've already kind of bum rushed the door and are already in. I think the next phase and what, you know, I'm looking forward to, while appreciative of what Giving Tuesday has already done, but also looking forward to what it does in the future is, okay now we have this [inaudible] to get to the place where it feels more inclusive at least I think what needs to happen is a shift from giving as an act to giving as an identity, right. And so that's where – kind of pivoting to that will, I think in this country and this society, at least make it not feel like philanthropy is this [inaudible] or this kind of protected, privileged space for those [audio skip]. And so what Giving Tuesday does towards forming identity is providing a massive amount of people

with a shared moment, a shared experience, and shared language, right. And all of those things worked to create not only a person's individual identity, but their ability to have that identity reflected by others in conversations and experiences throughout the country. So whereas a lot of giving is often done in private, in silo, between you and a development director, you and the staff member and then it dissipates, here's a moment, here's a day, here's an opportunity where you did something, and because you know so many other people who did it on that same day you can have a conversation, not only about the gives you made, the donations you made, but also who you are as givers, right, and the choices you made on Giving Tuesday. And hopefully that kind of moves us to a place where, you know – you know, and the question about making philanthropy more inclusive, it's already inclusive but how do we make it more, I guess, accessible or have the credit go to the right people in terms of where giving comes from. Yeah.

>> Andrew Means: Yeah, I think that's a good point [audio skip] are able to help democratize and help make this more accessible to people, but we still have a ways to go in making that truly [inaudible] truly accessible and democratized. And, Micah, I know that's something that you've seen and are talking about. You've written about the [inaudible] potential of technology and [inaudible] to democratize politics and power and philanthropy. And so what do you see in terms of where we are and where we're going in using tech to democratize philanthropy? And are there certain trends that you find particularly encouraging or discouraging?

>> Micah Sifry: Well, thanks. I was listening and thinking to myself, you know, it's only about four years, right, Asha, since the launch of Giving Tuesday? And it seems a little bit early to be talking about it the way we're talking about it right now. I mean, a million, 1.1 million people giving or, probably the number is obviously bigger since not everybody is attaching the hashtag or identifying their analogue activity that happens to take place under the Giving Tuesday umbrella, it's still a tiny number. I mean, just to put it in context, Bernie Sanders had 2.7 million individual donors over the course of his campaign, and that's the largest national, you know, mobilization of small donors that we've seen in the last year or two, and that's less than 1% of the U.S. population, okay. So we're not talking about that many people. You know, one of the things that I'm going to take a moment to just rant about is the degree to which we conflate these relatively small but highly visible moments on social media platforms that people like us tend to spend a lot of time looking at with mass movements. These are not mass movements. This is not a movement. It's a moment. This is a beautiful moment and it – I want to celebrate it but, you know, I've seen this phrase, 21st century social movements going around a lot lately. They're not – they're not. I mean, a social movement is a very rare thing. It involves millions of people acting independently but under the same banner with the same sort of thrust or goal, and common language and so on, and consistently taking action over time. None of that is yet the case, though these are aspirations to aim for, but let's just not kid ourselves. And then just

on the term you said about democratizing philanthropy. I mean, you know, it's almost impossible to imagine how one would do that given how undemocratic, unaccountable, un-transparent, unresponsive philanthropy actually is. I mean, I think it's interesting that we have this counter example through Giving Tuesday of mass participation at the scale of say a million people doing something in concert with each other. And, if anything, it would be really nice to see more resources devoted to helping spread that fact. I was frustrated enough to write a piece last year about how Giving Tuesday was this amazing moment of mass activity. It happened to come after some very, very depressing news. There were two shootings, two mass shootings over the Thanksgiving weekend last year. And I remember the headlines then were about how that led to a one day spike in Americans buying guns. I went and looked at the actual numbers. The one day spike for the day after Thanksgiving in gun buying was like a 5% increase over the year before, it was nothing. But it was – yes, it was more than the year before. And that in our mainstream media was translated into a spike. Meanwhile, Giving Tuesday, which genuinely had a spike, it went from 250,000 participants in 2014 to more than a million in 2015. In fact, right after those very same mall shootings, got zero media attention, zero headlines. You know, I think this things could be much, much bigger if the media actually would cover this phenomenon of Giving Tuesday. We have a problem that the media tends to cover spectacles that are scary, that, you know, get people all emotionally engaged. And, you know, the act of giving maybe ought to be – is worthy of celebration as the act of shooting. But right now our media doesn't work that way. So we have a long way to go. This thing could get much, much bigger. And maybe along the way it creates a larger upwelling of activity that makes it possible for more people to then say, gee, maybe some of the other ways that philanthropy works aren't that democratic and we ought to do something about them.

>> Andrew Means: Absolutely. And so, Asha, right, what's next for Giving Tuesday, right? How do you build upon the success that you've had and grow this moment, as Micah put it, maybe into a movement? And what are some of the takeaways or surprises that are pushing you in certain directions? Asha, I think you're still muted there, just FYI.

>> Asha Curran: Hi, sorry about that. I was muted because there was an echo. Sorry about that. So I was going to say, I agree with everything that Micah and before him, Mario, was saying, except for one thing, which is that we do feel comfortable identifying Giving Tuesday as a movement. And the reason that we feel comfortable with that is that it's moving, and it's moving by itself. If me and my whole team dropped out tomorrow, decided we didn't want anything else to do with it, it's already a – it's happening, it's being driven by the people who engage with it, both at the organizational and the individual level. And I really believe that they are passionate enough and they have enough ownership that they would keep on keeping on. We identify ourselves less as the center of it, or the leaders of it than [inaudible] or sort of careful, thoughtful stewards of the movement. At least that's how I'd like to think about it. But

I do really wholeheartedly agree with the point that it has so far to go. I think that probably one out of two Americans don't even know what it is, that doesn't even have name recognition with them. Although I will clarify that those numbers, the numbers that you're looking at from last year are online only. So if you look at online donations and people who engaged online and consider that online giving is what 10% of all giving on a regular basis, I don't even think we can quantify the number of people who engaged or the – or the actual dollars raised on that day, which data is so poor in this sector in general that it's really, really hard for us to get to that number. But I think that when we can see – you know, going back to your question, Andrew, in terms of what's next for Giving Tuesday, I think we really are pushing for that – pushing for that growth, but pushing for it carefully. Because I think that it's not only scale that we're going. So, for example, for me the dollars raised on Giving Tuesday are important, right. Because organizations need resource to help meet their missions period, right. If this is a sector that is addressing injustice and inequality all over the world, it needs to have the resource to be most effective. But to me, Giving Tuesday doesn't have a point in existing just for that purpose. It has a point of existing if it opens a framework through which – it's by engaging in that framework. Organizations learn something, or try something, or build capacity in some way that they can't unlearn after Giving Tuesday, that it ends up benefiting them over and over and over again, that new spirit of risk, the new spirit of collaboration, the new spirit of openness or sharing. That stuff is going to make an organization a better organization all the time, not just one day a year, right. Giving Tuesday is just that one celebration day, right, the giving anniversary where, you know, you go out to dinner but it's not – it's not that you stop thinking about it next. So I think we want to get to a place with Giving Tuesday where certainly we want to see those dollars go up, but if there is a year where the dollars go down, right, for some reason, there's some Act of God, there's something that happens and everyone's attention is diverted, we can say but look, the community achieved this, this, and this, right. And so it was a win on those fronts. And I think that the holidays – the holiday point that Micah made, and that Mario really built on, is so important. That idea of reinventing holidays in a more globally communal spirit and more sort of positive social impact spirit in a way that is less divided by geography or religion or nationalism. And that – and those cultural rituals, those moments where we feel like we're part of something bigger than ourselves, are absolutely critical, right. And we all feel like more of a sense of purpose and meaning around them. That kind of day does not exist for global humanity yet. And so I think ultimately there is a potential – if there's going to be a global day around anything, around any universal value, giving seems like a pretty good place to start. So that's [inaudible] Giving Tuesday, Andrew.

>> Andrew Means: Yeah, you know, very achievable by November 29 of this year so. And next year we'll tackle something else. Micah, your latest book looks at different [inaudible] tech apps and general purpose tech talk forums that can be used and directed for social good. Are there some particularly exciting tools

or platforms out there that the [inaudible] maybe working in philanthropy or nonprofit should know about?

>> Micah Lugay: Well, I think that the – there are two answers to that. One relatively boring and the other one that I'm more excited about. I'll give you the boring one first, which is people are finally building tools to enable more direct contact through mobile. So we're seeing a lot of texting campaigns now. One app that seems to have jumped out ahead of the rest of the field is called Hustle. What's nice about these tools is the SMS channel, at least in the United States, now we're just talking about the U.S., is relatively uncluttered the way the government has kind of done rulemaking around text messaging is you cannot do mass texting the same way you can do mass e-mailing. All of us have too much e-mail. We all have spam. We all stop opening our e-mails. But we do open our text messages. And what a tool like Hustle does is it makes it very easy for an organizer or a team to send individual texts, literally one at a time, but very quickly, personalized to each recipient, and then to keep track of the conversations that follow from that. And because it's one to one rather than one to many, it's a – it's a two-way conversation that the organizer in effect has to have a relationship with the people they're organizing. And so I think this is a really interesting tool for people to look at it in terms of any kind of community organizing, fund raising, engagement through the mobile channel, at least right now. I mean, I'd give it a few years and in a few years we'll all be like, oh, I get too many text messages asking me for money. It already feels that way to me. The other type of tool that I'm really interested in, and I think it's still early days, is tools that enable groups of people to coordinate more effectively with each other around shared tasks or making decisions together. Most of the consumer facing tools that are out there now don't do this well, right. You would not use e-mail, at least not with any pleasure, in trying to organize a large group of people to take on some shared tasks, whether it's writing a document together or coordinating an activity. And most of the organizing tools that are out there are too complicated to spread. You know, they're designed the way, you know, somebody with a skilled engineering degree maybe knows how to use AutoCAD. They're not for the average person. But we are beginning to see some of these kind of mass communication and organization tools make it out there to the – to the level where they're simple, they do one thing really well, and then become something that lots of people will use. So [audio skip] is one that I write about in my book, which is a tool for groups to make consensus decisions together. So it exactly mirrors the pathway of a consensus decision making process. Vote yes, vote no, abstain, blah, but it looks like a Facebook thread. And those are being used, [inaudible] is being used all over the world by both traditional organizations as well as movements. And I'm seeing larger scale versions of things like [inaudible] in tools like [inaudible] and Remesh [phonetic] which are still early stage but they enable large group conversations. So imagine 1000 people trying to have a conversation with each other, you know, most of us can't even picture what this would be like. But in Taiwan they are using pol.is, p o l dot i s, to do exactly that. To have a nationwide conversation about policy

questions, about legislation facing their parliament where 1000's of people see their opinions aggregated in real time, in clusters. So you begin to see what the crowd is thinking in a more of a – in more of a fine grained way than what we have now. What we have now for organizing crowds is things like hashtags. That doesn't get you that far if a group of people don't already agree about whatever the campaign is, whatever the hashtag is. So new tools for group coordination and problem solving I think are really where the next generation of possibilities for collaboration at larger scale than we see now. That's I think where tech maybe can take us.

>> Andrew Means: Absolutely. And, Micah, can you – what are the tools that you are pointing people towards, there was pol.is, [inaudible]?

>> Micah Sifry: Yeah, pol.is, right, Remesh, which we actually demoed at Personal Democracy Forum this past June, and Loomio, l o o m i o, which is the consensus decision making tool that I was talking about before. And then the first one, which is the mobile organizing tool, it's called Hustle, and that comes [audio skip].

>> Andrew Means: Awesome, awesome. Now, Mario, you certainly [audio skip]. Can you tell us about – a little about your research and where it's taking you?

>> Mario Lugay: Sure. So the thing I can't unlearn from organizing is that social change requires transformation, right. And that vigilance around focusing on transformation, not on just transactions. And particular, can we transform people's relationship to themselves and their own sense of power, their relationship to communities, and what they can do alongside their community members? And lastly, their relationship to society. Are they – are they kind of just participants in society, or can they actually shape it? And so my focus here is looking at giving almost exclusively at that level, at the transformational level. And in particular to what Lucy had talked about, giving us a proxy – giving us a proxy for our relationships to nonprofits and causes certainly, but also our proxies to our friends and family, but also to the impact we want to have on the world and what happens when you design for that. I mean, so far the things that have been coming up and, folks, you know, the design school, it's all about post-its and prototypes, so just [inaudible]. So it's allowed me to play around a lot, and if others want to play around in this space let me know. But issues around like [inaudible] for nonprofits, how do we go about kind of intervening there and creating new kind of systems with support modeled after Giving Tuesday? Giving us identity and issues around pride and shame, around identities as givers. And then also just having some fun with thinking about giving us a physical space. An old friend, Rusty Sullivan [assumed spelling], who used to [inaudible] talked about for the holidays, Micah brought up the holidays, talking about the idea of creating a giving room, so it's kind of like a living room slash giving room where people can go in while shopping and be at the mall and can use giving as way to give presents or give back. And then also kind of looking at the thank you letter. How many of those go out and how

much – you know, is there an opportunity there to kind of continue the work of Giving Tuesday and really kind of not have that be the end of the [inaudible] but actually, you know, how to be asked [inaudible] and be invited to do more somehow, and not necessarily just for that one nonprofit. So how do we play around with that and protect that. So, yeah, just lots of post-its and prototype and play out here.

>> Andrew Means: Yeah, yeah, absolutely. Lucky, you were – I think we're getting an echo from somebody, too. There we go. So, Lucy, your work addresses not just the possibilities of this kind of technology and digital data and infrastructure, but the responsibilities that we have in stewarding them in safe and ethical ways. So as we try to grow and [inaudible], how can we begin to plant seeds for a population that is more engaged in the issues of digital privacy, safety, and security? Are we approaching a tipping point? Are you seeing more people engaged on these issues than they used to be?

>> Lucy Bernholz: Well, you know, so two things. Understanding what digital data are and what they represent is something most people have very little interest in doing [laughter]. So I'm not out to lead a campaign to change the individual behaviors of 7 billion people on the planet. Although if I were I would probably go about it by subjecting each and every one of them to the kind of humiliation that follows when what you think is private is made public, right. So I hack everybody's e-mail and I'd embarrass them and maybe we'd get some behavior change, if I really wanted to change the individual behaviors of everybody. And so if – when you ask are we getting to a tipping point? We may be. I mean, there's some – and Micah will know more about this than I do, but there's some interesting, you know, chatter about how we'll never see major political campaigns use e-mail quite the way they've been using it in the past going forward, right. So there's something to be said for being humiliated at a young age, and I will bring up my teenager who was humiliated as a 10 year old with his use of digital media and it stuck with him. But that's not really what we're at at the lab. We're just going to let human nature take care of that problem. What we're at is understanding that digital data are a new resource for positive social change. They're a new resource for a lot of things, but they're definitely a new resource for that. And we have this space that in the U.S. we oversimplify what's referred to as the nonprofit sector, that we're privileged to help create social change, social good. And we've created a set of organizations that have a certain set of characteristics that are supposed to help them do that. And the resource they've been doing it with for years, for decades, for millennia have been time and money. So there's – you know, human beings, we have resources, we use them to do things that benefit others, and we've institutionalized that in the nonprofit sector. And the resource that we've built those institutions around have been time and money. And what's happened in the last decade and going forward is we have an additional resource, digital data. And that's really exciting. It means a number of things. It means we need to learn how to use it for good and not just pretend it's just either innately good or doesn't need any kind of attention. It needs a lot of attention.

People talk about data as an asset, it's also a liability. And everybody on this call probably understands that. But really structuring what that means from an organizational perspective, the good news is there are lots of people and lots of organizations that have been thinking about this for decades. There have been organizations totally focused on the use of digital data as a – as a resource since at least 1986 with the Free Software Foundation. So there's a lot we can learn. And so what we're trying to do is change the understanding of organizational leaders that their challenge now is to use an additional resource, to use it well, to protect it just as they do their other resources. The trick is that, of course, it's not the same kind of resource as time and money. So where we are in the arc of history is that we've been, and this is not just nonprofits, I think business – some businesses, and certainly some governments, have been doing this as well, trying to just incorporate our existing set of governance practices and apply them to a resource that we're now increasingly aware of doesn't work the way the ones that we've been managing work. So in order to this we're actually trying to completely steal a page from the Giving Tuesday playbook and create a sharing mechanism called digital impact [inaudible] where the rules, if you will, the policies and practices for managing digital data safely, ethically, and effectively, that have already been developed by organizations in the human rights sphere, and in the – in journalism where this is an enormous issue, and in humanitarian aid, and in disaster relief, and in civic tech where people have already thought hard about how do I manage this resource as a – as part of my organizational pursuit of mission, are sharing the tools and policies they've created to do that, and we're making them available for others to use and adapt. We'd like our aspiration to be a good hub of governance, where we – because there's some things we already figured out and there are others that we're going to need to collectively figure out. How we're going to use data from remote sensors in our cities and use them safely, ethically, and effectively for example. So digital impact [inaudible] is where we're building that. We're – just as Mario said, it's a lot of post-it notes and prototypes at this point. We're playing with it. We put something up to get started and we're inviting people to help us improve that. And the page from the Giving Tuesday playbook is that it needs to be a core capacity of organizational governance, not something that is affiliated with us. We're not about having an answer and telling you what the answer is. We're facilitating the conversation to create the answers by those who are actually running the organizations. The fun part about this is that at the very same time we're trying to increase the capacity of our existing organizations to really put this resource to use for good, the nature of the organizations are [audio skip] changing because of the existence of the resource. So we can't run fast enough is basically where that leaves us.

>> Andrew Means: Absolutely. This has been a really great conversation. I think what we can all agree on and what we've been discussing is that Giving Tuesday is really demonstrating an entirely new model for opening up philanthropy and using and leveraging technology and data in innovative ways. So I want to thank you to all of our panel, members to all of our attendees for

joining us today. Be sure to join us on our next virtual roundtable on December 6 when we'll be looking at the data playbook [inaudible] practical guide and open resource for nonprofit developed by the Charles and Lynn Schusterman Family Foundation. If you missed any parts of today's conversation or want to share it with a colleague, we'll be releasing it through the [inaudible] for good podcast which can be found on iTunes. And as always, be sure to continue the conversation around the uses of digital data at marketsforgood.org. Thank you everyone for being here today and we hope to see you on December 6.