Giving Tuesday Solutions

Get ready to inspire donors wanting to improve the world around them this charity season

Who were the Giving Tuesday audiences of last year?

**Gender**
- 52% Female
- 48% Male

**Household Income**
- 72% $0-100K
- 28% $100K+

**Education**
- 62% College Grad
- 38% Grad School

**Philanthropic Parents**
Reach compassionate parents whose hearts expand beyond their families, looking for ways to help other children this holiday season.

**Pawrents**
Catch these parents finding ways to renovate their furry kid’s backyard with fun landscaping projects.

**Savvy Shoppers**
Engage with your calculated coupon shoppers who are leaving their budget open to donate.

**Home is Where the Heart is**
Connect with these donors cozied-up in their interior-designed home theaters.

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### Reengage donors with Quantcast exclusives

Combine awareness with action. Brand Lift Live by Quantcast™ leverages surveys to optimize to audiences most receptive to your charity, unlocking new donors in real time.

- Brand Lift Live by Quantcast™ (minimum spend)
- “Giving Tuesday” Interest Audience
- One Day Heavy-Up: November 29
- Display + Tablet / Mobile-Web

Reach new donors, **connect with your Quantcast Rep today.**

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Source: Quantcast Audience Planner, “Giving Tuesday” Keyword Interest, November 1-Dec 14 2021