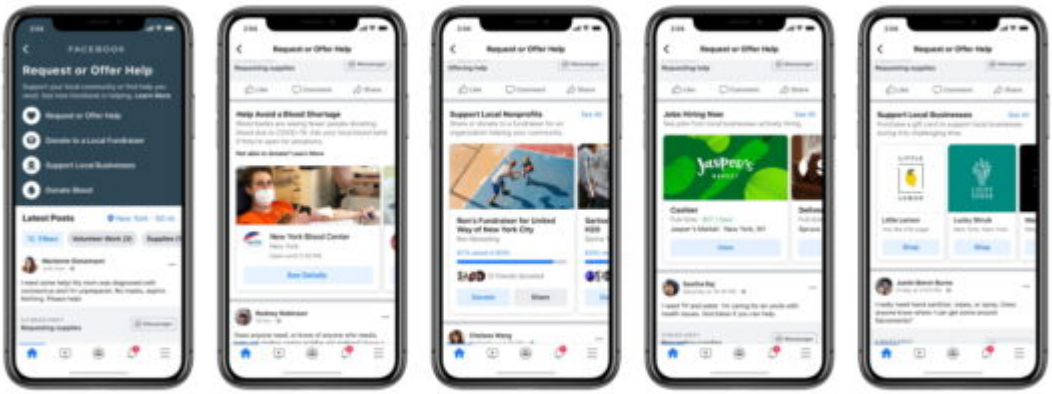
Facebook, GivingTuesday Set First Ever #GivingTuesdayNow



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3 hours ago
Facebook is teaming up with GivingTuesday on its first-ever #GivingTuesdayNow May 5, in support of local causes such as businesses struggling with the coronavirus pandemic, nonprofits, blood banks and employment opportunities.

The social network is adding to the Community Help for Covid-19 hub it introduced last month with several new features for #GivingTuesdayNow.

Starting Tuesday, people can go to facebook.com/covidsupport to buy gift cards to support local businesses that are struggling to stay afloat during Covid-19, donate to fundraisers from local nonprofits, sign up to donate blood at local blood banks and find local employment opportunities.

Facebook said that since debuting Community Help for Covid-19, the most requested categories are supplies (baby supplies, hand sanitizer, cleaning supplies, toilet paper), food and information (about Covid-19, unemployment, stimulus checks),

while the categories people are offering the most help in are volunteering (running errands, shopping for groceries, caring for elderly), supplies (making homemade face masks and donating hand sanitizer, diapers and toilet paper) and offering food.

The social network added that people have donated over $65 million for causes related to the coronavirus pandemic on Facebook and Instagram since January, and more than one-half of those donations are less than $25.

https://www.adweek.com/digital/facebook-givingtuesday-set-first-ever-givingtuesdaynow/