

EA Giving Tuesday 2021: Frequently Asked Questions

We actively update this FAQ based on the questions and feedback we receive. If it doesn't answer your questions, or you have anything you'd like to ask or share, please contact our team at contact@eagivingtuesday.org.

To stay up to date, we strongly encourage you to sign up at www.eagivingtuesday.org.

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FAQ: General Questions

What is Facebook's Giving Tuesday donation matching program?

Giving Tuesday is an international day of giving that takes place each year on the Tuesday after the American holiday, Thanksgiving. Many nonprofits organize fundraising efforts around Giving Tuesday. Facebook has a fundraising platform, and has participated in Giving Tuesday since 2016 by offering a matching program for donations made through this platform. Facebook and their partners matched \$900,000 in donations in [2016](#), \$2 million in [2017](#), \$7 million in [2018](#), \$7 million in [2019](#), and \$7 million in [2020](#).

From 2016 to 2019, the entire match was structured as a 100% match. Facebook then changed the format in 2020, so that in effect there were two tiers of matches: the first \$2 million in

donations were matched at 100% and the next \$50 million in donations were matched at 10% (i.e., \$5 million in Facebook's matching funds were available for the 10% match).

For Giving Tuesday 2021, Facebook followed the two-tiered matching format that it introduced in 2020. In 2021, the first \$2 million in donations were matched at 100%, and we believe that the next \$60 million in donations will be matched at 10% (i.e., \$6 million in Facebook's matching funds are available for the 10% match). Here is the [announcement video](#) ([transcript](#)) containing details on the 2021 match.

Facebook matched donations of up to \$20,000 USD per donor and \$100,000 USD per U.S. (501)(c)(3) nonprofit. Facebook has stated ([announcement video](#), [transcript](#)) that match results will be available in mid-January 2022, and that match payouts will take place in mid- to late-February 2022.

Why is Facebook's donation matching program relevant to the effective altruism (EA) community?

For each of Facebook's previous Giving Tuesday matching programs, almost all U.S.-registered 501(c)(3) nonprofit organizations have been eligible to receive donations and matches through Facebook's fundraising platform. Therefore, Facebook's Giving Tuesday program has provided an opportunity to direct matching funds towards highly effective and/or EA-aligned nonprofits that would have otherwise gone to nonprofits of more average effectiveness. For more information, see the section "[The opportunity for EAs](#)" in our [retrospective](#) from last year. Because of this opportunity to direct counterfactual matching dollars to highly effective nonprofits, in 2017 a coordinated effort ("EA Giving Tuesday") was started to support donors of highly effective nonprofits.

This matching opportunity is relevant to many effective altruists and other supporters of highly effective nonprofits. That said, please note that unfortunately this opportunity is less valuable for people living outside of the United States.

How has EA Giving Tuesday gone in past years?

From 2017–2020, hundreds of donors, coordinated by EA Giving Tuesday, have directed an estimated \$1.49 million in matching funds to highly effective nonprofits.

EA Giving Tuesday was started in 2017, when a number of us in the [effective altruism](#) community coordinated to try to get donations to effective nonprofits matched by Facebook and its partners. That first year, Facebook and the Gates Foundation matched \$48k of our \$379k in donations, and Facebook featured our efforts in their [whitepaper](#) on Giving Tuesday (search for "effective altruism").

In subsequent years, we ramped up efforts: We provided advice to donors about donating quickly before the matching funds ran out and promoted the match more widely within the EA community. In 2018, the EA community donated \$719k through our initiative, directing an estimated counterfactual \$469k in matching funds to EA nonprofits, despite the match running out in 16 seconds. In 2019, most donations were only matched if they were made within the first 7 seconds. Even so, an estimated \$563k was matched of \$1.09 million donated through our initiative. In 2020, Facebook switched to the two-tier matching [described above](#), and the 100% match ran out in just 2 seconds, according to our analysis. This decreased the portion of donations that were matched: \$412k was matched of \$1.62 million donated through EA Giving Tuesday 2020. For more information, see our [2020 data](#) and [retrospective](#).

What have Facebook’s matching program details been in previous years?

The following table shows how these details have changed from year to year. All amounts are stated in USD.

	2016	2017	2018	2019	2020	2021
Total matching funds for 100% match	\$900k ¹	\$2M	\$7M	\$7M	\$2M	\$2M
Total matching funds for 10% match	N/A	N/A	N/A	N/A	\$5M	\$6M
Match limit per fundraiser page	\$1,000	\$1,000	No limit	No limit	No limit	No limit
Match limit per nonprofit	No limit?	\$50k	\$250k	\$100k	\$100k ²	\$100k

¹ Only \$500,000 in matching funds from the Gates Foundation were announced in advance, but the Gates Foundation then [increased](#) their matching funds to \$900,000.

² The language had some ambiguity, but our experience in 2020 indicates that this limit was on the matching funds rather than the donations that could be matched.

Match limit per donor (U.S. donors)	No limit?	No limit	\$20k ³	\$20k ⁴	\$20k ⁵	\$20k
Time until matching funds ran out	“within hours” ⁶	86 seconds	16 seconds	7 or 14 seconds, see note ⁷	100% match: 2 seconds; 10% match: over 3 hours	TBD
Total donations	\$6.79M	\$45M	\$125M	\$120M	\$135M ⁸	TBD
Match announced	Nov 17 (12 days in advance)	Oct 27 (32 days in advance)	Oct 10 (48 days)	Oct 7 (57 days) ⁹	Sep 29 (63 days) ¹⁰	Oct 6 (55 days) ¹¹
Full details provided	Unknown	Oct 27 (32 days in advance)	Oct 25 (33 days)	Nov 4 (29 days)	Nov 11 (20 days)	Oct 6 (55 days)

This year (2021), can we get more donations to highly effective nonprofits matched?

This year’s Facebook match has a similar two-tier structure to the 2020 match, so we expect roughly similar results, which will most likely underperform our 2018 and 2019 metrics. Also, we’ve seen a general trend of increased competitiveness, with the 100% matching funds being exhausted in fewer seconds each year.

³ For non-U.S. donors, the match amount limit per donor was limited by the much lower donation amount limit per donor. See [“Donation amount limits outside the US.”](#)

⁴ For non-U.S. donors, the match amount limit per donor was typically limited by the much lower donation amount limit per donor. See [“Donation amount limits outside the U.S.”](#)

⁵ The language had some ambiguity, but our experience in 2020 indicates that this limit was on the matching funds rather than the donations that could be matched.

⁶ Facebook reports that the “initial match of \$500,000 was reached within hours,” but we find this phrasing to be ambiguous, and we haven’t found any other useful evidence on when the matching funds ran out.

⁷ The matching funds ran out at 14 seconds in 2019, but donation processing delays caused some donations made significantly earlier to not get matched. See the [“Match end times”](#) of our 2019 retrospective.

⁸ The day after Giving Tuesday 2020, Facebook [tweeted](#) that \$135 million USD had been raised across Facebook and Instagram.

⁹ The first known announcement was made during the Q&A in the last minute of this [video](#).

¹⁰ The [announcement](#) was made by the VP of Social Impact at Facebook at the end of this [video](#).

¹¹ The announcement was made 16 minutes into this [video](#).

That being said, we have some reasons to be hopeful that we'll direct a significant amount of matching funds to highly effective nonprofits this year

- In 2020, we collected data to help us improve our strategy in 2021. We have analyzed this data and have used it to improve our strategy towards increasing the amount of matching funds directed towards highly effective nonprofits.
- Any donations that are made after the 100% match ends are still likely eligible for the 10% match. Last year, the 10% match lasted over 3 hours.
- EA Giving Tuesday brings together hundreds of people seeking to get their donations matched, which contributes to this initiative's broader goal of directing more money to highly effective nonprofits overall.

Does Facebook approve of our initiative?

Facebook featured us as a case study in a [whitepaper](#) on their Giving Tuesday 2017 matching program (search for "effective altruism"), which suggests they approve. We haven't heard from Facebook about our efforts since that publication.

Which nonprofits are eligible to receive donations and matches?

Nearly all U.S.-registered 501(c)(3) nonprofit organizations listed on GuideStar should be eligible to receive donations and matches on Facebook.

However, we limit our EA Giving Tuesday coordination efforts to highly effective nonprofits, many of which are aligned with [effective altruism](#) principles. We focus on including nonprofits that meet one or more of the following criteria:

- Nonprofits that people in the effective altruism community commonly donate to according to the [EA survey](#)
- Nonprofits that are ranked as GiveWell [top charities](#) and former [standout charities](#) before GiveWell retired its standout charity designation in 2021
- Animal Charity Evaluators' [recommended charities](#)
- Grant recipients of the [Open Philanthropy Project](#), [GiveWell Incubation Grants](#), and [EA Funds](#)
- [Open Philanthropy Project program officer suggestions for individual donors](#)

In cases where a recommendation or grant is restricted to a particular program within a nonprofit, we generally ask the nonprofit to restrict donations made through our initiative to that particular program.

If you feel the inclusion of a nonprofit in EA Giving Tuesday would be aligned with effective altruism, please email our team at contact@eagivingtuesday.org to ask.

Are there other matching programs similar to Facebook's?

We have not seen any comparable 100% matching opportunities since Giving Tuesday 2018, when PayPal [offered](#) a 100% matching opportunity. In 2019, PayPal [offered](#) a 10% matching opportunity on Giving Tuesday.

In 2021, Every.org launched its Fall Giving Challenge, which offered some of the same benefits as Facebook's Giving Tuesday match. Learn more on the EA Forum [here](#).

Why does the Facebook group for EA Giving Tuesday use the phrase "Year-End" rather than "Giving Tuesday"?

In previous years, we found that using the term "Giving Tuesday" in the title attracted the attention of some well-meaning individuals who were interested in fundraising for or donating to nonprofits that were not considered highly effective, based on EA principles. We're focused on directing matching funds to EA-aligned nonprofits, and avoiding group names with "Giving Tuesday" helps us connect with the right audience for our goals.

How do donations to nonprofits through the Centre for Effective Altruism (CEA) reach the end-recipient nonprofits?

Some nonprofits, funds, and programs that are not U.S.-registered 501(c)(3) nonprofits themselves can still receive donations and matching funds through the Centre for Effective Altruism (CEA). The EA Giving Tuesday team will work with CEA to allocate these donations accurately.

Does the 10% match apply to \$6 million in donations, or \$6 million in matching funds?

See [this FAQ entry above](#) for a general description of the two-tiered matching structure that Facebook is using in 2021.

The language used by Facebook has some ambiguity, but we are confident that the 10% match is for \$6 million USD in matching funds, which would imply that 10% of \$60 million USD in donations will be matched. So for example, if your \$1,000 donation receives a 10% match, it would direct \$100 in matching to the highly effective nonprofit you donated to.

We believe this because:

- If the 10% match applied to \$6 million *in donations*, this would imply \$600,000 in matching funds available for this tier of the match. This would in turn imply that Facebook's matching fund is \$2.6 million in total (i.e., \$2 million available for the 100%

match, and \$600,000 available for the 10% match). But Facebook clearly refers to an \$8 million matching fund this year ([announcement video](#), [transcript](#)). Moreover, a 2021 matching fund totaling \$2.6 million would represent a substantial decrease from the \$7 million total matching funds available in 2018 and 2019.

- In 2020, when Facebook used similarly ambiguous language, donations were eligible for the 10% match hours after the match start time. This hours-long duration of the 10% tier match is consistent with \$50 million in donations matched at 10% (with \$5 million in matching funds), but would have been highly unlikely if only \$5 million in donations matched were 10% (with \$500,000 in matching funds).

In any case, we're monitoring updates from Facebook for further clarifications on this.

Does the \$20,000 per-donor limit refer to donations that are matched, or matching funds associated with those donations?

Facebook's 2021 Giving Tuesday match has limits on a per-donor and per-nonprofit basis. In its words, "To help more nonprofits benefit, the match will also have a per-nonprofit and per-donor cap to help match more donations and fundraisers. Donation limitations include a \$100,000 dollar cap per nonprofit and a \$20,000 dollar cap per donor" ([source](#)).

The wording of these limitations is somewhat ambiguous: is it on the amount of donations, or the amount of matching funds associated with these donations? The interpretation of these limitations is significant for donors planning to give more than \$20,000 during the Giving Tuesday match.

Our experience in 2020 indicates that this limit was on matching funds, not the amount of donations eligible for matching. For example, we heard from donors that continued to get donations matched at 10% even after donating far more than \$20,000, because presumably they had not reached the \$20,000 limit on the amount of matching funds they could direct.

Our best guess is to assume that what was true in 2020 is still probably true in 2021. We nonetheless continue to closely monitor Facebook's communications about its 2021 Giving Tuesday match for clearer language about the 10% match limitations.

Does the \$100,000 per-nonprofit limit refer to donations that are matched, or matching funds associated with those donations?

Similar to the \$20,000 per-donor limit above, our experience from 2020 indicates that the \$100,000 per non-profit limit was on matching funds, not on donations.

FAQ for donors and EA community members

I'd like to donate money on Giving Tuesday. How can I get my donations matched?

We've learned from previous years that the key to getting a donation matched at 100% has been to donate in as few seconds as possible during the short window that donations are eligible for 100% matching. Donations have been matched by Facebook on a first-come, first-served basis and have run out within seconds in previous years.

If you'd like to try to get your donations matched, please read our instructions. To receive important updates and reminders about the match, please sign up on our website (www.eagivingtuesday.org).

With the 100% match reduced from \$7 million in 2018 and 2019 to \$2 million in 2020 and 2021, should I still participate as a donor?

We believe most donors in the United States with plans to donate to an EA-aligned nonprofit should participate. If you were planning to make a donation by credit card or check to the same nonprofit this year anyway, then donating according to our instructions typically provides significant potential upside and little downside. A few considerations:

- In 2020, about 25% of donations made through EA Giving Tuesday were matched. Each year, we learn and do thorough testing in order to provide donors with strategies we believe have the best shot at maximizing matched donations.
- For each donation, you'll receive a donation receipt by email that should be sufficient for tax purposes in the United States.
- We expect that many donations not matched at 100% will still be eligible for the 10% match. All things considered, a 10% match is better than a 0% match. Moreover, the amount of 10% matching funds that you could direct could add up to quite a significant amount, if you were planning to donate large amounts.
- We expect that the Facebook match can be combined with most employer matching programs. See the question "Can I have my donations matched by both Facebook and my employer?"

On the other hand, if donating on Facebook has significant downsides for you, such as tax disadvantages, then we'd encourage you to use your judgment to decide whether participation is worthwhile for you.

Is there any other way I could help?

Promote the match: You could help by encouraging other EAs and other supporters of highly effective nonprofits to sign up on our website (www.eagivingtuesday.org), so we can follow up with them later when we have more information. If you're a local EA group organizer, you could help by promoting this among your group members, especially if they are based in the US.

Can I create my own Facebook fundraiser page?

Yes, but we strongly prefer that you donate through our Facebook fundraiser pages, which we create for every nonprofit that EA Giving Tuesday coordinates with. Sign up on our [website](#) to be updated when we have our fundraiser pages and instructions ready for the upcoming match. You can create a Facebook fundraiser page for unrestricted donations to any U.S.-registered 501(c)(3) nonprofit. If you or your friends donate fast enough to the fundraiser on Giving Tuesday morning, the donations could be eligible for matching funds. However, because of data collection difficulties, we won't be able to track your fundraiser as part of our impact, so we would prefer that you donate through the fundraiser pages we create.

Should I donate to a less effective nonprofit just to get matched?

In most cases, we recommend you donate to the nonprofit you consider to be most effective, regardless of the matching opportunity. The difference in effectiveness between nonprofits may differ by a large factor. For instance:

- This 80,000 Hours [survey](#) found that a sample of EA leaders believe that the cost effectiveness of donating to different EA Funds (representing different cause areas) may differ by **up to 33x**.
- GiveWell has [estimated](#) that the cost effectiveness of their top charities may differ by **up to 9x**.

We'd also emphasize that there is a considerable amount of risk that your donations will not get matched.

To help reduce the incentives for people to donate to less effective nonprofits just for the match, we reach out to effective nonprofits in advance to try to get as much participation as possible.

I'm a donor in the United States. Will I receive a receipt sufficient for tax purposes?

Yes, Facebook emails receipts sufficient for tax purposes to the email address associated with your Facebook account.

Are donors outside of the United States eligible to participate?

Donors from a [large number of countries](#) are eligible to donate through Facebook and get matched. However, in both 2019 and 2020 most non-U.S. donors faced significantly lower donation limits. We expect the same to be true in 2021.

Additionally, please be aware that donors outside the United States will likely lose out on any tax benefits they'd receive from donating to a nonprofit registered in their own country. There is a considerable amount of risk that donations will not get matched by Facebook, so the matching funds may not compensate for the loss in tax benefits.

What are the donation amount limits in countries outside the US?

The donation amount limits for non-US donors are significantly lower than the limits placed on US based donors. Unfortunately, Facebook does not offer a clear answer to this question.

In previous years, the limit for most non-US donors has been just under EUR 250 over a 31-day period. We recommend donating no more than this amount for the 100% match, taking into account any test donations you've submitted before the match. For the 10% match, which we expect to last for significantly more time, donors can try donating more to see if it is successful. However, we are unsure of how effective this will be. The EUR 250 match limit has also applied to countries that do not use the Euro as their primary currency. In these countries the limit was the equivalent of EUR 250. Please err on the side of caution, taking into account uncertainty about currency exchange rates.

Between 2018 and 2020, we put significant effort into determining the specific donation amount limits in many countries outside of the US. This effort has led to very few additional matching funds, and we've decided to stop repeating this work in 2021.

As a U.K. donor, will my donations be eligible for U.K. Gift Aid?

Unfortunately, only donations to eligible [U.S.-based nonprofits](#) are eligible to be matched, but only donations to U.K.-based nonprofits qualify for Gift Aid.

(In general, unrelated to this match, Facebook's help page [Are donations on Facebook eligible for Gift Aid?](#) states, "A donation on Facebook may be eligible for Gift Aid if the person making the donation is a taxpayer in the United Kingdom and the donation is being made to a U.K.-based nonprofit.")

What payment methods can I use?

You can make donations on Facebook using credit card, debit card, or PayPal. [Review and update your payment methods.](#)

How can I prevent my payments from getting declined?

It is likely that many ([or even all](#)) of your donations will go through successfully, even if you are making multiple, large donations. To reduce the risk of payments being declined, we recommend splitting donations across multiple payment methods and alternating between them.

Does Facebook take donation processing fees?

No. Facebook does not take any fees from donations made to nonprofits through its platform. This includes credit card fees. The nonprofit(s) you donate to via Facebook will receive 100% of your donation, and this is true all year-round.

Can I donate from a donor-advised fund (DAF) or appreciated securities?

Unfortunately, you won't be able to make donations from a donor-advised fund or appreciated securities. You may want to consider donating via credit card, and then donating from the balance of your donor-advised fund or donating appreciated securities in future years when matching funds are no longer available. Whether this is the right approach will depend on your particular circumstances. You should consider this approach with the understanding that there's no guarantee that your donations will be matched.


Can I have my donations matched by both Facebook and my employer?


We have high confidence that donations made on Facebook should be eligible for employer matching if the following conditions are met:

1. The employer is willing to match online credit card donations made to the U.S. nonprofit in question. (For instance, through the nonprofit's website.)
2. The nonprofit is receiving the donation directly, and not from Network for Good.

To determine whether a nonprofit is receiving donations directly or from Network for Good, you can look for the following on the fundraiser page:


Example of a nonprofit receiving donations directly:


 20,725 people like this


 Learn more at [Guidestar.org](https://www.guidestar.org)

Receiving donations directly. [Learn More](#)

Example of a nonprofit receiving donations from Network for Good:

 Public, Societal Benefit

 Based in Washington, DC

 Learn more at [Guidestar.org](https://www.guidestar.org)

Receiving donations from Network for Good within 45-75 days after a donation, depending on enrollment. [Learn More](#)

While we also expect most employers in question to match Facebook donations to nonprofits receiving donations via Network for Good, we do see some possible risks:

1. Facebook sends donation receipts that are sufficient for tax purposes in the U.S., but there's a possibility that some employers may request a receipt generated by the nonprofit instead.¹² If the nonprofit is receiving donations directly, then you can ask the nonprofit to generate a new receipt for you. But if the nonprofit is receiving donations via Network for Good, then the nonprofit might not be able to generate a new receipt for you.
2. Some employers contact nonprofits to verify that the nonprofit has received the donation. In the case of Network for Good, it will take a few months until the nonprofit receives the donation, and the nonprofit could have difficulties associating the donation with your identity.

In addition, if you'd like your employer's matching funds to be restricted the same way your donation was restricted, we'd suggest following up with the nonprofit to request this restriction.

Please feel free to reach out to us at contact@eagivingtuesday.org about any further questions or concerns you have with employer eligibility matching. We can provide support on these issues both before and after Giving Tuesday.

¹² See these [guidelines](#), for example.

Can I have my donations matched by both Facebook and Double Up Drive?

Unfortunately, [DoubleUpDrive](#) has decided that for their 2021 matching program, they will only be able to match donations made on their website, with limited exceptions. This means that donations made on Facebook will no longer be eligible for matching by DoubleUpDrive.

Can I donate to the Centre for Effective Altruism (CEA) and follow up with a restriction request?

No, CEA will not accept restriction requests from individual donors for donations made through Facebook. To address this, we work with CEA on behalf of the donor community we coordinate. So, for you to donate to a nonprofit via CEA, you will need to donate through one of our fundraisers. We then coordinate with CEA to allocate these donations and matches accurately.

As an exception, you can follow-up with CEA with regard to restrictions of employer matching funds associated with Facebook donations, if applicable.

Can I donate to GiveWell and follow up with a restriction request?

No, GiveWell will not accept restriction requests from individual donors for donations made through Facebook. We work with GiveWell on donors' behalf. We will create Facebook fundraisers for each of GiveWell's top and standout charities. We then coordinate with GiveWell to allocate these donations and matches accordingly.

As an exception, you can follow-up with GiveWell with regard to restrictions of employer matching funds associated with Facebook donations, if applicable.

Can I donate to Animal Charity Evaluators (ACE) and follow up with a restriction request?

There will not be a need to, as we will create Facebook fundraisers for each of Animal Charity Evaluators' Top Charities, Standout Charities, their Recommended Charity Fund, and ACE Movement Grants.

As an exception, you can follow-up with ACE with regard to restrictions of employer matching funds associated with Facebook donations, if applicable.

How is my country determined by Facebook?

In most cases, the most accurate way to determine where Facebook believes you to be for payment purposes is to submit a practice donation. When you donate, Facebook will offer the currency of the country in which it believes you to be. However, this may not be applicable if you've manually changed your currency at some point.

You can check the location of your active device on [Facebook](#), however it is unclear whether Facebook uses the location of your active device for payment purposes. So, if there is any reason to believe that Facebook may not have your location accurately listed, we recommend a \$5 practice donation.

It is important to note that the difference in donation limits between the US and non-US countries is significant. So if you're a donor in the US who has recently moved or traveled, then we recommend checking that Facebook recognizes that you're in the US for payment purposes. For non-US donors the difference between countries is much smaller, so it is less important.

If Facebook has identified your country incorrectly, you can try following the instructions on this Facebook [help page](#) on a similar issue.

I've recently moved to a new country, but Facebook thinks I'm still in the old one. How can I fix this?

Some donors who have recently moved between countries have reported to us that Facebook is still showing the currency of their old country. This is important, because if Facebook thinks you are outside the U.S., it will subject your donations to lower limits, and you will also be eligible for far less matching funds on Giving Tuesday.

This is a great reason to log into Facebook well ahead of Giving Tuesday, to see what donation currency Facebook is currently applying to you.

If you notice this problem during a practice donation, make sure you're allowing Facebook to access your location.

Can my donation on Facebook be private?

We understand that some people may have reservations about using Facebook, and that some people may be completely new to Facebook payments (“Facebook Pay”) and/or Facebook’s fundraising platform. If privacy is your concern, know that it’s straightforward to make your EA Giving Tuesday donations mostly private:

When you click “Donate” on one of our fundraiser pages, Facebook’s donation form will open up and there is a drop-down menu that allows you to control who sees your donation. If you choose “Only me,” your name and amount will only be visible to the nonprofit you donated to and the EA Giving Tuesday team member who made the fundraiser page. By selecting “Only me,” your donation(s) will **not** show up on your timeline or on your Facebook friends’ newsfeeds. This means that all practice and day-of donations you make can be mostly private.

Additionally, you have the option to pledge anonymously on our pledge form.

If your concern is around Facebook taking fees from your donation, in fact Facebook takes no fees (see our above entry on this, “Does Facebook take donation processing fees?”).

What is the EA Giving Tuesday team’s strategy for staying under the \$100,000 limit per nonprofit?

Each 501(c)(3) nonprofit organization is subject to a per-organization match limit of \$100,000. We have not yet had a situation where an EA-aligned nonprofit hit this match limit.

Each year, we make arrangements to reduce the risk of going over this \$100,000 limit per nonprofit. We are still making arrangements for 2021, and here are the arrangements we made in past years:

- Donors were able to pledge and donate to EA Funds via either CEA or [Rethink Charity](#), which we expect helped avoid the limit per nonprofit for CEA. Any donations (and associated matching funds) made to an EA Fund via Rethink Charity were regranted to CEA with a restriction to the designated EA Fund. Rethink Charity used regrating arrangements they already have in place for their [RC Forward](#) platform.
- In general, we try to avoid donations going through GiveWell, CEA, or ACE when it's feasible to arrange other routes. So for instance, we'll most likely make arrangements for several of GiveWell's top charities to receive donations and matching funds directly, with restriction arrangements made in advance where necessary. In addition, Rethink Charity will accept donations and matching funds for other GiveWell recommended charities.

Aside from that, it's not straightforward how to handle nonprofits at risk of going over the limit. There are a few complications:

- We don't know how pledge amounts are going to translate into match amounts. In 2017 we had 13% of donated amounts matched, in 2018 we had 65%, in 2019 we had 52%, and in 2020 (the first year of the two-tier match) we had 25% of donated amounts matched.
- We don't want to instruct people to donate less effectively just for the match. The effectiveness of nonprofits could easily vary by ~10x within a cause area or ~100x between cause areas.

We did the following in past years to analyze and communicate per-nonprofit match limits so that donors can make the best decision for their circumstances:

- We made this information available on last year's (2020's) EA Giving Tuesday pledges page, under the section "Pledges by U.S. registered 501(c)(3) nonprofit."
- We updated our 2020 pledges form with information about organizations that were plausibly at risk of hitting the per-organization match limit.

FAQ on donating fast

How will I know when it's time to start donating?

We've done testing which indicates that the time provided by time.is/just is accurate even under poor network conditions. We've also found that time.is/just informs you when it cannot accurately provide you the time because of extremely poor network conditions.

If time.is/just doesn't work for some reason, the clocks at timeanddate.com appear to be accurate as well.

To be sure the web browser clock is not delayed, make sure to exit all unnecessary applications, windows, and tabs.

Should I enable a PIN on Facebook Pay?

No. Please do not enable a PIN! For added security, Facebook permits adding a PIN for making payments. This is an optional feature that is disabled by default. Before Giving Tuesday, it's important that this feature remains disabled. You can disable the feature in your Facebook Pay [settings](#). For improved security, you could optionally re-enable a PIN after Giving Tuesday.

Security

Always Ask for PIN to Confirm Payments.

If turned off, you may still need to confirm some payments.



FAQ for nonprofits

How will my nonprofit receive donations and matches?

Nonprofits **not signed up for Facebook Payments** will receive both donations and matches through Network for Good (NFG), via check or electronic payment. The donations and matches may come together, as one payment, in late February 2022. However, it's possible that the donations will be paid out by NFG in January 2022 and the matches will be paid out separately in February 2022. Based on our experience in previous years, donations and matches received through NFG will likely show up as being made from anonymous donors, and donations may have dates that are weeks later than the actual dates. However, in most cases, the EA Giving Tuesday team is able to provide more details to the nonprofit about these donors.

Nonprofits that **are signed up for Facebook Payments** should receive most or all donations made through our fundraiser pages by December 20, 2021, and should be able to see donor names. However, the match amounts will be paid out through NFG, as a check or electronic payment, in January or February 2022.

Should my nonprofit sign up for Facebook Payments?

We recommend waiting until after Giving Tuesday to sign up for Facebook Payments, if your nonprofit has not already started the application process.

Although Facebook Payments is not required for receiving donations on Facebook, it does provide some advantages:

- Nonprofits receive donations more directly from their donors, with Facebook acting as a payment processor, rather than receiving them through Network for Good, a donor-advised fund.
- Nonprofits receive donations significantly faster.
- Nonprofits are able to generate reports on Facebook showing donor names, emails (when provided by donors), and donation amounts within days after Giving Tuesday.
- In cases of restricted donations, receiving donations through Facebook Payments may help increase the accuracy of these restrictions.

However, we strongly recommend waiting until after Giving Tuesday to sign up. We have [learned](#) that nonprofits may become ineligible for receiving donations on Facebook fundraisers during an application vetting process. We are concerned that some nonprofits may become ineligible during the week leading up to Giving Tuesday, and observed one case of this occurring in 2018. As noted previously, nonprofits can still receive donations through [Network for Good](#) even if they are not on Facebook Payments.

Should my nonprofit sign up for Network for Good?

Even if your nonprofit is registered for Facebook Payments, you will still have to receive matched amounts from Facebook through Network for Good, a donor-advised fund.

We'd suggest [registering](#) your nonprofit for Network for Good and [signing up](#) for electronic funds transfers. Otherwise, any payments from Network for Good are expected to arrive as a check in the mail, sent to your nonprofit's mailing address listed on [GuideStar](#).

The reason we encourage nonprofits to sign up for electronic funds transfers is because there is some amount of risk associated with receiving checks from Network for Good. There is no way to guarantee in advance that the checks will be sent to the right address. For example, if your nonprofit updated its mailing address on GuideStar, there is a small chance that a check may get sent to the old address. This is one reason that our team spends time after Giving Tuesday following up with nonprofits to try to ensure that they are receiving amounts from Network for Good that are consistent with our records.

Can my nonprofit promote this among our donor base?

If your nonprofit is eligible to participate in our initiative, then we'd encourage you to share the opportunity with donors who are likely to be receptive to the opportunity and are likely to be willing to do the preparation necessary to donate quickly.

You can point donors to our [instructions](#), which we expect to have ready by late November. Additionally, we ask that you encourage donors to sign up at www.eagivingtuesday.org, because our mailing list is how we communicate important updates and information to the hundreds of donors planning to participate in EA Giving Tuesday.

My nonprofit is not a U.S.-registered 501(c)(3) nonprofit. Is there any way my nonprofit can still participate?

If you're a nonprofit recommended by GiveWell or by Animal Charity Evaluators (ACE), or a nonprofit listed on the [EA Funds platform](#), then we might be able to make arrangements with GiveWell, ACE, or the Centre for Effective Altruism (CEA) to accept donations for you. To confirm, you can email us at contact@eagivingtuesday.org.

Otherwise, it's possible your nonprofit can participate if you can arrange for a partner nonprofit with 501(c)(3) status to accept and regrant donated and matched amounts to you. If you're able to arrange this, please email us at contact@eagivingtuesday.org.

How else can my nonprofit help?

If you may be willing to accept donations for other nonprofits who are not U.S.-registered 501(c)(3) nonprofits, please email us at contact@eagivingtuesday.org. We would be very happy to hear from you.

Also, we will follow up with nonprofits after Giving Tuesday to request information on donations and matches received through Facebook. If we reach out to you with follow-up questions, we'd be grateful if you could provide us this information, since this (a) helps ensure that nonprofits are receiving the funds they're supposed to be receiving and (b) helps us track our impact.

Thanks for reading our EA Giving Tuesday FAQ! If you're interested in getting your donations matched, please sign up at www.eagivingtuesday.org. If you have any unanswered questions, reach out to our team at contact@eagivingtuesday.org or ask in our [Facebook group](#).