

# Colonial Williamsburg

## Giving Tuesday 2020

**\$970,202 Raised**

**1,528  
Gifts**

**\$485,101**

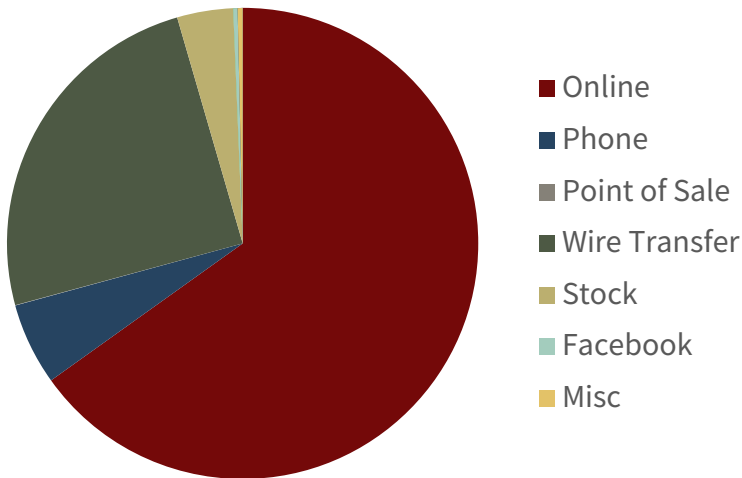
**X 2** THANKS TO A  
GENEROUS 1:1 MATCH



**305%** higher participation  
than 2019

**480%** increase in  
donations

### Giving Channels



we welcomed  
**160**  
new donors

with an average donation of

**\$102**

**348**  
donors increased  
their annual  
giving amount by  
an average of  
**\$178**

Designation (Top 5)	Amount
Unrestricted	\$441,935.80
Friends of Collections/Obj. Acquisitions	\$12,500.00
Wallace Gallery Expansion	\$10,000.00
Coach and Livestock	\$6,356.75
Textiles Conservation Lab	\$5,531.18