



**FOR IMMEDIATE RELEASE**

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Contact: [tpitts@mnaonline.org](mailto:tpitts@mnaonline.org)

Michigan Nonprofit Association Announces, 'We Are 501c3' Campaign in  
Conjunction with GivingTuesday 2023

LANSING – November 28, 2023 – The Michigan Nonprofit Association (MNA) is proud to announce the launch of its new campaign, 'We Are 501c3', as part of the global celebration of GivingTuesday, taking place this year on November 28, 2023. Emphasizing the resilience and vital contributions of nonprofits during and post-pandemic, this campaign seeks to inspire generosity and highlight the sector's enduring spirit.

GivingTuesday is a global day of giving- created in 2012 and celebrated on the Tuesday following Thanksgiving. It is a global campaign dedicated to encouraging people to do good. While the spirit of GivingTuesday resonates every Tuesday, the annual event is a special reminder of the power of collective generosity. This year's theme underscores that everyone has something to give and every act of generosity, big or small, is significant.

MNA's "We Are 501c3" campaign aims to showcase the unwavering commitment of nonprofits in Michigan, who have navigated the challenges of the pandemic with exceptional resilience. These organizations have been at the forefront of supporting communities, providing essential services, and advocating for critical issues during these unprecedented times.

"We believe that every person has the capacity to make a positive impact," said Kelley Kuhn, president and CEO of Michigan Nonprofit Association. "GivingTuesday is not just about financial donations; it's about giving time, talent, voice, and resources. Our new campaign reflects the diversity and strength of the nonprofit sector and encourages everyone to contribute in their own unique way."

As part of MNA's 'We are 501c3 campaign', the organization will share stories of nonprofit resilience, and provide resources for organizations statewide. The association invites everyone to join this global generosity movement by helping a neighbor, advocating for an issue, sharing a skill, or donating to causes they care about.

To learn more about the 'We Are 501c3' campaign and how you can participate in GivingTuesday, please visit: <https://www.mnaonline.org/we-are-501c3/overview>

**About MNA:**

*Founded in 1990, MNA is a 501 c (3) statewide membership organization that serves nonprofits through advocacy, training, and resources. MNA is dedicated to promoting anti-racism and social justice in the nonprofit sector. For more information, visit [www.mnaonline.org](http://www.mnaonline.org)*

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