



THE GLOBAL DAY OF GENEROSITY

COMPLETE GUIDE FOR NONPROFITS

GivingTuesday: December 1, 2020

@givingtuesday
givingtuesday.org





Introduction

GivingTuesday is an opportunity for people around the world to use their individual power of generosity to remain connected and support their communities. It's a day when everyone comes together to give back in all forms-acts of kindness, gifts of voice, time, talent or treasure. Nonprofits can leverage the energy of GivingTuesday to tell their stories, engage lifelong advocates and [build a movement](#) for their organizations - and that's way more powerful than just collecting donors.

In this time of uncertainty, stress, and even despair, one thing that gives us hope is that this crisis is catalyzing innovation like we've never seen before. [From GivingTuesdayNow](#), we learned that we owe this not only to the sense of urgency but to our desire to share information, ideas, and collaborate, which has never been stronger. All around the world, we are joining forces and leaning on each other - and this generosity tells us that we will achieve the better, more just world that we all seek.

This guide provides some ideas and basic organizing tactics you can use to rally support for your movement on GivingTuesday. We encourage you to [join our Facebook group for nonprofits](#) to get even more ideas and inspiration and [make sure you're signed up for our email list](#) to receive new resources, notifications about webinars, and other opportunities related to GivingTuesday and using generosity to power a movement for your cause.

Bonus Resource

The Workbook for Nonprofits

In addition to this toolkit, check out the [GivingTuesday step by step workbook](#). Print it out, jot down your goals, and sketch out your plans for GivingTuesday 2020.



Key Messages

How to talk about GivingTuesday 2020

- GivingTuesday is a global day of generosity that will take place on December 1, 2020.
- GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and the world.
- GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past 8 years, this idea has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.
- People can show their generosity in a variety of ways during GivingTuesday—whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, everyone has something to give and every act of generosity counts.
- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.
- GivingTuesday emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while practicing physical distancing.
- We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others.



How Nonprofits Can Participate in GivingTuesday

Creativity always wins on GivingTuesday. Here are some ideas for how your organization can participate but the sky's the limit:

- **Share good news stories.** Both from your organization and other stories that inspire you. Check out GivingTuesday's social channels for examples. Showcase all the good happening in your community.
- **Collaborate with other organizations** to host a PPE drive, a holiday food drive for your community, or a virtual festival for your community members to learn about all the organizations' missions.
- **Thank your supporters.** Host a thank-a-thon or add to a donor wall.
- **24 hours of gratitude.** Post once an hour about things your organization is grateful for.
- **Amplify others.** Fundraise for another organization, create a Facebook album to share your partners' work.
- **Go live.** Share how your organization has been participating and how it has positively impacted your community!
- **Fundraise for your organization.** You can use any digital fundraising tools you like! You can even use your existing donate button.

On “Donor Fatigue”

Our research suggests that people are very motivated to give to many different causes. The key right now, as at any time, is ensure your relationship with supporters is experiential rather than transactional.

We find that people want lots of ways to show support for the causes they care about, and on GivingTuesday, the vast majority of donors also take some other action. Providing multiple touch points, messages and opportunities to show support helps make you relevant and inspiring.

We believe, and our data show, that "donor fatigue" is a function of the quality of the message and engagement rather than a question of frequency. Think about how your organization is providing supporters with an opportunity to exercise their generosity and agency to make positive change - that approach will help focus engagement that is motivating.



Get Your Social Channels Ready

Update your profiles and use hashtags across all social platforms a few weeks before the big day

- Brand your personal and nonprofit's social media accounts with GivingTuesday graphics and be an ambassador for the movement. Download Facebook cover images and more at [GivingTuesday.org](https://givingtuesday.org) (Canva templates coming soon).
- Announce that you're participating in GivingTuesday and build anticipation with a countdown to December 1!
- Use the hashtag #GivingTuesday – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your nonprofit! (Please use “camel caps” in your hashtag for accessibility!)
- Create content that shows your mission is something people want to get behind. Educate people about your cause area + what your organization is doing to make our world a better place. Be honest about the situation your organization is in and what your needs are.

Social Media Activation Ideas

Rally Your Supporters Online

- Go classic: encourage your supporters to share their “unselfie!” No printer? No problem. Use our digital unselfie sticker on Instagram! (Just search “Unselfie”)
- Encourage your supporters to run a p2p fundraiser on behalf of your organization.
- Encourage your supporters to change their Twitter display name for the day to show that they're supporting your organization for GivingTuesday (see example at right). **Note: Do NOT change your**



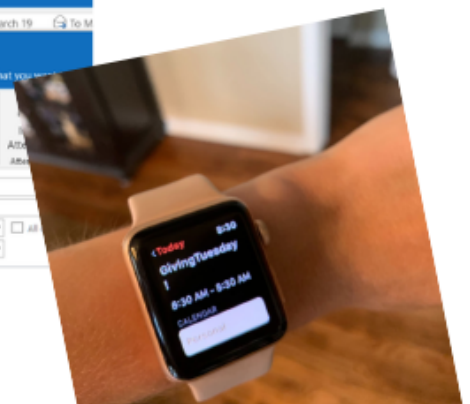
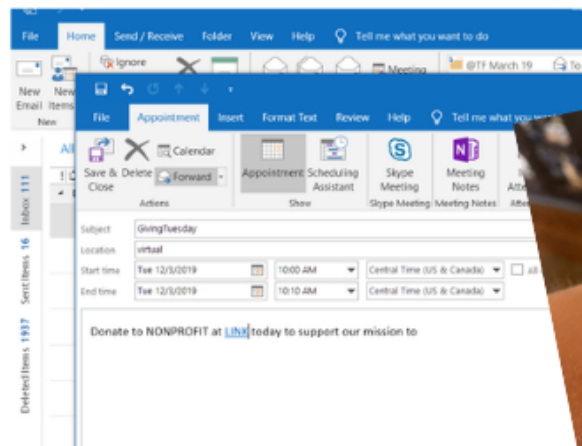


organization's display name - your supporters won't recognize your account.

- Organize a Twitter chat about your mission or Ask Me Anything with your team members.
- Don't forget about the new Instagram donate stickers! ([Here's how to get your nonprofit set up.](#))
- Ask your best supporters to run fundraisers for your cause - use Facebook or whatever p2p tool you like to use.
- Ask your social media followers to share stories of why they support your organization. Retweet their replies!
- Organize a challenge (on TikTok or Instagram Reels)! Encourage your partners and friends to spread generosity on social media by getting creative.
- Encourage your supporters to share what they've been doing to spread generosity in their local communities. Whether or not that has to do with your cause. Let's overwhelm the world with GOOD.
- Get a vendor or small business to sponsor a social media [contest](#) to benefit your organization.

Other Digital Tactics

- Send your supporters a calendar invite. Literally. Attach an .ics calendar invite file to your email (or use something like [Add Event](#)). You should provide exact instructions for what you'd like them to do on GivingTuesday including a link if you want them to donate.
- Start a series of emails to build up anticipation of the big day. One a week to start, then build as the days get closer.





Sample Communications Timeline

Week of October 26

- Make sure you've signed up for GivingTuesday at www.givingtuesday.org/join. This will add you to our list of [Participating Organizations](#) and our newsletter, so we can send you the latest updates and news.
- **See if your city or state is planning a [community campaign for GivingTuesday](#).** If there's a local movement, reach out to their team to see how you can get involved.
- [Download all the resources for nonprofits](#) (which include a press release, sample emails, social media, graphics, and more).
- Set a goal and consider your target audience. Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- Email your supporters to share that your organization is participating in GivingTuesday and [share a calendar invite](#). You do not have to include specific details yet - just get it on their calendars!

Week of November 9

- Announce. Share your plan and goal in a press release or a virtual community launch party, and start spreading the word about your plans for GivingTuesday on social media. It's best to announce early to get your community prepared and excited to give.
- Build a drumbeat. Schedule regular social media messages to talk about your organization's work and how your community can best support your mission. You can use our Save the Date graphic and sample social media posts.



- Think about a match or other challenge. If you are organizing a fundraising campaign, talk to donors about [providing a match or challenge grant](#) to build extra excitement on GivingTuesday.
- Email your supporters again to remind them that GivingTuesday is coming and specific details about how they can get involved. Check out the sample emails below.

Week of November 16

- Pitch your local press. Use our Sample Press Release (see below) to share your campaign plans with local media. We see a lot of coverage for GivingTuesday — don't wait to pitch your story to TV, radio, and local newspapers.
- **If you haven't yet, email a calendar invite to everyone on your lists.** Once you have your lists segmented, you can even customize those calendar invites with specific instructions and links for different groups. (eg. social media ambassadors, donors, reporters)

Week Before

- Go big on social media! Stay top of mind with your supporters— tweet, post, snap, TikTok, share to invite your community to join with you on December 1. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans. Make use of your scheduling tools!

Day Before

- Send a “1 Day to Go” email and social media messages to make sure your board, staff, and community knows that we are in the final countdown for GivingTuesday!

December 1

- December 1 — It's GivingTuesday! Remember to update your community about your campaign throughout the day. Share where you are against your goal and use the buzz and momentum from the day to build excitement for your



campaign. Thank donors and people who are helping to amplify your campaign.

- Go bananas on social media. Go live, share a photo every hour (no need to create anything new, reuse your existing content), launch a TikTok challenge, highlight stories of generosity from your community. Talk about how COVID-19 is impacting your organization and community.

After The Big Day

- December 2 — Say thank you to your staff, donors, volunteers, partners, faculty and community. #ThankYouWednesday
- Share your success with us! Email the GivingTuesday team at info@givingtuesday.org with your success, photos, or announcements we can share.
- Use the momentum from GivingTuesday to [boost your winter fundraising](#) and rally support for your mission.

Sample Social Messages

Remember to always link directly to your own organization's website, not to GivingTuesday.org

- Mark your calendar! Dec 1 is #GivingTuesday. How will you give?
- Save the Date: #GivingTuesday is December 1! We're proud to be a part of this global celebration of giving.
- Giving back isn't canceled. Ahead of #GivingTuesday (Dec 1), we're sharing ways you can express generosity right from your own home. (Insert ideas for how folks can get involved in your mission or help move the needle on your cause, right from their own home)
- In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Join us on #GivingTuesday and let's rally to [insert mission + URL]



- #GivingTuesday is an opportunity for people around the world to stand together in unity—let’s rally to [insert cause].
- GivingTuesday’s messages of hope, connection, and community have never been more needed. Let’s create a 🌊 of good on December 1! Share how you’re giving and let’s inspire the 🌍.
- Together we heal. We're rallying our community for #GivingTuesday. Join us to give back: [URL]
- Together we stand. We're united with our global community for #GivingTuesday. Join the [ORG] community on Dec 1 and let’s show our strength: [URL]
- Together we give. Learn how your generosity makes a difference on #GivingTuesday: [URL]
- Throughout today we’re sharing how [@orghandle] is working with our community to [your work] and ways that you can join the movement.. LINK #GivingTuesday
- Everyone can have an impact on #GivingTuesday! Join ORG on December 1 by pledging your time, skills, voice, dollars to support [mission]. Learn more at LINK
- Giving is not just about making a donation. It is about making a difference. Throughout #GivingTuesday today, we’re sharing the many different ways you can support [ORG] as we [mission].



Email Templates

To Supporters - Save the Date

Subject Line: Join Us for GivingTuesday - the Global Day of Giving on Dec 1, 2020

On December 1, 2020, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

[Name of organization] will be participating in GivingTuesday and we need your help!

By joining the GivingTuesday movement, you're proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can get ready to give:

1. **Mark your calendar** [Link to a custom calendar invitation for Dec 1 that includes your organization's donate link]
2. **Give.** On December 1, go to [insert your organization URL] and donate. You can also support our organization in these ways [insert link to a blog post that outlines other needs like a wishlist, virtual volunteer opportunities]
3. **Spread the word.** Encourage your friends and family to join you in creating real impact on December 1 by sharing what our mission means to you and why you support our organization ([here are some ideas](#)). Make sure to use hashtag #GivingTuesday and tag us so we can share!

Let's rally together to build stronger communities.

Learn more at [insert your organization URL]



To Supporters - Give Today

Subject line: Together we can

In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Over the past few weeks and months, the entire world has been coming together to stand up, help out, give back, and heal. Whether that's through donations to community organizations, celebrating doctors and nurses at shift changes, or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic. Together.

{ORG} is participating in GivingTuesday today, the global day of unity and giving. As you know, our organization [Describe in 2-3 lines the critical work your organization is doing in your community and how your nonprofit will be participating]

But we can't do this without you!

Not only do we need your support, we need your help to spread the word. Please tell your friends and family why you believe in our work and encourage them to support us too!

Join the movement today! [Insert bullet points for how supporters can contribute, details about any special plans you have for today, including links to livestreams, donate pages, social media challenges, etc.]

Thank you for being a part of the [Organization] team. Together we can [insert your mission].

Name

Title

Organization



To Board Members in advance of the campaign

Subject line: [*FNAME*], we need your help!

Hi [board member name],

GivingTuesday is only [x] days away and [organization name] is starting to plan our big celebration. This is a big day for us, we're aiming to raise [insert goal or a line about how much you raised last year or how you're using the day to go big on your kick off for end of year]. This is where you come in. We're asking all of our board members to help us rally our community and maximize GivingTuesday. Here are some ways that you can help.

- We've set a goal to achieve 100% giving by board members on December 1. [Reminder about give/get if applicable]
- Help us organize matching funds for our organization. Matching funds provide great incentives for both new and existing donors and motivate them to act fast to double their impact on our cause. You can help by contributing to our matching grant pool and asking your networks to contribute too. [Insert some more info about who you've reached out to already and some of your ideas about how you'll organize your match]
- Help us spread the word. Here's link to a Google Drive with sample emails you can send to your friends and family and sample social media messages for LinkedIn or Facebook. Personalize these messages and share why our mission matters so much to you!
 - Please also consider fundraising on our behalf. [insert information about your p2p program]

Thank you, [Name], for your ongoing commitment to [mission]. We simply could not do this without you. Please contact us if you have any questions or need any assets to help with your outreach. Thanks in advance for making GivingTuesday 2020 our best yet!

Sincerely,
[Name][Title]{Org}



Sample Press Release

How to use this template:

1. Add your campaign details (as much as you know right now and you don't have to have everything set) in the press release template below.
2. Be sure to have someone in the contact space who is readily available and responsive
3. Add a campaign name and details of how you want the public to engage in the day.
4. Circulate to your press outlets and include the release as a blog on your website and promote socially. Edit so that it makes sense for your community.
5. Here are some tips from Joan Garry on [securing press coverage](#).

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

[INSERT ORGANIZATION NAME] Celebrates GivingTuesday with [INSERT CAMPAIGN DETAILS], joining millions around the world participating in the global generosity movement on December 1, 2020

[INSERT LOCATION] [INSERT DATELINE] – [INSERT ORGANIZATION NAME] is responding to meet the needs of [DESCRIBE WHO/WHAT YOU'RE SUPPORTING] by [INSERT TOPLINE DETAILS OF CAMPAIGN].

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on December 1, 2020, and throughout the year.

[DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED GivingTuesday AND DETAILS OF YOUR GivingTuesday INITIATIVE INCLUDING GOALS, PARTNERS AND PAST GivingTuesday SUCCESS, IF APPLICABLE]



[INSERT QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON ON THE ORGANIZATION'S GivingTuesday EFFORTS]

GivingTuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past eight years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it's helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised billions of dollars for critical causes around the world and gets 14.2 billion impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year." said Asha Curran, GivingTuesday's CEO, and co-founder. "With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those who are interested in joining [INSERT ORGANIZATION NAME]'s GivingTuesday initiative can visit [INSERT SPECIFIC GivingTuesday LANDING PAGE ADDRESS IF AVAILABLE].

For more details about the GivingTuesday movement, visit the GivingTuesday website (GivingTuesday.org), [Facebook page](#) or follow [@GivingTuesday](#) and #GivingTuesday on Twitter. For youth interested in joining the movement, visit GivingTuesdaySpark.org for inspiration and project ideas.

About [INSERT ORGANIZATION NAME]
[INSERT ORGANIZATION BOILERPLATE]

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of



generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.

[GivingTuesday](#) is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world. GivingTuesday is organized in partnership with GivingTuesday, the organization, and a global network of leaders, partners, communities and generous individuals.

###

FAQ for Nonprofits

What is GivingTuesday?

- GivingTuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.
- GivingTuesday's global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life.

When is GivingTuesday?

- GivingTuesday is held annually the Tuesday after Thanksgiving and this year on December 1, 2020. It's held on the same day in most [participating countries](#) in the world.

Who is organizing this?

- GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world. The movement is organized in partnership with GivingTuesday's global network of leaders, partners, communities and generous individuals.
- GivingTuesday's ultimate goal is to create a more just and generous world, one where generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.



Who can participate?

- Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations. There are people and organizations participating in GivingTuesday in every country in the world.
- Participating in GivingTuesday is about **joining a movement for generosity**, and there are so many ways to do that. **Whether you give your voice, goods, your time, or your money**, being generous is a way to fight for the causes you care about and help people in need.

How can people participate in GivingTuesday?

- Participating in GivingTuesday means that you're joining a global movement for generosity and there are so many ways to do that. Whether you give your voice, goods, your time, or your money, **being generous is a way to fight for the causes you care about and help people in need.**
- Connect with your local GivingTuesday movement to learn more about how you can give back in your [country](#) or [U.S. community](#).
- Here are some ideas you might consider:
 - Share kindness with your neighbors.
 - Volunteer virtually or share your talents
 - Give your voice to a cause that matters to you
 - Discover a local fundraiser, community drive or coordinated event to join others in your area or with your same interests in giving back -- they need your help. Search for opportunities here
 - Give to your favorite cause or a fundraiser to help those in need.
 - Use social media to spread the word!
 - Talk about giving and generosity using the hashtag GivingTuesday
 - Share our Facebook posts — facebook.com/GivingTuesday
 - Follow us on Twitter @GivingTuesday and use the #GivingTuesday hashtag
 - Follow us on TikTok— GivingTuesday
 - Instagram — givingtuesday
 - Snapchat — add/GivingTuesday
 - Share our social media channels in your organizational and personal social networks
 - Announce your participation in GivingTuesday to your networks and email lists
 - [Visit our website for more ideas and ways you can get involved.](#)



What does it cost to participate?

- **There are no costs to participating in GivingTuesday.** GivingTuesday is a free and open movement to unleash generosity and all of our resources are available for free through our website.
- If your nonprofit is using a digital fundraising platform, there may be costs associated with the tools you choose to use – check with your technology providers to learn more.

Does GivingTuesday raise money or collect fees on GivingTuesday?

- No, all fundraising activities and the funds raised on GivingTuesday are directed by each participating nonprofit organization and processed by the giving platform of their choice.

I want to give back, help my neighbors and volunteer, but how can I do that safely?

- GivingTuesday is focused on ways to give back and bring communities together safely. We encourage individuals and organizations to adhere to public health guidelines and physical distancing to help reduce the spread of the virus and flatten the curve.
- There are many ways people can give back and communities can organize while still staying safe. We've been sharing some of these ideas from the daily text message campaign we ran for GivingTuesdayNow ([check out the archive here](#)) and check out our Ideas page on our [website](#) for more inspiration.
- There is no reason that our physical separation means we can't provide the financial, emotional and social supports that nurture our families and communities. We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others. Embrace your power to be a beacon for others, and act.
- For more ideas, [visit our website](#) or [sign up for GivingTuesday Generosity alerts](#) to get ideas and inspiration each day for ways to show kindness and give back while staying safe.
- GivingTuesday will share specific opportunities for individuals to participate in local, regional and country campaigns as well as ideas they can take and use for individual action or to rally their family, friends, neighbors, coworkers and networks to do good.



Can I still give even if I don't have any money?

- Yes! If you are an individual who wants to give back, there are many ways to do so. GivingTuesday is about giving of all types -- some may choose to give a financial contribution to their favorite cause or a fundraising drive, others will opt to reach out to neighbors, start an advocacy campaign, donate goods or extra supplies, share gratitude to frontline workers and those keeping us safe. If you can show generosity and share kindness, you have something to give!

How can nonprofits + community organizations get involved?

- You do not have to be listed on our website in order to participate in GivingTuesday, but **we encourage you to [register with us](#)**, as many people and media will refer to our page to identify campaigns close to them. You'll also receive our newsletter with tips, ideas, tricks, and news.
- **Organizations do not receive donations through the GivingTuesday website.** All donations need to be made through your organization's donation processing platform of choice. You can choose whatever platform you'd like to use. *Note: If you're intending on participating in one of the matching grant programs that happen on GivingTuesday, please read the rules carefully- each program requires use of a particular platform in order to track results. Check directly with whoever is running that match program for details.*
- As a nonprofit or community organization, you can decide how much you'd like to do during GivingTuesday and what type of activity you'd like to promote. Some organizations host fundraising events, while others use the opportunity to reach out to their community with special content, or to thank their donors.
- One great way organizations can help is to spread the word and encourage your communities and supporters to take action and do good on December 1. Use the hashtag #GivingTuesday when you post on social media so we can amplify your message.
- If you are part of a network or lead a group, think about ways you can rally around a cause and encourage your group to perform acts of kindness and generosity on this day. Share the ideas from our toolkits with your colleagues and decide if there's a particularly relevant type of activity that showcases your industry, interest, skills or other unique assets

Questions?

Have questions about GivingTuesday or want to tell us about what you're planning?



- Contact the team: info@givingtuesday.org
- Join the [GivingTuesday Facebook group for nonprofits](#)
- Make sure you're on our [newsletter list](#) so you get the latest information on upcoming events, webinars, and opportunities.